



Golf Industry Supplier Diversity Initiative

ESTABLISHED 2008 BY THE PGA OF AMERICA

QUALIFIED DIVERSE SUPPLIER DIRECTORY

2011

The following organizations support the Golf Industry Supplier Diversity Initiative:



PGA



CLUB
MANAGERS
ASSOCIATION
AMERICA



WORLD GOLF
FOUNDATION

An Invitation to Your Company to Utilize the *Golf Industry Supplier Diversity Initiative*

The *Golf Industry Supplier Diversity Initiative*, established in 2008 by The PGA of America, is a unique program that strives to achieve greater diversity and participation in the game and business of golf. The goal of the *Initiative* is to increase spending by golf industry companies with minority- and women-owned suppliers of infrastructure goods and services while, at the same time, growing participation from these same consumer segments in the game of golf.

The Business Case for the Initiative

According to the latest U.S. Census Bureau information, the populations of the four major ethnic minorities (Hispanic, African American, Asian American and American Indian) are growing approximately 2 ½ times faster than that of the majority population. Therefore, the demographics in our country are changing rapidly.

These growth markets are projected to account for close to 26% (nearly \$3.6 trillion) of U.S. buying power by 2015; this projection, coupled with the increase in minority population, represents a tremendous growth opportunity for the golf industry.

The Value of the Initiative to Your Company

Through the inclusion of some of the most successful minority- and women-owned companies in the United States (that have endured a thorough qualification process as shown on page 11), this offers a means for your organization to further tap into these new growth markets while enhancing your existing strategic sourcing and procurement efforts.

- Affiliation with a unique program designed by The PGA of America and supported by the CMAA, GCSAA, NGCOA and WGF
- Provides potential for additional revenue by tapping into new growth markets
- Immediate access to a “ready-made” supplier diversity program
- Recognition as a champion of inclusion within the golf industry
- Offers additional valuable media exposure

The PGA of America is proud to present these qualified companies for your consideration. We look forward to working with you to engage these suppliers in your organization's existing procurement process.



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Apparel



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Clipper Corporation
 MBE / WBE

Manufacturer and distributor of uniforms and apparel for service and hospitality.

*Multicultural Foodservice and Hospitality Alliance
 Earnest Henry Royal Pioneer Award winner, Home Depot
 Star Supplier, Burger King System Supplier of the Year*



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 SWEETSPOTAPPAREL.COM

Sweet Spot Apparel
 MBE

Manufacturer and supplier of golf and casual apparel.

*Provider of apparel to The PGA Tour, LPGA, Bill Dickey
 Scholarship Association, PGA Tour Superstore, The
 Women's Collegiate Golf Classic and multiple other
 global golf events*

Audio / Visual



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 PRO-MOTION.US

ProMotion Technology Group
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Consulting



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National Diversity Solutions
 MBE

NDS' core competencies include Strategic Sourcing, Supplier Diversity Enhancement and Category Management. Working in collaboration with clients to reduce expenses and increase productivity, NDS brings value and competitive participation from qualified diverse businesses while facilitating access to additional revenue from new and emerging markets.

*Co-creator of Golf Industry Supplier Diversity Initiative
 with The PGA of America*



**Golf Industry Supplier
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Topp Knotch Personnel
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African-American Business Achievement Pinnacle Awards recipient



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VALIDEX.COM

Validex
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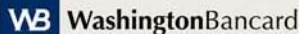


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Capital Network
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Washington Bancard
Merchant Services
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A national merchant services company specializing in credit card, debit card, and all types of payment processing, gift cards, loyalty programs and check processing systems.

Registered ISO with Wells Fargo Bank



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Hospitality



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Americana Sports Services

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SPECIALTY FOOD PRODUCTS
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LRJFOODS.COM

LR Johnson Associates

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LR Johnson Associates is a provider of specialty foods, gifts and promotional items.

One of the largest minority-owned specialty foods providers in the country



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SUPERIOR-HOSPITALITY.COM

Superior Hospitality Management

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Hospitality management company focused on airport operations, convention and entertainment services, restaurant operations, government/commercial food service operations

The premier hospitality management company in the Southeastern United States and the Caribbean



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THOMPSONHOSPITALITY.COM

Thompson Hospitality

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Largest minority-owned, and 9th overall largest, foodservice company in the United States

Ranked among top twelve industrial/service companies in the U.S. on "Black Enterprise Magazine's" 2010 100's list, "Black Enterprise Magazine" Company of the Year



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Information Technology



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Zycron
 MBE / WBE

International provider of information technology services and solutions

Primary IT provider for numerous Fortune 500 companies, named one of "Black Enterprise Magazine's" top 100 largest black businesses, Mid-South Minority Business Council "Minority Business of the Year"

Logistics / Distribution



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ASW Global
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Third party logistics, order fulfillment, supply chain optimization, value-added warehousing, and transportation, asset management

