

IMPACT MINORITY BUSINESSES

IMPACT YOUR BOTTOM LINE

SUPPORT



For Prospective Corporate Members

Western Regional Minority Supplier Development Council

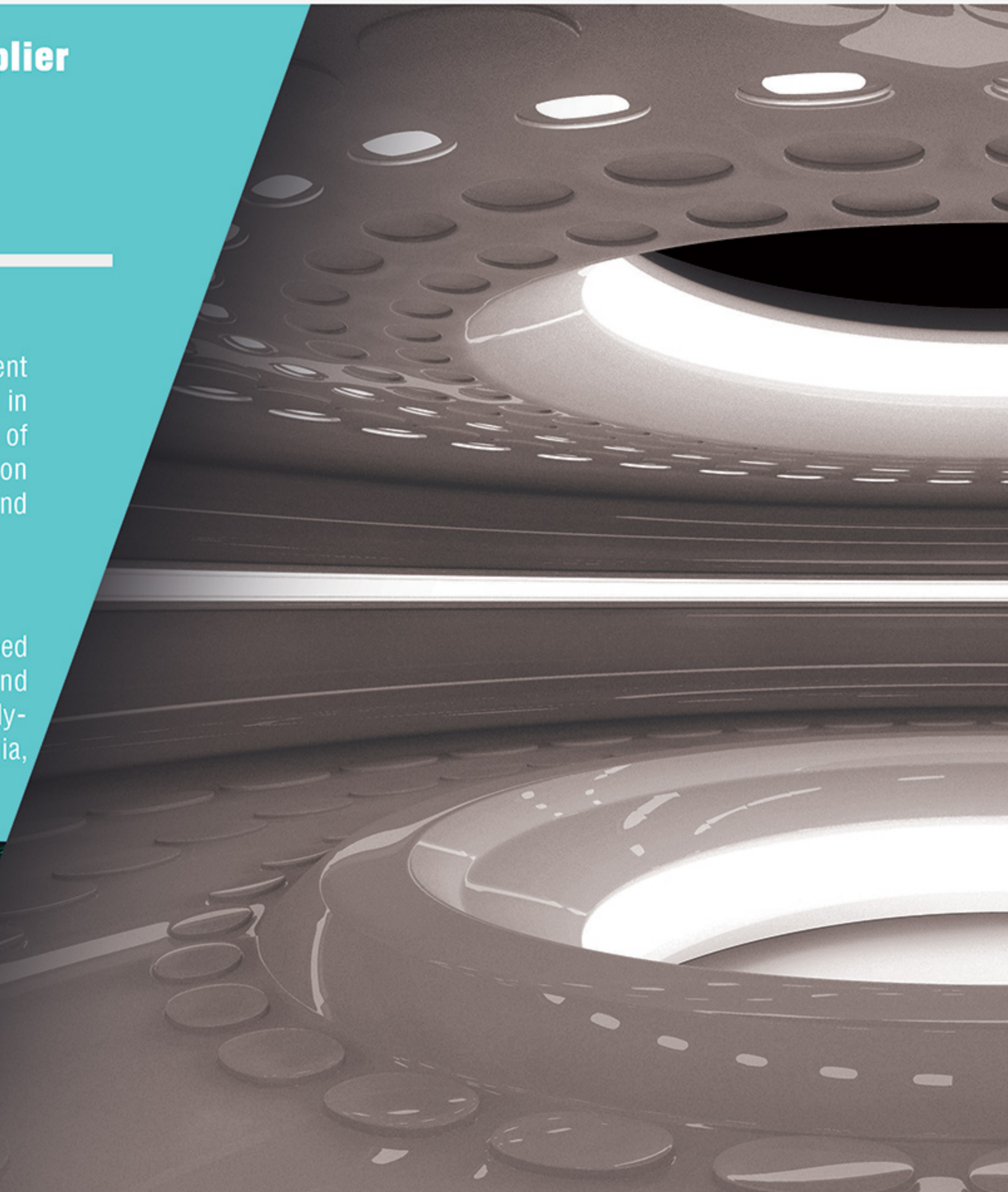
Promoting Minority Supplier Development
for over 35 Years

Who We Are

WRMSDC promotes minority business participation in the procurement process to create economic wealth in minority business communities in Northern California, Nevada, and Hawai'i. We are a regional affiliate of the National Minority Supplier Development Council, an organization whose membership includes many of the Fortune 500 corporations and over 12,000 certified minority suppliers.

