

Room to Grow

Corporate Partners: Top 50 Corporations for Supplier Diversity
By Bridget McCrea

Graphic art depicting two shaking hands with a man who climbed a latter to stand on top of them to deposit money where thumbs of hands meet Hispanic Trends presents its list of large U.S. corporations that offer minority business owners the best supplier opportunities.

HISPANIC Trends' list of the Top 50 Corporations for Supplier Diversity reads like a virtual who's who of America's most recognized brands. Just to name a few, IBM, Ford Motor Co., Toyota, ING, Bank of America and ExxonMobil, Corporation reign in their respective industries for many reasons, not the least of which is the fact that they've chosen to do a great deal of business with their nation's increasingly diverse supplier base.

Every year, those opportunities grow as more corporations become aware of the strength and size of the U.S. Hispanic market. "These corporations realize that by rowing our companies, they're also growing their own bottom lines," says Michael Barrera, president and CEO of the U.S. Hispanic Chamber of Commerce. "It's just smart business for these U.S. corporations to do business with Hispanic-run companies."

The good news, says Barrera, is that corporations aren't beefing up their minority supplier bases because they have to, but because they truly want to. "These companies don't make the Top 50 list to get public relations kudos," he says. "They do it because it's a good model for them, and because they encourage all companies to invest in the growing number of sophisticated Hispanic companies that can deliver any product that the corporations need."

At Toyota Motor North America, Inc., in New York, supplier diversity is a business case. Recently inducted into the billion dollar roundtable (for spending over \$1 billion with ethnic minority and diverse suppliers) the auto maker has already lined up seven minority joint ventures to help run its new San Antonio plant, which starts production this year. "Those MBEs (minority business enterprises) represent about \$400 million in annual business," says T. Williams, Toyota's corporate diversity manager.

Aware that its own customer base is diversifying rapidly, Toyota strives to meet customer needs through a diverse mixture of ideas and services, many of which are generated by minority suppliers.

"We realize that in order for the minority community to invest in us," says Williams, "we must invest in them."

Another company with strong ties to the Hispanic community is ING U.S. Financial Services of Atlanta. For the last few years, the provider of life insurance, annuities, retirement plans, mutual funds, and asset and relationship management services, has been helping such businesses find opportunities on its various campuses, says Ricardo Valencia, senior vice president of diversity.

Just look at the Hispanic-owned firm in California that handles all of ING's translation business. "As we do more business in the Hispanic market, we know that a portion of that consumer base prefers to do business in a language other than English," says Valencia. "It's incumbent upon us to make sure that we translate properly, and we rely on our Hispanic vendor to handle that for us."

Expect to see more such relationships in ING's future as the U.S. Hispanic market continues to serve as a growth engine for the domestic economic environment, says Valencia. "While we already enjoy a sizable piece of our customer base from the U.S. Hispanic market," he says, "there is still much to do, and a significant opportunity to grow in that area."

At the helm of one of the oldest supplier diversity programs in existence, Michael Robinson, program director for Armonk N.Y.-based IBM's Global Supplier Diversity Program, says the 37-year-old initiative includes elements like supplier education, programs conducted in coordination with WebBank, scholarships, town meetings and other outreach efforts, all designed to help boost minority participation in the computer giant's supplier programs.

To those companies interested in doing business with IBM, Robinson says the best approach is to know your own product or service, and understand exactly what value it can bring to the computer manufacturer (or, any other customer target).

"Understand what the customer and your competitors are doing," says Robinson, "and be able to articulate your value, and let them know what you can bring to the table."

Barrera, who sees more opportunities ahead for Hispanic firms looking to do business with America's largest corporations, says suppliers must also be able to deliver on promises in a consistent, quality-oriented manner. "You don't want to go into a contract unprepared, and unable to deliver, because these large

corporations talk among themselves," says Barrera. "Know the rules, and know what to expect before jumping in."

Here's the list of top 50 U.S. corporations that are ripe and ready to do business with Latino business owners who come into the game well prepared and able to deliver the goods and services. Companies are listed in alphabetical order.

Leading The Way

With a goal of enhancing its supplier diversity strategy, Capital One has established a mentoring program focused on increasing contracting opportunities with diverse suppliers, developing an outreach program for those companies and investing in the development of diverse businesses through "internal" volunteerism.

