

The 2nd DONE DEALS™ Generation

22 WBCS Sustaining Members did a total of over
\$80 MILLION
worth of business with WBEs last quarter!

CATEGORY: FIRST TIME BUSINESS DEAL • WBCS DEAL

Shawna M Duckworth, Sales Associate for WBE, etc group (www.etconline.net) announces new business with Sustaining Member, BNSF (www.bnsf.com). These two companies met at a WBCS event and an RFQ for the BNSF Annual Family Day followed!

etc's Event Planning Division was awarded the business and they worked with the BNSF team to plan this yearly event for over 6,000 attendees. This resulted in over \$75,000 in new business and solidified the partnership for the upcoming 2010 event.

"We were delighted to work with the BNSF team to put together a fun, rewarding day for their employees. It was amazing to witness the results of our combined efforts!" says Nancy Lucas, vice president operations for etc.

CATEGORY: FIRST TIME BUSINESS DEAL

Ashlie Dulan, Sourcing Specialist in Supplier Diversity for JCPenney Company (www.jcpenneysupplierdiversity.com) announces a new deal with WBE, Sigma Supply (www.sigmasupply.com). Sigma is providing a variety of supplies and starter kits for new stores. "Sigma Supply met with our internal buyer and after a great effort they won business with JCPenney," says Dulan.

"What an honor it has been to team up with JCPenney. We remain focused on delivery of superior products and look forward to doing more business with them in the future," says Maggie Hamby with Sigma Supply.

CATEGORY: FIRST TIME BUSINESS DEAL

Rita Weber, President of Continental Wireless, Inc. (www.cntlwire.com) announces a first time deal with Sustaining Member, Dallas Independent School District (www.dallasisd.org). They are providing portable two-way radios and accessories.

"I learned about Dallas ISD and their procedures through research on the web and followed the required procedures to become a preferred vendor. DISD works hard at making sure we get visibility and helps us 'find' other opportunities in our area of expertise," says Weber.

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 4 '09

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
23 WBEs
www.baylorhealth.com

BNSF
Railway
done deals with
9 WBEs
www.bnsf.com

Brinker
International
done deals with
7 WBEs
www.brinkerdiversity.com

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

Energy
Future
Holdings
done deals with
13 WBEs
energyfutureholdings.com

Ericsson
done deals with
6 WBEs
www.ericsson.com

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

Fluor
done deals with
3 WBEs
www.fluor.com

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CATEGORY: NEW WBE BREAKTHROUGH DEAL

Diana York, President of BDY, Inc (www.SlowCookerMate.com) announces a new deal with Sustaining Members, AAFES (www.aafes.com). AAFES is purchasing Slow Cooker Mate for their online catalog. "Working with AAFES has been a wonderful experience. They have gone to great lengths to make sure my small company is successful within their organization," says York.

CATEGORY: PREFERRED SUPPLIER DEAL

Royalyn Reid, President & CEO of Consumer & Market Insights, LLC (www.thecmiteam.com) announces a done deal with the City of Dallas, Aviation Department (www.dallascityhall.com).

Consumer & Market Insights is currently conducting data collection to evaluate customer satisfaction at the Dallas Love Field Airport. This airport industry customer satisfaction benchmark will help the City of Dallas to better understand the average passenger's travel day experience. This initiative is part of the Airport Council International (ACI).

"Royalyn Reid and her team at Consumer & Market Insights have gone beyond the call of duty in providing quality services to us that have resulted in quality customer service to our constituents," says Perfecta Gallegos, Manager Business Development and Procurement Services for Dallas City Hall.

CATEGORY: WBCS DEAL

Dallas Owen, Controller for Regency Office and Promotional Products (www.regencynow.com) announces done deals with several fellow WBEs! These deals resulted from meeting at WBCS events. Regency has provided a variety of office products for D.I.F., Inc. (www.difcompanies.com) and DaveCo Industries (www.daveco-ind.com).

CATEGORY: PREFERRED SUPPLIER DEAL

Royalyn Reid, President & CEO of Consumer & Market Insights, LLC (www.thecmiteam.com) and Suzanne Cruz-Sewell with DFW International Airport, Concessions Department (www.dfairport.com) announce a new done deal. CMI was awarded the Marketing Research Services contract to plan and moderate focus groups and briefing sessions to discuss upcoming Concession opportunities.

"Consumer & Marketing Insights has provided services for many departments within the DFW International Airport. CMI has worked with Revenue Management, Human Resources, Marketing and the Concessions Department. This current project has been a natural segue of their work due to their understanding of DFW's expectations to create customer satisfaction and deliver operational excellence," says Cruz-Sewell, assistant vice president, Business Diversity & Development Department.

She adds, "CMI's level of professionalism and their ability to deliver their services in a timely manner keeps them at the forefront when opportunities arise at DFW."

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 Q1 '10 WBE spend report by **April 30th.**

the
BIG
picture
quarter 4 '09

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

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

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

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

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

Oncor
done deals with
15 WBEs
www.oncor.com

Raytheon
done deals with
2 WBEs
www.raytheon.com

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

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

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

Windstream
done deals with
6 WBEs
www.windstream.com