



Celebrating a 40-year Legacy  
of Supplier Diversity Leadership  
1968-2008



## A History of Achievement

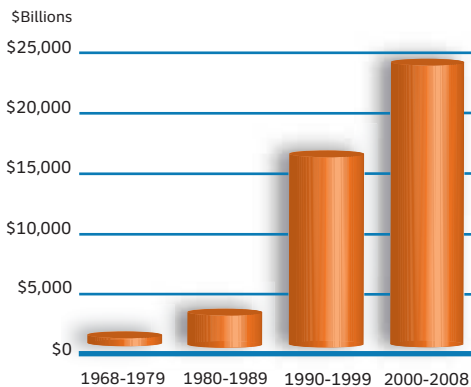
AT&T has been a pioneer in Supplier Diversity Programs for more than 40 years, developing best practices for our industry and others.

### 40 Years of Supplier Diversity. Delivered.

AT&T's Global Supplier Diversity Programs began in 1968 with \$175,000 in payments to nine minority and women owned businesses. In 2008, AT&T spent \$6 billion with diverse suppliers – 12 percent of our total purchases. As we celebrate the 40th anniversary of our programs, we are proud to have spent more than \$43 billion with diversity suppliers over the four decades.

We are committed to continuing our rich legacy of supplier diversity leadership. It enhances our brand and provides better business solutions, while contributing to the economic success of communities, which ultimately helps everyone.

Supplier Diversity Spending in Billions, 1968-2008



*"For AT&T, diversity and inclusion will always be top priorities. We strive to be an innovative company that successfully leverages diversity and inclusion to drive employee engagement and deliver world-class products and services."*



*In the midst of continuous change, we recognize that our success is directly related to understanding and leveraging the many facets of diversity in our workplace, the marketplace and our communities."*

Randall L. Stephenson  
Chairman and Chief Executive Officer

### AT&T's Leadership Awards

Because of our employee's dedication to supply chain inclusion, AT&T has been honored with the most prestigious supplier diversity awards, including:

- Minority Business Leadership Award, Corporate Coordinator of the Year and Corporation of the Year, National Minority Supplier Development Council
- Top Corporations for Multicultural Business Opportunities, DiversityBusiness.com



In the past 10 years, AT&T spent more than \$32 billion with diverse suppliers, an increase of 272 percent.



- Top 10 Companies for Supplier Diversity, DiversityInc
- Top 50 Companies for Diversity Hall of Fame, DiversityInc
- Billion Dollar Roundtable, Minority Business News USA



- Utility Marketplace Access Partnership (UMAP) Advocate and Utility Leadership Awards, National Association of Regulated Utilities Commissioners
- America's Top Corporations for Women's Business Enterprises, Women's Business Enterprise National Council (WBENC)
- Corporate Partner of the Year Award, National Association of Women Business Owners
- Best Corporations for Veteran-Owned Businesses, Vetrepreneur Magazine
- Patriot Partner Award, Association for Service Disabled Veterans
- Ron Brown Award, The Conference Board

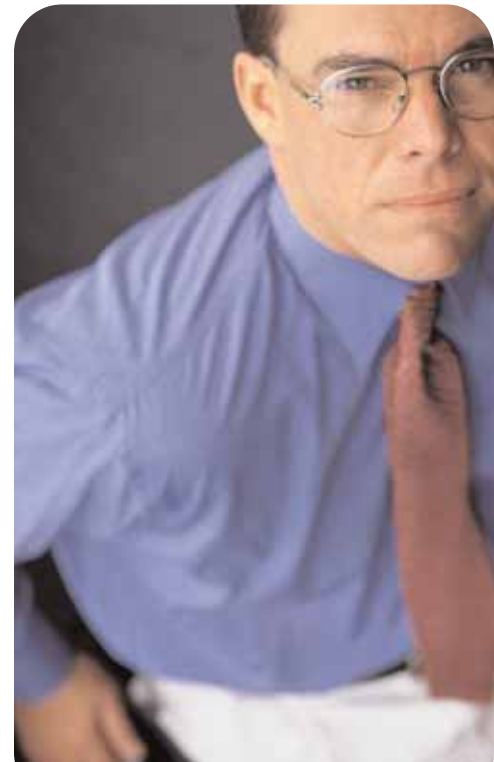


## Supplier Diversity Firsts

AT&T's supplier diversity leadership has set the "best practices" standard for corporate programs nationwide.

AT&T was among the first to:

- Establish a formal corporate wide Supplier Diversity Program in 1968.
- Join the National Minority Supplier Development Council (NMSDC) and its Telecommunications Industry Group (TIG) to develop and share supplier diversity best practices.
- Coach and mentor diversity suppliers in non-traditional areas by bringing diversity suppliers into the core of the telecom business.
- Provide the NMSDC's Business Consortium Fund with its first \$1 million dollar contribution to improve access to capital for growing diversity companies.
- Establish a corporate Prime Supplier Program in 1989 that required all suppliers with contracts of \$500,000 or more to develop supplier diversity plans.
- Partner with educational institutions to offer expert graduate-level training programs for minority, women and disabled veteran owned businesses.
- Develop the Supplier Diversity Best Practices and Maturity Assessment Scale and present at the QuEST Forum Best Practices Conference.
- Join WBENC and subsequently lead its Global Business Committee.
- Obtain TL9000 quality registration for its supplier diversity operations.
- Integrate supplier diversity into the mission and efforts of the Institute for Supply Management.
- Provide leadership for the first Electronic Manufacturing Services' Supplier Diversity Forum.