Known as the Minority Business Mentorship Program, the year-old initiative has resulted in over 35 mentoring relationships so far, with each participating small business working in a one-on-one mentoring relationship. Through the program, companies receive training, skills and advice that meet their individual needs.

According to Ruben Sanchez, director, corporate procurement, for McLean, Va.-based Capital One, the program provides one-on-one technical, marketing, and operational mentoring; skill-based volunteerism that matches the right mentor with the right skills; and networking opportunities for participants.

"Our program also offers an opportunity for associate growth and development by enhancing their communications skills and developing a better understanding of customer, community and supplier needs," says Sanchez.

Capital One recently joined its Hispanic Associate Network with Hispanic-owned businesses, and is now offering Spanish-language as a result. The company has also extended its mentoring program to its Capital One University. Starting in January, the firm established four different training sessions that participants can sign up for and attend at its university.

For more information on Capital One's Minority Business Mentorship Program, please visit www.capitalone.com.

Aetna

151 Farmington Ave.

Hartford, CT 06158

(860) 273-0123

www.aetna.com

Minority vendor contact: Kristen Hickey

Description: Aetna offers a wide range of life insurance, financial, casualty and health products.

AFLAC

1932 Wynton Road
Columbus, GA 31999
(706) 323-3431

www.aflac.com

Minority vendor contact: Eric Seldon, 2nd VP, Support Services

Description: AFLAC is one of the nation's leading suppliers of supplemental medical insurance policies.

Altria

120 Park Ave.
New York, NY 10017
12th Floor
(917) 7663-4000

www.altria.com

Minority vendor contact: Edith Chen, Senior Director for diversity and inclusion

Description: Altria Group is the parent company of Kraft Foods, Philip Morris International, Philip Morris USA and Philip Morris Capital Corporation.

American Honda Motor Corp.

1919 Torrance Blvd.
Torrance, CA 90501
(310) 783-2000

www.honda.com

Minority vendor contact: Anthony Piazza

Description: American Honda Motor Corp. manufactures a wide range of products: motorcycles, ATVs, generators, marine engines, lawn and garden equipment and automobiles.

AMR Corp.

Purchasing Dept.
P.O. Box 619616, MD5223
DFW Airport, TX 75261-9616
(817) 963-2620

www.aa.com

Minority vendor contact: Nancy L. Walker

Description: The world's largest airline company, AMR owns American Airlines as well as commuter airline American Eagle.

Anheuser-Busch

1 Busch Place

St. Louis, MO 63118

(314) 577-2000

www.anheuser-busch.com

Minority vendor contact: Human Resources Department

Description: Anheuser-Busch operates 14 breweries (12 in the U.S. and two overseas), and sells beer in more than 80 countries.

Bank of America

Multicultural Supplier Development

NC1-023-09-01

525 N. Tryon St.

Charlotte, NC 28255

(401) 865-7948

www.bankofamerica.com

Minority vendor contact: Edwards Cates, market development

Description: Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services.

Capital One

1680 Capital One Dr.

McLean, VA 22102

(703) 720-1000

www.capitalone.com

Minority vendor contact: Jackie Jackson, supplier diversity manager

Description: Capital One Financial Corporation is a financial holding company whose principal subsidiaries, Capital One Bank, Capital One, F.S.B., Capital One Auto Finance, Inc., and Hibernia National Bank, offer a variety of consumer lending and deposit products.

Cendant Car Rental Group

Business Development

Cendant Corporation

1 Campus Dr.

Parsippany, NJ 07054

(973) 428-9700

www.cendant.com

Minority vendor contact: Doug Benedict, senior vice president

Description: Cendant is a leading provider of travel and real estate services worldwide.

Choice Hotels International

10750 Columbia Pike
Silver Spring, MD 20901
(301) 592-5000

www.choicehotels.com

Minority vendor contact: Diversity and Corporate Engagement Department

Description: Choice Hotels International franchises over 5,000 hotels, inns, all-suite hotels and resorts in 43 countries and territories under the brand names Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, MainStay Suites®, Econo Lodge® and Rodeway Inn.

