

# The 2nd DONE DEALS™ Generation

22 WBCS Sustaining Members did a total of over  
**\$120 MILLION**  
worth of business with WBEs last quarter!

## CATEGORY: FIRST TIME BUSINESS DEAL

Maria Grieser, President & CEO of Xllerate Consulting ([www.xllerate.com](http://www.xllerate.com)) announces a first time deal with Sustaining Member, Frito-Lay ([www.fritolay.com](http://www.fritolay.com)).

Grieser and Lisa Martin, Executive VP-Sales & Marketing for Xllerate attended the WBCS New Member Orientation. The meeting was held at the Frito-Lay Headquarters and Jean Lacefield, Manager of Supplier Diversity sat with them.

“When it was Lisa’s turn, she began to describe Xllerate (our Excel based automation tool) along with its many benefits. As Lisa finished, Jean paused for a second and then called out ‘I could use that!’ causing Lisa to jump!” says Grieser.

Maria and Lisa attended several meetings with Jean and members of her team, Deborah Sims-Beck and Penny Gordon, to gain an understanding of their current processes and determine where Xllerate could be utilized to gain automation efficiencies. As a result, Xllerate signed a deal with Frito-Lay to automate the manual portion of their Second Tier Supplier Diversity Reporting process. Additionally, Maria and Lisa spent time training Deborah and Penny so that they could modify the program as needed going forward.

Future plans include the installation of a rolling 13-month Supplier Diversity Spend Report, written by Lisa to enhance report availability and provide multi-level reporting with just the “click of a button”.

“Thanks to the WBCS and its Sustaining Member representatives, like Jean Lacefield, who insure that women owned businesses are given opportunities to meet with industry leaders and other WBE companies,” adds Grieser.

## CATEGORY: ONGOING BUSINESS DEAL

Mary Burcham, Account Specialist for United One Source ([www.unitedonesource.com](http://www.unitedonesource.com)) announces an ongoing business deal with the City of Dallas ([www.dallascityhall.com](http://www.dallascityhall.com)), specifically the Dallas Police Department. United One Source provides property unit supplies for the department.

## CATEGORY: WBCS DEAL

Heather Cerda, Marketing Coordinator for HG Litigation ([www.hglitigation.com](http://www.hglitigation.com)) announces a WBE to WBE deal with Fit to Print ([www.fit-to-print.com](http://www.fit-to-print.com)). The companies met at the WBCS BusinessWorks event in Arlington. Fit to Print printed 4th of July card inserts for HG Litigation.

the  
**BIG**  
picture  
quarter 1 '09

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

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

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

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

Bell Nunnally  
& Martin  
done deals with  
1 WBE  
[www.bellnunnally.com](http://www.bellnunnally.com)

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

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

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

City of  
Dallas  
done deals with  
1 WBE  
[www.dallascityhall.com](http://www.dallascityhall.com)

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

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

# The 2nd DONE DEALS™ Generation

22 WBCS Sustaining Members did a total of over  
**\$120 MILLION**  
worth of business with WBEs last quarter!

## CATEGORY: WBCS DEAL

Cherie Gordon, Manager, Diverse Business Enterprise at BNSF Railway ([www.bnsf.com](http://www.bnsf.com)) announces an ongoing deal with WBE, InSite Interactive ([www.insite.net](http://www.insite.net)). Since 2004, InSite has been a trusted resource for many of BNSF's web design and technical development projects including the BNSF.COM website, many legal and HR online tools, online training, process automation applications and a custom digital signage network that communicates HR, training and news information to BNSF's 40K+ field employees.

"InSite has been a valuable supplier to BNSF for many years. They work with our various departments that need creative online services, and are able to collaborate with our internal technical teams to deliver products that tie in seamlessly with our backend systems and applications. This understanding of both creative business objectives and technical implementation requirements sets them apart from other interactive agencies," says Gordon. Adrienne Cornelsen, InSite's owner and President commented that "Our work with BNSF has been a great opportunity to explore and innovate and we look forward to many more exciting projects in the years to come!"

## CATEGORY: WBCS DEAL • FIRST TIME BUSINESS DEAL

Kristen Allen, Account Executive for The J. Paul Company ([www.jpaulco.com](http://www.jpaulco.com)) announces business with Fluor ([www.fluor.com](http://www.fluor.com)). "I met John Leatherwood about three years ago when he worked in Procurement for The Dallas Morning News. He moved to Fluor and was nice enough to bring me along with him," says Allen.

The J. Paul company is providing embroidered hats and Polo shirts, plaques and rolling coolers for Fluor, just to name a few!

*Out of 76 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 Q2 '09 WBE spend by **July 30th**  
to be included in the next issue

AND to secure your eligibility for the new Done Deals Award!

Email Dana Luna at [dluna@wbcsouthwest.org](mailto:dluna@wbcsouthwest.org) for more information.  
[www.wbcsouthwest.org](http://www.wbcsouthwest.org)

the  
**BIG**  
picture  
quarter 1 '09

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

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  
17 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  
8 WBEs  
[www.lockheedmartin.com](http://www.lockheedmartin.com)

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

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

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

Wal-Mart  
Stores  
done deals with  
27 WBEs  
[www.walmartstores.com](http://www.walmartstores.com)

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

**MAY '09**  
page 2