AT&T received the Ron Brown Award—the only Presidential Award given for Corporate Economic Leadership.



# Supplier Diversity Milestones

Celebrating a 40-year legacy of success for AT&T, for our diverse suppliers, for our customers and for the communities we serve.

**1968:** AT&T holds its first minority business trade fair at the Hawthorne Works facility outside of Chicago, IL. AT&T reports \$175,000 spent with nine minority and women suppliers.

**1970s:** Formative years for the Minority Business Enterprises (MBE) program. Spending was tracked and internal awareness expanded.

**1984:** AT&T expands program to include women owned businesses. Name is changed to Minority/Women Business Enterprises Program (M/WBEs).

**1993:** M/WBE Program is expanded to include Service Disabled Veterans and becomes AT&T's Supplier Diversity Programs.

**1994:** AT&T spends a record high of \$1 billion with diverse business enterprises.

**1999:** AT&T's Procurement President issues "Supplier Diversity Challenge" on behalf of telecom companies in the industry's first goal-setting initiative, increasing diversity spend by \$28 billion dollars in four years.

**1999:** Partnering with the National Association for Service Disabled Veterans, AT&T led the private sector in championing the passage of the Disabled Veterans Business Act. AT&T's officer testified before Congress on the merits of this landmark legislation.

**2001:** Inducted into the exclusive Billion Dollar Roundtable, a supplier diversity think tank of corporations that spend more than \$1 billion annually with diverse companies.

**2003:** Convene a national blue-ribbon panel of experts to study and unveil "Revitalizing the Supplier Diversity Value Proposition through Supply Chain Effectiveness."

**2006:** AT&T spends more than \$5 billion dollars with minority, women and disabled veteran business enterprises.

**2008:** AT&T's Global Supplier Diversity Programs support WEConnect International, an international WBE certification organization, as AT&T works to include historically underutilized businesses globally.



## Diversity Works. For Everyone.

Through our world-class Global Supplier Diversity Programs, AT&T has shown the business world that creating opportunity is a competitive advantage.

### Our Commitment

AT&T is a national leader in developing and implementing supplier diversity best practices. Our commitment to supplier diversity is evident in the benchmark-best spending results we achieve year after year. AT&T has set the corporate standard for supply chain inclusion.

### Expanding Opportunities

We've helped launch diversity inclusion within our industry and spearheaded collaborative initiatives to increase diversity spending where opportunities are great: advertising, professional services, consulting, contract manufacturing and more.



### Making a Difference

AT&T works with diversity advocacy organizations, corporate forums and with policy makers, to increase opportunities for M/WBEs and DVBES by providing corporate support, leadership and innovation.

AT&T works to ensure diversity suppliers are fully included in tomorrow's contract opportunities in emerging technologies and industries, long-term corporate "green" initiatives and more.

### Thanks to those who help make our success happen

We would like to acknowledge the outstanding work of those who help make the ongoing success of our Global Supplier Diversity Programs possible: The men and women of AT&T, our corporate suppliers and business collaborators, numerous supplier diversity advocacy organizations, visionary policy makers and the many talented diversity suppliers that deliver extraordinary corporate business solutions daily.



Since 2000, the AT&T Foundation has granted more than \$935,000 in diversity supplier educational scholarships and programming.



# Supplier Diversity Programs

AT&T's Global Supplier Diversity Programs support the growth of a diverse supplier community by continued investment in initiatives like these:

## Corporate Sponsorship

We support the National Minority Supplier Development Council (NMSDC), the Women's Business Enterprise National Council (WBENC), the National Association for Service Disabled Veterans (ASDV), the Elite Service Disabled Veteran Owned Business Network, along with many national and local ethnic chambers of commerce in their efforts to create connections and provide training that leads to business opportunities.

## Prime Supplier Program

For more than 20 years, we've had our top suppliers work with us to identify opportunities for diverse suppliers to participate in the business they do with AT&T. We also provide training for our prime suppliers and review their annual and quarterly reports to help them achieve strong diversity results.

## Outreach

We sponsor outreach events that bring diversity suppliers and corporations together. AT&T employees act as Supplier Diversity Outreach Ambassadors, sharing supplier diversity program information at over 100 events each year. For trade shows, workshops, and networking events where prospective suppliers can meet with AT&T, visit [attsupplierdiversity.com](http://attsupplierdiversity.com).

## Executive Education Programs

AT&T sponsors several graduate-level business school certification programs for diversity suppliers. We are founding sponsors of the Management Development for Entrepreneurs (MDE) program, Harold Price Center for Entrepreneurial Studies, at the UCLA Anderson School for Management.

AT&T also sponsors the Minority Business Executive Program and the WBENC Women's Business Enterprise Programs at Tuck School of Business at Dartmouth College; the Advanced Management Education Program at the Kellogg School of Management at Northwestern University; the FastTrac Program at the Small Business Development Center, Georgia State University; and the Wisconsin Minority Business Management Seminar at the University of Wisconsin-Madison.

For more information visit:  
[www.attsupplierdiversity.com](http://www.attsupplierdiversity.com)



AT&T's goal is to procure 21.5 percent of its total procurement from diversity-owned enterprises.