



Chris Collette - Senior Vice President - Supplier Chain Management

Having set ambitious goals for 2012, I am pleased to share that Delta's supply chain professionals have aggressively commenced strategic initiatives towards this achievement. Our sourcing team and suppliers will be held to higher standards as our 2012 objective is to "Keep Climbing", in an effort to mature and expand our supplier diversity initiatives. Supplier Diversity has always been a priority for Delta; having surpassed our \$100 Million spend goal with MBEs and our WSBE spend continues to grow. In 2012, we aim to take the program to new heights and "Keep Climbing" towards loftier goals.

Karmetria Burton - General Manager - Supplier Diversity

In-keeping with our 2012 objective "Keep Climbing", our supplier diversity initiatives are focused on the expansion and maturation of our program. Our 2012 aspirations are grounded in the growth of our 2nd tier program; strategic utilization of champion committees; MWSBE development; implementation of an external business council with the aim of driving program improvement and exposure; and most importantly solid spend growth with MWSBEs. With these aspirations as the foundation of our projected growth we are confident, motivated and are well on our way to achievement.



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SPOTLIGHT

Delta's Supplier Diversity Program Receives Global Recognition



Delta's Supplier Diversity program was featured in the 2011 Fall Issue of Canadian based AMOI Magazine. Karmetria Burton, General Manager, Supplier Diversity was interviewed by AMOI's Editor-in-Chief, Choima. Karmetria shared with the only Canadian based magazine that focuses on all aspects of diversity and supplier diversity, Delta's comprehensive supplier diversity program and industry accomplishments. She expounded on Delta's supplier diversity best practices and encouraged other corporations to ensure that they present a strong business case to their leadership and engage them as much as possible in supplier diversity events and successes.

Delta's successful supplier diversity program was also highlighted on the internationally-distributed magazine's website <http://www.amoimag.com>

NEWS IN REVIEW

Delta's Supply Chain Management's 2011 Holiday Charity Initiatives



Delta's Supply Chain Management (SCM) organization shared holiday joy with the kids at the Gate City Day Nursery Association's, Elizabeth Burch Location, in December 2011. The Gate City Day Nursery Association (<http://www.gatecitykids.org/>) was founded in 1905 by visionary and intellectual scholar Dr. W.E.B. DuBois and Dr. Gertrude Ware Bunce of Atlanta University. Gate City is a non-profit early childhood education and family support organization dedicated to serving economically and socially at risk children and families.

The SCM team also aided families with kids with cancer by donating and packaging brown bags of goodies for parents of children with cancer. This winter charity

initiative was done in partnership with the Cure Childhood Cancer Organization (<http://www.curechildhoodcancer.org/>). This organization was founded in 1975; CURE Childhood Cancer is dedicated to conquering childhood cancer through research, education and support of patients and their families. The Brown Bag Lunch Program is another way the program helps provide a little comfort through a good meal.

The Minneapolis leg of the SCM department also participated in the holiday charity events. They worked with the non-profit Feed My Starving Children, where they helped pack over 80 boxes of food for the underprivileged. They packaged enough items to feed 30 children for a year. They also made Christmas a reality for a mother and her six children.



Karmetria Burton, GM, Supplier Diversity, presenting the Supply Chain Management Team's donation of 60 brown bag lunches to representatives of the CURE Childhood Cancer organization.

Delta Implements Sophomore Class of Supplier Diversity Champions

Delta Air Lines, Inc. held a training session to orient its sophomore class of supplier diversity champions on the supplier diversity business case. The training outlined champion roles and responsibilities, presented real life success stories and shared next steps, champion expectations, resources, and supplier diversity goals.

Karmetria Burton, General Manager, Supplier Diversity, shared, “We have aggressive goals for 2012 and I am pleased to say that much like last year we have a great group of professionals who are passionate and eager to advance our supplier diversity efforts.” Champions were also briefed on events, MWSBE business development opportunities and best practices.



(l-r) Chris Collette, Senior Vice President, Supply Chain Management, pictured with a few members of the sophomore class of supplier diversity champions; Danielle Boden, Commodity Manager; Rick Kapela, Commodity Manager; Ronke Adebisi, Commodity Manager; Jerry Rose, Manager, Strategic Sourcing; Jessica Hartman, Commodity Manager; Carrell Workman, Commodity Manager.