What We Do

WRMSDC connects Corporate Members with certified Minority-owned Business Enterprises (MBEs) that operate within diverse industries and areas of specialization. The Council also provides the only nationally-recognized Ethnic Minority Business Certification in Northern California, Nevada, and Hawai'i.



Why Should You Get Involved?

We impact your bottom line

WRMSDC connects you with certified MBEs:

Using MBEs can yield greater profit, cost savings, operating efficiencies, and quality products/services

MBE inclusion meets the needs of state, federal, and commercial customer requirements

New connections enable you to enter new markets

Impact your sales: diverse communities support companies that support them

We elevate your image and brand

Play a leadership role in an important segment of your consumer base

Gain recognition within your industry as a leader committed to diversity

Public advocacy impacts brand awareness

We give you VIP treatment

We'll organize your events with our MBEs

(venue research, marketing, registration, you name it!)

We'll scrub our database using your exact specifications to find MBE matches

We'll set-up one-on-one matchmaking sessions for you with vetted MBEs

Bonus

We also directly impact the employment, labor income, tax base, and economy in Northern California, Nevada, and Hawai'i.

Every Year

Our Minority Businesses

Generate over
\$11.3B
in annual revenue

Contribute over
\$687.7M
in annual taxes

Create over
760,000
jobs

**Economic Impact: Studies have shown that MBE development and inclusion have a positive impact on the economy. See above for statistics from our most recent study.*

Our Corporate Members

Spend over **\$18B** with diverse suppliers

Train over **300** WRMSDC Minority Businesses

Volunteer over **900** hours with WRMSDC


WRMSDC

Advocates for over 860 Minority Businesses
Supports the Supplier Diversity efforts of over 110 Corporate Members
Promotes Minority Business success in partnership with over 40 government agencies and community organizations

Together we can make a difference.
Join us at www.wrmsdc.org.

The Value of Certified Minority Suppliers

Minority business certification is a designation that helps you track minority business purchases and meet your supplier diversity goals. It also helps ensure the integrity of your corporate supply base business classifications and helps you report diverse business spend.



Our Corporate Supporters make a difference every day.
You can too.

MBEs are for profit enterprises, regardless of size, that are owned, operated and controlled by minority group members. "Minority group members" are U.S. citizens who are Asian Pacific American, Asian Indian American, African American, Hispanic American, Native American, and Native Hawaiian. MBEs must be 51% or more owned by such individuals (or, in the case of publicly owned businesses, at least 51% of the stock must be owned by one or more such individuals).

What Corporate Supporters Are Saying about WRMSDC

Where can you get the best bang for your buck? Your time translates to ROI and a proven positive Return On Investment is active participation with the WRMSDC. The many resources the WRMSDC provides can result in helping you grow your company. MUFG Union Bank, N.A. and the WRMSDC stand ready to help make your time count.

Richard Chacon—Director Supplier Diversity and Development, Financial Operations
MUFG Union Bank, N.A.



The WRMSDC and Kaiser Permanente have a symbiotic partnership that allows us to both thrive in our pursuit of the common goal of providing maximum opportunity to minority suppliers. We look forward to continued support of the council.

Dr. Sally Saba—Executive Director - National Supplier Diversity
Kaiser Permanente



Wells Fargo has partnered with the Western Regional Minority Supplier Development Council (WRMSDC) for more than 15 years. This relationship has been a mutually beneficial collaboration for Wells Fargo and the minority businesses in Northern California. Through its corporate sponsorship of the council, Wells Fargo has supported many supplier development events and educational programs that help build capacity and facilitate growth of minority owned businesses. WRMSDC's success comes from strategic partnering that provides the right tools and resources for diverse businesses to succeed.

Peter Lee—Vice President, Corporate Supplier Diversity
Wells Fargo



WRMSDC is an organization with the understanding, network, and passion to deliver on its minority supplier development promise. They excel at translating business perspectives to ensure MBE strengths are matched appropriately with corporate needs. We are excited about our continued partnership with WRMSDC to identify opportunities and provide technical assistance to the minority business community.