One of the largest minority owned companies in Northeast Ohio serving a national and international client base, ISO 9001:2008 certified 3rd party logistics provider, operates in Foreign Trade Zone #181



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Azumano Travel
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Celebrity Coaches

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The Convention Store

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Houston-Johnson

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Marketing Services



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Glow Media
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PR / Event Management

International Special Events Society ESPRIT Award nominee, Thurgood Marshall Scholarship Fund's Founders' Award for Excellence in Service winner, National Association of African Americans in Human Resources Special Appreciation Award recipient



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Group O
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Leading provider of products and services, specializing in marketing services, print management, decision sciences, business process outsourcing, managed services, packaging, supply chain and third party logistics (3PL).

One of the largest Hispanic-owned companies in the U.S.



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IBISCOMMUNICATIONS.COM

Ibis Communications
MBE / WBE

Marketing communications firm with a focus on corporate diversity marketing, media services, direct marketing, and Internet marketing.

Multiple Nashville American Advertising Federation and ADDY Award winner

Printing / Publishing



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AFRICANAMERICANGOLFERSDIGEST.COM

African American Golfer's Digest
MBE / WBE / SBE

The nation's leading publication for avid black golfers

Corporate Leadership Circle Award recipient





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Enterprise Content Solutions

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Enterprise Print Management (EPM) and Promotional Product solutions company offering clients best-in-class collaborative marketing (creative), technology and corporate identity solutions.

Official printer of 2009 PGA Championship Journal, Course maps and Event Guides



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The Green Magazine

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Delivers the game of golf's rich history, how it is played today, and coverage of luxury destinations, fine dining, and wines & spirits all from a multicultural editorial perspective

Nationally distributed magazine available in retailers nationwide including Barnes & Nobles, Books-a-Million, Hastings, and select Hudson News outlets



interprint
COMMUNICATIONS

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UPS Supplier of the Year award winner, member of General Mills Black Champions Network



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HIGHTOWERSPETROLEUM.COM

Hightowers Petroleum Co.
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Ranked as the 35th largest African-American Industrial/Service Company in the country on "Black Enterprise Magazine's" 2010 BE 100 list



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TurnerBoone Contract
WBE

Dealers, distributors and installers of furniture, flooring, and modular products to the commercial interior industry

B2B Magazine Top 25 Entrepreneur (Laura Boone/Ellen Turner), Atlanta Business Chronicle Top 20 Business Furniture Dealer



Golf Industry Supplier Diversity Initiative Supplier Vetting Process Overview

Preferred Supplier Candidate Identified

- Referred by Golf Industry Member
- Recruited by NDS
- Supplier Initiated

Candidate Registers at www.supplynds.com

- Completes Supplier Profile
- Financial & Risk Assessment
- Provides Insurance Coverage Information
- Provides evidence of M/WBE Status

NDS Reviews, Assesses and Verifies Candidate Data

- Compares services provided by Candidate against needs of the Golf Industry
- Assesses Candidates financial strength and risk profile
- Contacts references provided and confirms performance
- Confirms suppliers capabilities are congruent with Golf Industry geographic coverage requirements

NDS Invites Candidate to Complete Organizational Profile Self-Assessment

- Provides the Candidate with insight into the qualification program and allows them to assess their organization's readiness and level of effort required to complete Full Assessment
- NDS provides feedback to Candidates to help them determine if they want to complete the full assessment process

NDS Invites Candidate to Complete Full Preferred Supplier Assessment

- Answers 10 questions modeled after the National Institute of Standards and Technology's Baldrige National Quality Program
- Describes their Processes or the methods their organization uses and improves in the categories of Leadership, Strategic Planning, Customer & Market Focus, Measurement, Analysis, and Knowledge Management, Workforce Focus and Process Management
- Provides their Results or the organization's outputs and outcomes in the Strategic Planning, Customer & Market Focus, Workforce Focus and Process Management categories

NDS Reviews and Scores Candidates Assessment

- Identifies strengths and opportunities of the Candidate against standards developed for the Baldrige National Quality Program
- Establishes scores for Process and Results areas, shares feedback with Candidate
- Assists Candidate with developing action plans to close gaps if required

NDS Recommends Disposition of Candidate to The PGA of America

- Provides results of each Candidate assessment via a feedback report summarizing the key themes of the evaluation, identifies the bands of the Candidate's total scores, and lists strengths and opportunities for improvement
- Recommend appropriate Golf Industry designation based on the results of the assessment process

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“*The PGA recognizes the importance of diversifying the business of golf and the Golf Industry Supplier Diversity Initiative has proven to be the vehicle that is moving us all in the right direction.*”

Joe Steranka
Chief Executive Officer
The PGA of America



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PGA.COM/SUPPLIERDIVERSITY