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INSIGHT

Brand Flexibility: 3 Ways to Communicate with Empathy

By: Marshawn Evans, Esq.



For **executives** looking to build a stellar **personal brand**, your ability to adapt is just as important as your capacity to accomplish. Being a proactive problem solver is critical to demonstrating your value in the marketplace. Further, it is important to expand your communicative repertoire and then adapt your style to fit various situations as they arise while still remaining true to self.

Flexible communication is a critical component of any brand. You have to listen. You have to process. And you have to adjust your message and your delivery accordingly. Communicative brand flexibility requires three steps.

First, you have to **RECEIVE** what your listener is telling you. The message given by the other person may be different than what you originally had in mind, and it might cause your original objectives to change. If you don't listen well (and most people do not), you will not be well prepared. Listen to hear, learn and relate, not just to wait for an opportunity to speak.

Next, you should **REFLECT** upon what was said, how it was said and why it was said. Focus on the person's **MINDset**—their motivations, interest, needs and desires.

Understanding why someone says something is far more important than what they say. If necessary, ask questions for clarification and show that you really care about that person's perspective and objectives. If you can become savvy enough to pick up on someone's reason behind their stance, you also become better equipped to prepare your reply and style. Developing a reputation for listen to what is said without judgment increases respect for you, your ability to empathize, and your overall brand equity.

Finally, carefully **RESPOND** to the why. I recommend paraphrasing what you think you have heard to make sure you are on the same page and that you truly understand your listener's perspective. Now, as you adjust your message, you are responding based on what you have received and reflected upon.

Communication is the primary channel used to deliver your brand. Unfortunately, we fail to communicate our intentions more often than we effectively communicate our desires. Being able to listen with empathy can make or break your brand. After all, people work with (and promote) people that they like. Your colleagues often will not care what you know until they know that you care—especially when dealing with conflict. As a result, the best way to infuse authentic empathy into your communication is to seek to understand and not solely to be understood.

Delta Air Lines Supplier & Reinvention Strategist Marshawn Evans is the President of ME Unlimited LLC (MWBE) and Founder of ME University® - the premier resource for women leaders looking to elevate their brand visibility in the marketplace. Learn more at www.marshawnevans.com

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FEATURED SUPPLIERS

Delta on-boards Aviation Inflatables and Aero-Parts Connections

Delta Air Lines, Inc. is proud to announce that Aviation Inflatables a Minority and Woman – Owned business, and its brother company, Aero-Parts Connections, Inc. a Minority Owned business have been awarded a five year contract to provide overhaul and repair services for aircraft slides and rafts. Upon being introduced to Aviation Inflatables (AI) and Aero-Parts Connections (APC) at the 2010 Air Carriers Purchasing Conference, Scott Proffitt, GM, Technical Operations, Supply Chain Management, ensured he placed these companies in contact with James McPhail, Manager, Strategic Sourcing, Technical Operations and Jeffery Treutel, Manager, Strategic Sourcing, Technical Operations. McPhail, a 34 year Delta veteran, was responsible for Delta's on-boarding of AI and Treutel (a supplier diversity champion), managed the on-boarding of APC. McPhail reports that the RFP was issued to four companies, three of which were incumbent and AI's proposal was the best in value for Delta.



*James McPhail, Manager,
Strategic Sourcing, Technical Operation*

“We knew that we had to be the best, to earn the opportunity to work with the best!”

Having worked within supply chain for his entire tenure at Delta, James McPhail knows well the added value of MWSBEs as well as the struggles they experience. He suggests, “Diverse suppliers interested in on-boarding with Delta need to concentrate on communicating the value and performance they can deliver as a competitive supplier.” Jeff Treutel, furthers McPhails advice and suggests, “It is important that any new supplier understands Delta's operations and is prepared to discuss what they can do to help Delta and is able to provide details on how they will be able to help.”