Joan Kerr—Director, Supplier Diversity and Sustainability
Pacific Gas and Electric Company



At MGM Resorts International, we value strategic partnerships with organizations that align with our Company's core values of teamwork, integrity and excellence. We are excited to partner with the WRMSDC, as they share our values. Ultimately, that helps us advance our corporate initiatives to engage capable certified MBEs.

Kenyatta Lewis—Executive Director of Supplier Diversity
MGM Resorts International





SUPPORT WRMSDC

Become a Corporate Member

If your corporation has a structured Supplier Diversity program in place or in development, becoming a WRMSDC Corporate Member will support your procurement plan, elevate your level of visibility as a corporate citizen, and directly impact your company's diverse spend. Corporate Membership includes access to our certified MBEs and invitations to private business events.

Become an Annual Sponsor

Annual Sponsorship is designed for Corporate Members that wish to get additional benefits and further distinguish themselves as Supplier Diversity Leaders in Northern California, Nevada, and Hawai'i. WRMSDC will personalize your sponsorship package to best meet your needs and interests. Benefits include Corporate Membership, priority assistance and elite VIP treatment, premium placement at events, exclusive invitations to Sponsor receptions, verbal recognition at Signature Events, and more.

How to Become a Corporate Member or Annual Sponsor

Contact President Lawrence B. Wooten at president@wrmsdc.org
or 510.686.2555.

Annual Sponsor Tiers

The packages listed below are only examples. WRMSDC will personalize your sponsorship package and pricing to meet your needs and interests.

Leadership

- Leadership sponsor level at all Western Regional MSDC Major Events in 2014 in Northern California and Nevada
- 1 Attendee Pass to the Nevada Business Roundtable Event: Matchmaking, Networking, and Development w/a Purpose – *new added bonus*
- 1 Attendee Pass to the Year-End Nevada Planning and Progress Session – *new added bonus*
- Opportunity to speak at the Awards Gala
- Opportunity to speak at the Minority Business Opportunity Expo
- Recognition on the Western Regional MSDC website with a hyperlink to your supplier diversity website
- Recognition through the Western Regional MSDC Social Networking Media Platform
- Opportunity to submit a corporate team member for consideration to the Western Regional MSDC Board of Directors
- Recognition on staff email signatures
- Special recognition as Leadership Sponsor on newsletter mastheads
- Recognition as an Annual Sponsor in the Western Regional MSDC's "The Art of Entrepreneurship" newsletters
- Representation on the Certification Committee
- Recognition on Northern California and Nevada-specific marketing materials as a Leadership-level Annual Sponsor
- Full page color ad in all Major Event marketing materials
- Two tables* in a premium location at the Awards Gala
- Two tables* in a premium location at the Annual Meeting
- One booth (includes 10 tickets)* in a premium location at the Minority Business Opportunity Expo for your company (booth banners included)
- Three Prime Supplier booths (6 tickets)* in a premium location for your Prime Suppliers (booth banners included) at the Minority Business Opportunity Expo
- Special recognition as Leadership Sponsor on the Western Regional MSDC website
- Recognition on events signage and in programs, as well as verbal recognition during events

Diamond

- Diamond sponsor level at all Western Regional MSDC Major Events in 2014 in Northern California and Nevada
- 1 Attendee Pass to the Nevada Business Roundtable Event: Matchmaking, Networking, and Development w/a Purpose – *new added bonus*
- 1 Attendee Pass to the Year-End Nevada Planning and Progress Session – *new added bonus*
- Recognition on the Western Regional MSDC website with a hyperlink to your supplier diversity website
- Recognition through the Western Regional MSDC Social Networking Media Platform
- Opportunity to submit a corporate team member for consideration to the Western Regional MSDC Board of Directors
- Recognition on staff email signatures
- Representation on the Certification Committee
- Recognition as an Annual Sponsor in the Western Regional MSDC's "The Art of Entrepreneurship" newsletters
- Recognition on Northern California and Nevada-specific marketing materials as a Diamond-level Annual Sponsor
- Full page color ad in all Major Event marketing materials
- Two tables* in a premium location at the Awards Gala
- Two tables* in a premium location at the Annual Meeting
- One booth (includes 4 tickets)* in a premium location at the Minority Business Opportunity Expo for your company (booth banners included)
- Two Prime Supplier booths (4 tickets)* in a premium location for your Prime Suppliers (booth banners included) at the Minority Business Opportunity Expo
- Recognition on events signage and in programs, as well as verbal recognition during events

**Premium location preference given to Leadership Sponsor(s)*

The packages listed below are only examples. WRMSDC will personalize your sponsorship package and pricing to meet your needs and interests.

