

The 2nd DONE DEALS™ Generation

20 WBCS Sustaining Members did a total of over
\$67 MILLION
worth of business with WBEs last quarter!

CATEGORY: MULTI-YEAR CONTRACT DEAL • PREFERRED SUPPLIER DEAL

Lee Ann Packard, President & CEO of Marfield Corporate Stationery (www.marfield.com) announces a two year contract with Sustaining Member, Ericsson (www.ericsson.com). These two companies met during a "Supplier to Buyer" appointment at the WBCS Power to Potential event last fall. Marfield began printing business cards, letterhead and all types of envelopes and forms for Ericsson in December. "Marfield is honored to serve Ericsson and we look forward to a mutually beneficial business relationship," says Packard.

CATEGORY: FIRST TIME BUSINESS DEAL

Danna Berger, Cultural Anthropologist with WBE, Idea Planet, L.P. (www.ideaplanetinc.com) announces a first-time deal with Sustaining Member, Southwest Airlines (www.southwest.com). Idea Planet was tasked with understanding the Customer and Employee perception of the evolving Southwest Brand and to help Southwest develop updated messaging platforms. To bring these insights to life, Idea Planet is filming all of their interactions and creating a series of short videos with the footage.

"We're delighted to be working with Southwest Airlines, one of the most truly unique airlines in the world. A relentless focus on making people happy is built into their DNA, making them a perfect match for our own beliefs as we hunt down ideas for our client partners," said Michael Selz, Managing Director of HoundDog, Idea Planet's consumer insights unit.

Out of 80 WBCS Sustaining Members, these listed in the margins of page one and two reported their quarterly spend numbers with WBCS WBEs.

Submit your Q2'10 WBE spend report by July 30th.
Email dluna@wbcsouthwest.org for details.

the
BIG
picture
quarter 1 '10

Alcatel-
Lucent
done deals with
10 WBEs
www.alcatel-lucent.com

American
Airlines
done deals with
5 WBEs
[www.aa.com/
supplierdiversity](http://www.aa.com/supplierdiversity)

Army & Air
Force Exchange
Service
done deals with
5 WBEs
www.aafes.com

Baylor Health
Care System
done deals with
18 WBEs
www.baylorhealth.com

DFW
International
Airport
done deals with
11 WBEs
www.dfwairport.com

Ericsson
done deals with
6 WBEs
www.ericsson.com

FedEx Office
done deals with
3 WBEs
www.fedex.com

Fluor
done deals with
6 WBEs
www.fluor.com

Frito-Lay
done deals with
11 WBEs
www.fritolay.com

Hartman
Leito & Bolt
done deals with
3 WBEs
www.hilblp.com

Hewlett-
Packard
done deals with
7 WBEs
www.hp.com

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CATEGORY: WBCS DEAL

Dallas Owen, Controller for Regency Office and Promotional Products (www.regencynow.com) announces business with three WBCS members! Regency met the following companies at the WBCS BusinessWorks event in April and is now providing office products for Integrated Environmental Solutions (www.iesolutionsinc.com), Army and Air Force Exchange Service (www.aafes.com) and EVOS, LLC (www.evosl.com). "Regency did a fantastic job, plus they saved us quite a bit of money over using our normal 'big box' office supplier," says DeLene Gilbert with EVOS.

CATEGORY: WBCS DEAL

Lee Ann Packard, President & CEO of Marfield Corporate Stationery (www.marfield.com) announces a printing deal with fellow WBE, Lynne Malkoff Promotions (www.lmpspecialties.com)! These two WBEs have met up at a variety of WBCS events over the years.

"I really appreciate Lynne. We have done several done deals together. She is great to work with and very professional. She will do whatever it takes for her clients," says Packard.

Do YOU want to be in a Done Deals article?

Go online to
http://wbcsouthwest.org/done_deals_view.aspx
and click on "Submit Your Done Deal Today".

It only takes a few minutes! Your article will be emailed to you and the company you are doing business with BEFORE publication.

**Don't miss out on this great chance to publicize your company!
(Both WBEs AND Sustaining Members can submit.)**

the
BIG
picture
quarter 1 '10

J.C. Penney
Company
done deals with
23 WBEs
www.jcpenney.com/

Jackson
Walker, L.L.P.
done deals with
2 WBE
www.jw.com

Lockheed
Martin
done deals with
7 WBEs
www.lockheedmartin.com

LSG Sky
Chefs
done deals with
6 WBEs
www.lsgskychefs.com

Oncor

done deals with
23 WBEs
www.oncor.com

Sanmina-SCI
Corporation
done deals with
3 WBEs
www.sanmina-sci.com

Texas
Instruments
done deals with
33 WBEs
www.ti.com

Wal-Mart
Stores
done deals with
18 WBEs
www.walmartstores.com

Windstream
done deals with
6 WBEs
www.windstream.com