Excited about the new partnership, Aviation Inflatables Owner & CEO Angela Alvarez shared, “We knew that we had to be the best, to earn the opportunity

to work with the best!" As CEO and owner of this Certified Minority & Woman owned business, Mrs. Alvarez encourages other MWSBE's to seek partnerships with fortune 500 companies, she advises, "MWSBE's should create and implement marketing and business development programs that identify the unique needs and wants of targeted markets such as fortune 500's. Once identified, MWSBE's must seek out and invest in opportunities that will facilitate communicating to Fortune 500's how they can meet their needs while creating value and providing superior customer service more effectively than competitors. In the Aviation industry attending conferences and trade shows provides a face owned business, Mrs. Alvarez encourages other MWSBE's to seek partnerships with fortune 500 companies, she advises, "MWSBE's should create and implement marketing and business development programs that identify the unique needs and wants of targeted markets such as fortune 500's. Once identified, MWSBE's must seek out and invest in opportunities that will facilitate communicating to Fortune 500's how they can meet their needs while creating value and providing superior customer service more effectively than competitors. In the Aviation industry attending conferences and trade shows provides a face to face opportunity to do just that. Whether you use a traditional budget or rolling forecasts, earmarking funds for marketing and conference attendance can lead to big opportunities with large companies that MWSBE's may find it difficult to otherwise engage. "Securing contracts with Delta, one of the largest airlines in the world, has catapulted Aviation Inflatables and Aero-Parts Connections into a challenging and exhilarating period of growth", says German Alvarez CEO and owner of Aero-Parts Connections.



(l-r) Scott Proffitt, General Manager, Technical Operations; Jean-Pierre Alvarez, Manager, Sales & Purchasing, Aero-Parts Connections, Inc.; Raul Ruiz, Manager, Repair & Procurement, Aviation Inflatables; Marilyn Callwood, General Manager, Aviation Inflatables; German Alvarez, Owner and CEO, Aero-Parts Connections, Inc.; Angela Alvarez, Owner & CEO, Aviation Inflatables; James McPhail, Manager, Strategic Sourcing, Technical Operations; Jeffery Treutel, Manager, Strategic Sourcing, Technical Operations and Supplier Diversity Champion.

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PERFORMANCE

New 2011 Supplier Summary (new versus 2010 <1>)

	Count	Spend (\$)
SBE	404	\$33,591,007
*MBE	30	3,286,791
*WBE	55	3,464,878

Total Diverse Supplier Spend Summary Feb-YTD 2011 versus prior year <2>

Feb-YTD Spend	YOY Growth
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Total Diverse Supplier Spend Summary Feb-YTD 2012 versus prior year <2>

	Feb-YTD Spend		YOY Growth		<3>
	2012	2011	(\$)	(%)	
SBE	\$135,246,656	\$157,461,138	(\$22,214,481)	-14%	<3>
*MBE	39,745,483	19,840,023	19,905,460	100%	
*WBE	60,524,184	48,025,723	12,498,460	26%	

- <1> A new supplier is defined as a supplier with spend in 2011 that had no spend in 2010
 <2> Total Delta supplier spend includes non-SCM suppliers
 <3> Decrease driven by: 1) reduced deicing fluid spend with supplier *Integrated Deicing Solutions* (\$5.2M) and 2) supplier Octagon is longer an SBE (\$16.3M)
 * All M/WBEs are certified

UPCOMING EVENTS

April 13, 2012

Georgia Minority Supplier Development Council (GMSDC) Corporate Coordinators Meeting
 (Invitation Only)

April 17, 2012

DELTA AIR LINES, INC. 2011 STAR AWARDS
 Keynote Speaker: Richard Anderson, CEO, Delta Air Lines, Inc.
 (Invitation Only)

April 25-27, 2012

NY Women Presidents' Organization
 Annual Conference Atlanta, GA
 (Registration Required)

May 1-3, 2012

MMBDC (Detroit) Procurement Conference and Trade Fair
 Cobo Convention Center
 Detroit, MI
 (Registration Required)

May 3, 2012

MMSDC (Midwest-Minnesota) Annual Meeting & Awards Luncheon
 Golden Valley Country Club
 (Registration Required)

May 15-16, 2012

Georgia Minority Supplier Development Council (GMSDC)
 2012 Minority Business Summit & Business Opportunity Expo
 (Registration Required)

June 14, 2012

Business Opportunity Expo
 NY and New Jersey Minority Council (NYNJMSDC)
 New York Marriot Marquis Hotel
 (Registration Required)

June 19-21, 2012

Women's Business Enterprise National Council (WBENC) Conference & Business Fair
 Peabody Orlando Hotel, Orange County Convention Center
 Orlando, Florida
 (Registration Required)

VISIT

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