Annual Sponsor Tiers

Gold

- Gold sponsor level at all Western Regional MSDC Major Events in 2014 in Northern California and Nevada
- Recognition on Northern California and Nevada-specific marketing materials as a Gold-level Annual Sponsor
- 1 Attendee Pass to the Nevada Business Roundtable Event: Matchmaking, Networking, and Development w/a Purpose – *new added bonus*
- 1 Attendee Pass to the Year-End Nevada Planning and Progress Session – *new added bonus*
- Opportunity to submit a corporate team member for consideration to the Western Regional MSDC Board of Directors
- Recognition on Western Regional MSDC's Northern California and Nevada websites with a hyperlink to your Supplier Diversity website
- Recognition through the Western Regional MSDC Social Networking Media Platform
- Representation on the Certification Committee
- Recognition on staff email signatures
- Recognition as an Annual Sponsor in Western Regional MSDC's "The Art of Entrepreneurship" newsletters
- Recognition on all applicable marketing materials
- Full page black and white ad in all Major Event marketing materials
- One table* at the Awards Gala
- One table* at the Annual Meeting
- One booth (includes 2 tickets)* at the Minority Business Opportunity Expo for your company (booth banners included)
- One Prime Supplier booth (includes 2 tickets)* for your Prime Suppliers (booth banners included) at the Minority Business Opportunity Expo
- Recognition on events signage and in programs, as well as verbal recognition during events

Bronze

- Bronze sponsor level at all Western Regional MSDC Major Events in 2014 in Northern California and Nevada
- Recognition on Western Regional MSDC's Nevada and Northern California websites with a hyperlink to your Supplier Diversity website
- 1 Attendee Pass to the Nevada Business Roundtable Event: Matchmaking, Networking, and Development w/a Purpose OR 1 Attendee Pass to the Year-End Nevada Planning and Progress Session – *new added bonus*
- Opportunity to submit a corporate team member for consideration to the Western Regional MSDC's Board of Directors
- Recognition on staff email signatures
- Recognition as an Annual Sponsor in Western Regional MSDC's "The Art of Entrepreneurship" newsletters
- Half page b/w ad in all Major Event marketing materials
- Half table* at the Awards Gala
- One booth (includes 2 tickets)* at the Minority Business Opportunity Expo for your company (booth banner included)
- Recognition on events signage and in programs, as well as verbal recognition during events

***Premium location preference given to Leadership & Diamond Sponsor(s)**

How to Become a Corporate Member or Annual Sponsor

Contact President Lawrence B. Wooten at president@wrmsdc.org or call 510.686.2555 to discuss pricing and personalization of your sponsorship package to meet your needs and interests.

Annual Sponsors

Corporate Sponsors

- Apple
- at&t
- COMCAST
- hp
- LOCKHEED MARTIN
- MCKESSON
- MUFG
- KAISER PERMANENTE
- BROCADE
- MGM RESORTS INTERNATIONAL
- Chevron
- CISCO
- PG&E
- WELLS FARGO
- NetApp
- Robert Half
- SAFEMART

MBE Sponsor

- World Wide Technology, Inc.
- EMC

Our Board

Corporate Board Members

Brocade
Caesars Entertainment
Cisco Systems
HP
Kaiser Permanente
Lockheed Martin Corporation
McKesson Corporation
MGM Resorts International
MUFU Union Bank, N.A.
Pacific Gas and Electric Company
Robert Half
Southwest Gas Corporation
Turner Construction

Corporate Plus Board Member
World Wide Technology, Inc.