Cingular Wireless, LLC
5565 Glenridge Connector
Suite 1664D
Atlanta, GA 30342

(404) 236-6027

www.cingular.com/about/doing_business

Minority vendor contact: Dr. Dwan H. Armstrong

Description: Cingular Wireless is the largest wireless company in the United States, with more than 50 million subscribers who use the nation's largest digital voice and data network.

Citigroup
333 W. 34th St., 8th Floor
New York, NY 10001

(212) 615-9762

www.citigroup.com

Minority vendor contact: Diane T Ashley, senior vice president, Citigroup Supplier Diversity

Description: Citigroup, Inc. is a financial services company with 200 million customer accounts in more than 100 countries.

Coca-Cola Co., The
P.O. Box 1734
Atlanta, GA 30301

www.coke.com

Minority vendor contact: Johnnie B. Booker

Description: Coca-Cola is the world's leading manufacturer, marketer, and distributor of nonalcoholic beverage concentrates and syrups.

Continental Airlines, Inc.

1600 Smith St.

Houston, TX 77002

(713) 324-5000

www.continental.com

Minority vendor contact: Phyllis Graham, coordinator, Supplier Diversity Program

Description: Continental Airlines is the world's sixth-largest airline with more than 3,000 daily departures throughout the Americas, Europe and Asia.

DaimlerChrysler

800 Chrysler Dr. CIMS 484-01-20

Auburn Hills, MI 48326-2766

(248) 576-2051

www.daimlerchrysler.com

Minority vendor contact: Jethro Joseph, senior manager, Diversity Supplier Development

Description: One of the largest automakers in the world, DaimlerChrysler's products range from the luxury Mercedes-Benz sedans to Dodge minivans.

Delta Airlines

Department 674

P.O. Box 20531

Atlanta, GA 30354

(404) 677-1257

www.delta.com

Minority vendor contact: Delta Supplier Diversity

Description: Delta Air Lines, Inc. provides air transportation for passengers and freight throughout the U.S. and worldwide.

Enterprise Rent-A-Car

600 Corporate Park Dr.

St. Louis, MO 63105

(314) 512-5000

www.enterprise.com

Minority vendor contact: Supplier Diversity Manager

Description: Enterprise Rent-A-Car operates more than 700,000 rental and fleet services vehicles worldwide.

Exelon Corporation
3 Lincoln Center
Oak Brook Terrace, IL 60181
(630) 437-4398
www.exeloncorp.com
Minority vendor contact: Emmett T. Vaughn, supplier diversity manager

Description: Exelon Corporation is a registered public utility holding company that, through its subsidiaries, operates in two business segments, energy delivery and generation.

ExxonMobil Corp.
5959 Las Colinas Blvd.
Irving, Texas 75039
(713) 656-3636
www.exxonmobil.com
Minority vendor contact: Nancy Swartout, manager of supplier diversity

Description: ExxonMobil is an industry leader in many aspects of the energy and petrochemical business.

Ford Motor Co.
One American Rd.
Dearborn, MI 48126
(313) 594-7338
www.ford.com
Minority vendor contact: Armando Ojeda, Director, Supplier Diversity Development

Description: Ford Motor Co. is the manufacturer of such automobiles as Ford, Lincoln, Mercury, Mazda, Volvo and Jaguar.

General Motors Corp.
GM Supplier Diversity
Mail Code 480-206-276
30009 Van Dyke Ave.
Warren, MI 48090
(586) 575-4100
www.gm.com
Minority vendor contact: V. Diane Freeman, senior manager, Supplier Diversity Program

Description: GM is the world's largest automaker, with manufacturing operations in 32 countries and its vehicles sold in 192 countries.

Hewlett-Packard Co.

3000 Hanover St.
Palo Alto, CA 94304
(650) 857-1501
www.hp.com
Minority vendor contact: Bonnie Nixon Gardiner

Description: HP is a technology solutions provider to consumers, businesses and institutions globally.

Hilton Hotels Corp.
9336 Civic Center Dr.
Beverly Hills, CA 90210
(310) 205-3257
www.hiltonworldwide.com
Minority vendor contact: Fred Lona, director supplier diversity

Description: Hilton is the flagship brand of Hilton Hotels Corp. and the most recognized name in the global lodging industry.

