

FORD SOURCING TO WOMEN-OWNED SUPPLIERS UP FIFTY PERCENT IN 2013

Established in 1978, Ford Motor Company's Supplier Diversity Development program works to empower diverse communities, including women, minorities and veterans. Today Ford works with more than 150 women-owned suppliers. Seven of those companies have worked with Ford for over 25 years, including Atlas Tool which is owned and operated by Elizabeth Schmidt, a 2014 WBE Star, who has worked with Ford for 50 years. Today, Ford's goal is to source more than 10 percent of its annual \$50 billion U.S. purchasing budget with diverse suppliers.



In March, Ford celebrated the success of its program and the announcement of an increase of 50% in diverse spend with WBEs, with an event featuring a panel and a video highlighting some of their women business enterprises suppliers. The panel featured two WBENC Certified WBEs, Andra Rush, the founder and CEO of the Rush Group and Dakkota Integrated Systems, LLC, and Hannah Kain, the president and founder of ALOM. ALOM began working with Ford in 2007 to develop and implement a new method for delivering navigational content through SD media. Today ALOM supports Ford globally by providing complete turnkey management and delivery of fast turnaround, high volume navigation software for the MyFordTouch™ GPS navigation system. ALOM's relationship with Ford has deepened over the years, today their relationship goes beyond client and supplier, ALOM participates in the Ford charity give-back program, "we are honored to be a part of the extended Ford family," says Hannah Kain.

In working with the supplier diversity team Kain says they are treated like a partner, "ALOM feels invested in Ford's success and visa-versa. It is a collaborative environment. We enjoy working with the many professionals within Ford. They are open and great communicators with strong domain knowledge." As a part of their own diversity efforts ALOM has established supplier diversity spending goals and works with Ford, in addition to their other clients, to continuously develop Tier 2 spend.

During the panel Kain was blown away by everyone within Ford, "Ford is truly leading the way. It was impressive, seeing the engagement at the very top level of Ford Executives when it came to WBE involvement and diversity in general." Kain also jokes that there is nothing like being photographed in front of a red 2015 Mustang.

Each year Ford continues to advance the development of women owned businesses through their dedication and support. WBENC recognized Ford for a third year at the 2013 Summit and Salute as one of America's Top Corporations for Women Business Owners. In 2011 Ford became the first automaker to earn this honor.

"For 36 years, Ford has been committed to working with a supply base that is both diverse and innovative," said Birgit Behrendt, vice president, Ford global programs and purchasing operations. "Our women-owned suppliers bring an evolving perspective to the needs and wants of our customer base, which inevitably contributes to Ford's continuous growth."

For more information on the Ford supplier diversity program: <http://www.fordsdd.com/>
For more on ALOM: <http://www.alom.com/>