MBEIC Board Members

Akraya, Inc.
Customized Performance, Inc.
Eagle Promotions
ICE Safety Solutions

Contact Us

General & Administrative Questions
info@wrmsdc.org

Opportunities & Contracting Notifications
opportunities@wrmsdc.org

Certification Questions
certification@wrmsdc.org

Council Events
events@wrmsdc.org

Sponsorship Support & Inquiries
president@wrmsdc.org

Communications, Outreach, & Marketing
marketing@wrmsdc.org

Nevada Region Support & Questions
nevada@wrmsdc.org

Website & Technical Questions
website@wrmsdc.org

The Art of Entrepreneurship Newsletter
newsletter@wrmsdc.org

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460 Hegenberger Road, Suite 730
Oakland, CA 94621

Phone Number: 510-686-2555
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Our Staff



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President



Melissa Buss
Vice President



Christine Liwai Garcia
Executive Director of
Communications &
Operations



Rosemary Wetzel
Director of
Certification



Heather Cox
Nevada Regional
Coordinator



Allison Armour
Operations &
Projects Associate



Nino Fernandez
Web &
Marketing Specialist



Xavier Aubuchon-Mendoza
Certification & MBE
Search Assistant

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Way To Be Designs, LLC/HP



Cisco / Q Analysts, LLC



Kaiser Permanente



MUFG Union Bank, N.A.



PG&E / Akraya, Inc.



Robert Half / MGM Resorts Intl. / WRMSDC / WWT / Inproma, LLC / Akraya, Inc. / Customized Performance, Inc. / ICE Safety Solutions



Let Our Team Support Yours



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Make a difference with us!



Robert Half / Brocade



MUFG Union Bank, N.A.



Apple Inc. / Wells Fargo



MBE Input Committee



Chevron / Broadline Medical, Inc.

Corporate Members

AARP
Abbott Laboratories, Inc.
Abt Associates Inc.
Accenture LLP
Actavis, Inc.
Adecco USA, Inc.
Aetna, Inc.
Aflac U.S.
AGL Resources, Inc.
Ahold USA, Inc.
Aisin World Corporation
AK Steel Holding Corporation
Akebono Brake Corporation
Alcatel-Lucent
Alcoa, Inc.
Allstate
Alstom Power Inc.
Altec Industries, Inc.
Altria Client Services, Inc.
Amdocs Inc.
American Airlines, Inc.
American Cancer Society
American Express Company
American International Group, Inc.
American Red Cross
American Water Works Company, Inc.
Amgen Inc.
AMTRAK (National Railroad Passenger Corp.)
ANN Inc.
Anschutz Entertainment Group (AEG)
Aon Service Corporation
Apple, Inc.
Applied Communication Sciences
ARAMARK Corporation
ARCADIS U.S., Inc.
ArcelorMittal USA Inc.
Archer Daniels Midland Company
AREVA, Inc.
Arizona Public Service Company
ARRIS Group, Inc.
Ascension Health
AT&T Inc.
Auto Club Group, The
Automatic Data Processing, Inc.
Automotive Rentals, Inc.
Avis Budget Group, Inc.
Baker Hughes
Ball Corporation
Bank of America Corporation
Barry Callebaut U.S.A. LLC
BASF Corporation
Battelle Memorial Institute
Bausch & Lomb Incorporated
Baxter International Inc.
Bayer Corporation
BB&T Corporation
BBDO New York
BBVA Compass

Behr America, Inc.
Belk, Inc.
Black & Veatch Corporation
BlackBerry Limited
Blue Cross and Blue Shield Association
Blue Shield of California*
BMC Software, Inc.
BMO Financial Group
BMW North American, LLC
BNSF Railway Company
BNY Mellon Corporation
Boehringer Ingelheim Pharmaceuticals
Boeing Company, The
Bon Secours Health System, Inc.
Border States Electric
BorgWarner Inc.
Bostik, Inc.
Boston Scientific Corporation
BP America, Inc.
Brasfield & Gorrie, LLC
Bridgestone Americas Holding, Inc.
Bright Horizons Family Solutions, Inc.
Bristol-Myers Squibb Company
Brocade Communications Systems, Inc.
Brookfield Global Relocation Services, LLC
BT Americas
Burger King Corporation
Burlington Industries, LLC
Caesars Entertainment Corporation
Campbell Soup Company
Capgemini USA
Capital One
Cardinal Health, Inc.
Cargill, Inc.
Cartus Corporation
Caterpillar Inc.
Catholic Health Initiatives
CBRE Group, Inc.
CBS Corporation
CDW Corporation
CenterPoint Energy, Inc.
CenturyLink
CHEP International, Inc.
Chevron Services Company
Chrysler Group LLC
Ciena Corporation
CIGNA
Cintas Corporation
Cisco Systems, Inc.
CITGO Petroleum Corporation
Citigroup Inc.
Clorox Company, The
Closure Systems International, Inc.
CNA Financial Corporation
Coca-Cola Company, The
Colgate-Palmolive Company
Comcast Corporation*