IBM Corp.
New Orchard Rd.
Armonk, NY 10504
(704) 594-3074
www.ibm.com
Minority vendor contact: Michael K. Robinson, global supplier diversity program director

Description: The IBM Corporation is the world's largest information technology company, and offers a wide variety of innovative services, business solutions and technologies.

ING
601 Thirteenth Street, NW
Suite 550 N.
Washington, DC 20005
www.ing.com/us/
Minority vendor contact: Ricardo Lopez Valencia, SVP-Head of Diversity Marketing

Description: The ING family of companies brings a full menu of financial products and services, including life insurance, annuities, retirement plans, mutual funds, and asset and relationship management services.

Johnson & Johnson
410 George St.
New Brunswick, NJ 08901
(732) 524-2983
www.jnj.com

Minority vendor contact: Ann Mullen, manager of supplier diversity

Description: J&J is a worldwide, diversified healthcare products producer, manufacturing such brands as Band-Aid and Neutrogena.

Marriott International, Inc.
Supplier Diversity Program, Dept. 977.70
Marriott Dr.
Washington, D.C. 20058
(877) 276-0249
www.marriott.com

Minority vendor contact: Supplier Diversity Program

Description: Marriott is a leading lodging company with more than 2,800 lodging properties in the U.S. and 69 other countries and territories.

MGM Mirage
3799 Las Vegas Blvd. South
Las Vegas, NV 89109
(702) 891-1882
www.mgmmiragediversity.com

Minority vendor contact: Kenyatta Lewis, supplier diversity manager

Description: MGM Mirage is an operator of Las Vegas resorts and casinos.

Microsoft Corp.
1 Microsoft Way
Redmond, WA 98052-6399
(425) 882-8080
www.microsoft.com

Minority vendor contact: G. Winston Smith, director supplier diversity

Description: Microsoft is a worldwide leader in computer and networking software.

New York Life Insurance Co.
51 Madison Ave., Room 506
New York, NY 10010
(212) 576-7906
www.newyorklife.com

Minority vendor contact: Annette Ficucello, director of supplier diversity

Description: New York Life Insurance Company is the largest mutual life insurance company in the United States and one of the largest life insurers in the world.

Nordstrom

1617 Sixth Ave.
Seattle, WA 98101
(206) 373-4388

www.nordstrom.com

Minority vendor contact: Barbara Valdez, director of supplier diversity program

Description: Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 150 U.S. stores located in 27 states.

Office Depot

2200 Old Germantown Rd.
Delray Beach, FL 33445
vendordiversity@officedepot.com

www.officedepot.com

Minority vendor contact: Anne-Marie Richards

Description: Office Depot is one of the world's largest sellers of office products.

PepsiCo

1 Pepsi Way
Somers, NY 10589
(914) 767-7243

www.pepsico.com

Minority vendor contact: J. Frederick Canady, vice president, supplier diversity

Description: PepsiCo is one of the world's four largest food and beverage companies, operating in nearly 200 countries and territories. Its principal brands include Frito-Lay, Pepsi-Cola and Gatorade.

Pfizer

235 E. 42nd St.
New York, NY 10017-5755
(212) 573-2323

www.pfizersupplierdiversity.com

Minority vendor contact: Gwendolyn Turner, manager of supplier diversity program

Description: Pfizer is one of the world's leading makers of prescription medicines for both humans and animals, selling such brands as Visine and Roloids.

Pitney Bowes
1 Elmcroft Rd
Stamford, CT 06926-0700
(203) 356-5000
www.pitneybowes.com

Minority vendor contact: Kevin Beirne, manager of business diversity development

Description: Pitney Bowes is a leading provider of integrated mail and document management systems, services and solutions.

Prudential Financial
751 Broad St.
Newark, NJ 07102
(973) 802-6000
www.prudential.com

Minority vendor contact: Beth Canning, manager of supplier diversity program

Description: Prudential is one of the largest financial services companies in America.

Shell Oil Company
910 Louisiana
Houston, TX 77002
(713) 241-6161
www.shell.com/us

Minority vendor contact: Patricia Richards, manager supplier diversity

Description: Shell Oil Products US is a leader in the marketing of fuels, lubricants, services and solutions to consumer and business-to-business customers in automotive, commercial and industrial sectors.

