

# The 2nd DONE DEALS™ Generation

20 WBCS Sustaining Members did a total of over  
**\$51 MILLION**  
worth of business with WBEs last quarter!

## CATEGORY: MEGA DEAL

Lee Ann Packard, President & CEO of Marfield Corporate Stationery ([www.marfield.com](http://www.marfield.com)) and Jean Lacefield, Manager of Supplier Diversity for Frito-Lay ([www.fritolay.com](http://www.fritolay.com)) announce a new 3-year term agreement for the printing of stationery and business cards for PepsiCo ([www.pepsico.com](http://www.pepsico.com)).

Marfield has done business with Frito-Lay since the 1980s. Frito-Lay introduced Marfield to PepsiCo. "Marfield is proud to serve PepsiCo with printed stationery products. The PepsiCo people are terrific to work with," says Packard.

## CATEGORY: FIRST TIME BUSINESS DEAL

Lisa Marta, President of Exalt Printing Solutions ([www.exaltprinting.com](http://www.exaltprinting.com)) announces business with Sustaining Member, Novation ([www.novationco.com](http://www.novationco.com)). Novation had previously ordered stock versions of holiday cards from another vendor. However, after introductions through a mutual acquaintance, Lisa met with Karla Suarez, Corporate Marketing Manager for Novation. Lisa proposed doing a custom version of a holiday card that would be unique to Novation.

"I sent them several different designs to choose from and they picked a style. In the process they sent my information to another division who also needed cards. I also created a design for that division as well," says Marta.

"Lisa has since done several other projects for us and we have been pleased with all of them," adds Suarez.

## CATEGORY: ONGOING BUSINESS DEAL

Pauline Landrum, COO/owner of Semiconductor Deprocessing Lab ([www.sdltx.com](http://www.sdltx.com)) announces expanded business with Texas Instruments ([www.ti.com/corp/docs/company/citizen/mwbd](http://www.ti.com/corp/docs/company/citizen/mwbd)). SDL provides Bond Line Thickness - Flip Chip Packaging for TI. They have a new purchase order that extends this business to February 2010.

the  
**BIG**  
picture  
quarter 4 '08

Alcatel-  
Lucent  
done deals with  
13 WBEs  
[www.alcatel-lucent.com](http://www.alcatel-lucent.com)

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

Army & Air  
Force Exchange  
Service  
done deals with  
3 WBEs  
[www.aafes.com](http://www.aafes.com)

Baylor Health  
Care System  
done deals with  
15 WBEs  
[www.baylorhealth.com](http://www.baylorhealth.com)

BNSF  
Railway  
done deals with  
10 WBEs  
[www.bnsf.com](http://www.bnsf.com)

Brinker  
International  
done deals with  
7 WBEs  
[www.brinker.com](http://www.brinker.com)

Capgemini  
Energy  
done deals with  
5 WBEs  
[www.capgemini.com](http://www.capgemini.com)

DFW  
International  
Airport  
done deals with  
7 WBEs  
[www.dfwairport.com](http://www.dfwairport.com)

EDS  
an HP  
Company  
done deals with  
13 WBEs  
[www.hp.com](http://www.hp.com)

Energy  
Future  
Holdings  
done deals with  
9 WBEs  
[energyfutureholdings.com](http://energyfutureholdings.com)

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## CATEGORY: PREFERRED SUPPLIER DEAL

Telecopy ([www.telecopy.com](http://www.telecopy.com)) has been a supplier for BNSF Railway Company ([www.bnsf.com](http://www.bnsf.com)) for more than 10 years. "We started using Telecopy to duplicate our videos onto VHS tapes. Typically an order would be several hundred. When we transitioned from VHS to DVD, our distribution of videos to employees grew and we depended on Telecopy to effectively handle the projects," says Paul Parisot, Director Corporate Relations.

Today, orders range from 200 to 45,000. Telecopy provides custom packaging, assembly, fulfillment and drop shipments to BNSF employees across the country.

"They recently introduced a post office-approved cardboard mailer that has saved us thousands in postage. Telecopy has done an excellent job adapting to our needs," added Parisot.

## CATEGORY: WBCS DEAL

Amy Turner, President of Glory Name, Inc. ([www.gloryname.com](http://www.gloryname.com)) announces a deal with Sustaining Member, Oncor ([www.oncor.com](http://www.oncor.com)) for safety department shirts.

"At a table topics luncheon I sat with a representative from Capgemini who got me invited to a very large bid that same week for Oncor. I made it to one of the three finalists and gave a formal presentation to the selection committee. Although I did not win that bid, the head of the selection committee called me to fulfill a need that they had for some embroidered shirts for their safety department staff. I am honored to now count Oncor among my clients," says Turner.

*Out of 84 WBCS Sustaining Members, these listed in the margins of page one and two reported their quarterly spend numbers with WBCS WBEs.*

**Don't see your company listed?**

*Submit your spend each quarter. The Council will email you a reminder!*  
[www.wbcswest.org](http://www.wbcswest.org)

the  
**BIG**  
picture  
quarter 4 '08

FedEx  
Office  
done deals with  
6 WBEs  
[www.fedex.com/us/office](http://www.fedex.com/us/office)

Fluor  
done deals with  
4 WBEs  
[www.fluor.com](http://www.fluor.com)

J.C. Penney  
Company  
done deals with  
26 WBEs  
[www.jcpenney.com/supplierdiversity](http://www.jcpenney.com/supplierdiversity)

Jackson  
Walker, L.L.P.  
done deals with  
1 WBE  
[www.jw.com](http://www.jw.com)

Lockheed  
Martin  
done deals with  
6 WBEs  
[www.lockheedmartin.com](http://www.lockheedmartin.com)

Oncor

done deals with  
10 WBEs  
[www.oncor.com](http://www.oncor.com)

Parkland  
Health and  
Hospital  
done deals with  
2 WBEs  
[www.parklandhospital.com](http://www.parklandhospital.com)

Southwest  
Airlines  
done deals with  
9 WBEs  
[www.swa.aecglobal.com](http://www.swa.aecglobal.com)

Texas  
Instruments  
done deals with  
27 WBEs  
[www.ti.com](http://www.ti.com)

Windstream  
Communications  
done deals with  
6 WBEs  
[www.windstream.com](http://www.windstream.com)