*WRMSDC Local Member

Comerica Bank
Communications Test Design, Inc.
Compass Group, North America Division
Computer Sciences Corporation
Computer Task Group, Inc.
ConAgra Foods, Inc.
ConocoPhillips
Continental AG
Core Label LLC
CoreLogic
Corizon Health, Inc.
Corning Cable Systems
Covidien Ltd.
Cox Enterprises, Inc.
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Creative Artists Agency, LLC
Crown Cork & Seal USA, Inc.
CSX Transportation Inc.
Cummins Inc.
Cushman & Wakefield, Inc.
CVS Caremark Corporation
Darden Restaurants, Inc.
DDB US
Deere & Company
Del Monte Foods Company
Dell Inc.
Deloitte Services LP
Delphi Automotive, LLP
Delta Air Lines, Inc.
Denny's Corporation
DENSO International America, Inc.
Diageo North America, Inc.
DIRECTV, Inc.
Dresser-Rand
DTE Energy Company
Duke Energy
Dun & Bradstreet Corporation, The
DuPont
Eaton Corporation
Ecolab, Inc.
Education Corporation of America
Educational Testing Service
Eli Lilly and Company
EMC Corporation
EMCOR Government Services
Energy Future Holdings
Energy Corporation
Enterprise Holdings
EQT Corporation
Ericsson Inc.
Ernst & Young LLP
Exelon Corporation
Exide Technologies, Inc.
Exxon Mobil Corporation
Fannie Mae
Farmers Insurance Group, Inc.
Faurecia North America

Federal Home Loan Bank of Chicago
Federal Reserve Bank of Richmond
Federal Reserve Bank of San Francisco*
Federal-Mogul Corporation
FedEx Corporation
Fifth Third Bancorp
Firmenich, Inc.
Fiserv, Inc.
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Forest City Enterprises Inc.
GCA Services Group Inc.
GENCO ATC
Genentech, Inc.
General Dynamics NASSCO
General Mills, Inc.
General Motors Company, LLC
GfK Custom Research North America
GlaxoSmithKline
General Electric Healthcare
Global Experience Specialists, Inc.
Goldman, Sachs & Company
The Goodyear Tire & Rubber Company
Google Inc.
GSD&M
Guidant Group
GXS, Inc.
Hagemeyer North America, Inc.
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Health Care Service Corporation
HealthTrust Purchasing Group
The Hearst Corporation
Henkel of America, Inc.
Herman Miller, Inc.
The Hershey Company
The Hertz Corporation
Hewlett-Packard Company
Hillshire Brands Company
Hilton Worldwide
The Home Depot, Inc.
Honda North America
Hospira, Inc.
Houston Independent School District
Humana, Inc.
Huntington National Bank
Hyatt Hotels Corporation
Hyundai Motor Manufacturing Alabama, LLC
Iberdrola USA
Illinois Tool Works, Inc.
Indiana University
ING Americas
Ingersoll Rand Company
Intel Corporation
InterContinental Hotels Group Americas
Interface Inc.
International Business Machines Corporation

The corporations listed are National Corporate Members. See www.nmsdc.org for updates.