Sodexo, U.S.A.
Supplier Diversity
9801 Washingtonian Blvd., Suite 417
Gaithersburg, MD 20878
(301) 987-4000
www.sodexo.com

Minority vendor contact: Dr. Rohini Anand, senior vice president and chief diversity officer

Description: Sodexo is the leading food and facilities management services company in North America.

Southwest Airlines
2702 Love Field Dr.
P.O. Box 36611
Dallas, TX 75235
(214) 792-5021
www.southwest.com

Minority vendor contact: Kay Gaskill, supplier diversity program director

Description: Southwest Airlines flies more than 64 million passengers a year to 58 cities throughout the U.S.

Sprint Nextel
2000 Edmund Halley
Reston, VA 20191
(800) 829-0965
www.sprint.com

Minority vendor contact: Roland Jones

Description: Sprint is a global integrated communications provider serving more than 26 million customers.

Starwood Hotels and Resorts Worldwide, Inc.
1111 Westchester Ave.
White Plains, NY 10604
(914) 640-8100
www.starwoodhotels.com

Minority vendor contact: Sue Brush

Description: Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 750 properties in more than 80 countries.

State Farm Insurance Companies
1 State Farm Plaza
Bloomington, IL 61710
(309) 766-2311
www.statefarm.com

Minority vendor contact: Leonard Bell, manager of supplier diversity program

Description: State Farm's 17,000 insurance agents serve nearly 73 million auto, fire, life and health policies.

Toyota Motor North America
9 W. 57th St., Ste. 4900

New York, N.Y. 10019

www.toyota.com

Minority vendor contacts: (Manufacturing) Adrienne Trimble,
Supplier Diversity Manager, (859) 746-4481, (Sales) Monetta
Stephens, supplier development manager
(310) 468-4216

Description: Toyota is a worldwide manufacturer of cars and small
trucks.

UPS

Supplier Diversity Department

55 Glenlake Pkwy, NE

Atlanta, GA 30328

(404) 828-6984

www.ups.com

Minority vendor contact: Kathryn Homeyer, corporate supplier
diversity coordinator, UPS

Description: UPS is the world's largest package delivery company
and a global leader in supply chain services.

Verizon

1095 Avenue of the Americas

New York, NY 10036

www.verizon.com

Minority vendor contact: Visit www.verizon.com/supplierdiversity
to find the right contact for your region.

Description: Verizon is a telecommunications firm that provides
business and commercial telephone and wireless communications
services in the U.S.

Wal-Mart Stores, Inc.

702 S.W. 8th St.

Bentonville, AR 72716

(479) 273-4000

www.walmartstores.com

Minority vendor contact: Chris Rasche, director of supplier
diversity

Description: Wal-Mart is a global company with more than 1.3
million associates worldwide and nearly 5,000 stores.

Washington Mutual

Strategic Sourcing/Purchasing

1111 Third Ave., EET2550

Seattle, WA 98101

(206) 461-2000

www.wamu.com

Minority vendor contact: Johnny Lewis, national supplier diversity manager

Description: Washington Mutual is one of the nation's leading financial services companies.

Wells Fargo

420 Montgomery St.

San Francisco, CA 94163

(800) 869-3557

www.wellsfargo.com

Minority vendor contact: James E. Terrell, senior project manager, corporate supplier diversity

Description: Wells Fargo is a diversified financial services company that provides banking, insurance, investments, mortgage and consumer finance to customers worldwide.

Xerox Corp.

800 Long Ridge Rd.

Stamford, CT 06904

(203) 968-3000

www.xerox.com

Minority vendor contact: Dan Robinson, global purchasing market access manager

Description: Xerox is a manufacturer of copiers, printers, scanners, fax machines, document management software and copier supplies.

Yum! Brands

Global Diversity Department

Yum! Brands, Inc

1441 Gardiner Ln.

Louisville, KY 40213

(502) 874-2885

www.yum.com

Minority vendor contact: Richard-Abraham Rugnao

Description: Yum! Brands! is best known for its popular Taco Bell, Pizza Hut and KFC fast-food franchises.