

The 2nd DONE DEALS™ Generation

26 WBCS Sustaining Members did a total of over
\$240 MILLION
worth of business with WBEs last quarter!

CATEGORY: WBCS DEAL DEAL • PREFERRED SUPPLIER DEAL

Brinker International and Bent Tree Florist are pleased to announce a new strategic partnership. After seeing first-hand and learning of Bent Tree Florist's capabilities at the WBCS businessWORKS! event in 2009, Patricia Rodriguez Christian, owner of Bent Tree Florist, and David Robinson, Sr. Manager of Supplier Diversity at Brinker International scheduled a follow-up conference call. As a result of this meeting, Bent Tree Florist was made a preferred floral provider for Brinker International. To build awareness of this relationship, a small gift from Bent Tree Florist with a note from David and Patricia was delivered to key Corporate Office team members. This connection has resulted in over \$2300 in business just this past quarter! That booth investment at businessWORKS! more than paid for itself.

Best Practice Idea from David Robinson:

Are you a WBE that is already doing business with a Sustaining Member? Make sure that Sustaining Member knows you are a certified supplier of theirs! With large corporations that have many people making purchasing decisions, sometimes a certified WBE slips through the cracks! Not all corporations have budgets that allow for data scrubs by third party services, etc. At the recent TOP TEN event, I met Valerie Freeman with Imprimis Group. She mentioned some of her companies have been doing business with Brinker. When checking our database, we didn't have them tagged as a WBE. That was over \$7K in business last quarter alone that I didn't know I had! It was like finding a \$20 in a winter coat, and just as I was wrapping up our fiscal year-end numbers! Better yet, each year when you get your new WBCS certificate, e-mail a copy to all your current clients as well as prospective clients. If you know your contact isn't in charge of Supplier Diversity, ask them to pass it on to the appropriate person.

CATEGORY: WBCS DEAL DEAL

Mary Burcham, account specialist for United One Source Solutions (www.unitedonesource.com) announces a done deal with WBE, Irving Tool & Manufacturing (www.irvingtool.com). These companies met through the WBCS. Burcham made an introductory call to Linda Stringer with Irving Tool offering their services. "Irving Tool is a pleasure to work with and very receptive to working with other WBEs," says Burcham.

the
BIG
picture
quarter 2 '09

**Alcatel-
Lucent**

done deals with
14 WBEs
www.alcatel-lucent.com

**American
Airlines**

done deals with
7 WBEs
www.aa.com/supplierdiversity

**Army & Air
Force Exchange
Service**

done deals with
4 WBEs
www.aafes.com

**Baylor Health
Care System**

done deals with
17 WBEs
www.baylorhealth.com

**Bell Nunnally
& Martin**

done deals with
1 WBE
www.bellnunnally.com

**BNSF
Railway**

done deals with
8 WBEs
www.bnsf.com

**Brinker
International**

done deals with
9 WBEs
www.brinker.com

**Dallas Area
Rapid Transit**

done deals with
38 WBEs
www.dart.org

Dell

done deals with
1+ WBEs
www.dell.com

**DFW
International
Airport**

done deals with
12 WBEs
www.dfwairport.com

**EDS,
an HP
Company**

done deals with
13 WBEs
www.hp.com

**Energy
Future
Holdings**

done deals with
24 WBEs
energyfutureholdings.com

**FedEx
Office**

done deals with
7 WBEs
www.fedex.com/us/office

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CATEGORY: FIRST TIME BUSINESS DEAL DEAL

Maria Grieser, President & CEO of Xlterate Consulting, LLC (www.xlterate.com) announces a first time deal with fellow WBE, Van Oriental Food (www.vaneggrolls.com). These two companies met at the WBCS Executive Education Seminar last February, hosted by Texas Instruments. Xlterate developed an innovative Microsoft Excel add-in that allows ordinary users with no prior programming experience to automate their repetitive spreadsheet tasks. The software has mass appeal to the millions of Excel users, who regardless of existing systems (PeopleSoft, Crystal Reports, BI tools, etc.) spend countless hours in Excel performing the same tasks over and over again. In addition to the software, Xlterate offers consulting, training, and workshops to insure knowledge is transferred and users are empowered. Xlterate is also providing training on how to use this software.

"The Xlterate tool is a big time-saver. The training has been excellent. The extra tidbits we have learned in Excel have unexpected bonus. If you use Excel, this is a must have," says Theresa Motter with Van.

Out of 78 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 Q3 '09 WBE spend by **October 27th**
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 for more information.
www.wbcsouthwest.org

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Fluor
done deals with
6 WBEs
www.fluor.com

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

Hartman
Leito & Bolt
done deals with
2 WBEs
www.hblbp.com

IBM
done deals with
1+ WBEs
www.ibm.com

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

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

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

Oncor
done deals with
21 WBEs
www.oncor.com

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

Southwest
Airlines
done deals with
9 WBEs
www.swa.aeglobal.com

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

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

Windstream
Communications
done deals with
6 WBEs
www.windstream.com