Corporate Members

International Paper Company
The Interpublic Group of Companies, Inc.
ITA Group, Inc.
J.C. Penney Company, Inc.
JM Family Enterprises, Inc.
Johnson & Johnson
Johnson Controls, Inc.
Jones Lang LaSalle, Inc.
JPMorgan Chase & Co.
K2 Logistics LLC
Kaiser Foundation Health Plan, Inc.
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Kellogg Company
Kelly Services, Inc.
KeyBank National Association
Kimberly-Clark Corporation
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The Kroger Company
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Lear Corporation
Leggett & Platt Incorporated
Lenovo (United States) Inc.
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Limited Brands
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Lockheed Martin Corporation
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McCormick & Company, Inc.
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McGraw-Hill Financial
MeadWestvaco Corporation
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Memorial Sloan-Kettering Cancer Center
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Merck & Co., Inc.
Meridian Medical Technologies, Inc.
Meritor, Inc.
Messer Construction Company
MetLife, Inc.
MGM Resorts International
Michelin North America, Inc.
Microsoft Corporation
MillerCoors LLC
Minacs Group USA Inc
Mine Safety Appliances Company.

Mitsubishi Power Systems Americas, Inc.
mktg, inc.
Mondelez International, Inc.
Monsanto Company
Morgan Stanley
Motion Industries, Inc.
Motorola Solutions, Inc.
MUFG Union Bank N.A.*
NCR Corporation
NRG Energy, Inc.
National Grid USA
Nationwide Insurance
Navistar, Inc.
Nestlé USA, Inc.
New York Life Insurance Company
Newell Rubbermaid, Inc.
Newmark Grubb Knight Frank
The Nielsen Company
Nike, Inc.
NiSource Inc.
Nissan North America, Inc.
Nokia, Inc.
Nordstrom, Inc.
Northern Trust Company
Northrop Grumman Corporation
Novartis Pharmaceuticals Corporation
Novation
Novo Nordisk, Inc.
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OfficeMax, Inc.
OhioHealth
Oracle Corporation
The PNC Financial Services Group
PVH Corporation
Pacific Gas and Electric Company
J. C. Penney Company, Inc.
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Pfizer Inc
Philip Services Corporation
Phillips 66
Pitney Bowes Inc.
Premier, Inc.
PricewaterhouseCoopers LLP
Principal Financial Group
The Procter & Gamble Company
Professional Golfers' Association of America
Proskauer Rose LLP
Prudential Financial
Purcell Systems Inc.
Quest Diagnostics Inc.
RBS Citizens
Randstad USA
Raytheon Company
Recall Corporation
Reed Elsevier, Inc. (aka Lexis Nexis)

Regions Financial Corporation
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R. J. Reynolds Tobacco Company
Robert Half
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Rock-Tenn Company
Rockwell Automation
Ross Stores, Inc.
Ryder System, Inc.
SAS Institute Inc.
SGS International, Inc.
SH Group, Inc.
Saatchi & Saatchi
Sallie Mae
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Sonoco Products Company
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Southern California Gas Company
Southern Company
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Southwest Gas Corporation
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State Compensation Insurance Fund
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UnitedHealth Group Inc.
United Parcel Service, Inc.
United Rentals, Inc.
U.S. Bank
US Foods, Inc.
UST-Global, Inc.
United States Cellular Corporation
United States Postal Service
United States Steel Corporation
United States Tennis Association
United Stationers, Inc.
United Technologies Corporation
University of Pittsburgh Medical Center
University of Virginia
Unum Group
VWR International, LLC
Valassis Communications, Inc.
Vanguard Health Systems, Inc.
Veolia Water North America
Verizon Communications, Inc.
Visa U.S.A.
Visteon Corporation
Volkswagen Group of America, Inc., Chattanooga
Operations, LLC
Volvo Trucks North America, Inc.
WABCO Freight Products
Walgreen Co.
Wal-Mart Stores, Inc.
Walt Disney Company, The
Washington Gas Light Company
Waste Management, Inc.
WellPoint, Inc.
Wells Fargo & Company
Wieden + Kennedy, Inc.
Windstream Communications, Inc.
Wisconsin Energy Corporation/We Energies
The World Bank Group
Wyndham Worldwide Corporation
Xcel Energy, Inc.
Xerox Corporation
Yazaki North America, Inc.
Yum! Brands, Inc.

*WRMSDC Local Member

The corporations listed are National Corporate Members. See www.nmsdc.org for updates.



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