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The Partner **Solutions** People

# News

## **National Minority Supplier Development Council (NMSDC) Elevates D.W. Morgan Company to Elite Status as National Corporate Plus® Member**

New designation identifies Morgan as a proven supply-chain and transportation management partner, certified for complex, global assignments with NMSDC's top corporate members.

**Pleasanton, CA, April 13, 2006:** The National Minority Diversity Supplier Council (NMSDC) has selected D.W. Morgan Company, a supply chain consulting, logistics and transportation management company, for its most prestigious status as a National Corporate Plus® member.

"Minority businesses are one of the fastest growing business segments, and they are well-positioned to contribute both to job growth and to the overall economic health of minority communities and the country as a whole," said NMSDC President Harriet Michel. "Many corporations report they are consolidating their supplier base in an effort to control total supplier quality management and costs, while at the same time increasing partnerships with Minority Business Enterprises (MBEs) and Corporate Plus-status companies like D.W. Morgan, which has proven creative solutions for meeting business initiatives."

"We are honored to be among the elite minority business enterprises (MBEs) that have been selected for National Corporate Plus® status with the NMSDC," said D.W. Morgan Founder and CEO David Morgan. "For more than 15 years, we have used our transportation/logistics expertise and leading-edge supply chain technologies to help clients dramatically reduce supply chain costs and enhance inventory visibility and control. Corporate Plus® status will heighten awareness of our capabilities and our reputation for getting results for clients."

Morgan was nominated for National Corporate Plus® status by Cisco Systems, Inc. which is a National Corporate Member of the NMSDC.

To be eligible for the Corporate Plus® status, MBEs must be recommended by a National Corporate Member of the NMSDC and must be doing business on a national basis, with confirmation provided by the National Corporate Member who recommended participation in the Corporate Plus program. Morgan also had to be certified by the NMSDC-affiliated council closest to its headquarters, the Northern California Supplier Development Council (NCSDC). Morgan was named NCSDC's 2005 Supplier of the Year. As a part of Morgan's status as a Corporate Plus member, Morgan is dedicated to developing its own internal minority business development program, and will report results to NMSDC.

### **About D.W. Morgan Company**

Since its founding in 1990, D.W. Morgan Company has become one of the world's most trusted supply-chain consulting and transportation management firms. The company has provided services for a Who's Who of global Fortune 1000 companies, including Cisco Systems, Inc., Hewlett-Packard, Kaiser Permanente, B.F. Goodrich, Advanced Fibre Communications (now a division of Tellabs), Lockheed Martin, Oracle, NCR, Molecular Dynamics, and Philips Electronics. Morgan pioneered the concept of "whole-process management" for simplifying complex supply and demand challenges. Under this model, Morgan creates visibility for managers into every link in a company's supply chain—from procurement of raw materials to distribution of finished goods. With its innovation and expertise, Morgan dramatically improves efficiency and reduce costs for clients.

Morgan has earned widespread acclaim for its work with its clients. It has twice been named Cisco Systems Supplier of the Year, Diversity (2005, 2003); in 2004, it earned Computerworld Honors / Smithsonian Laureate status; was chosen for Aberdeen Group's 2006 "Best Practices in International Logistics; was included in *Supply and Demand Chain Executive* magazine's 2005 "Top 100 Supply Chains" and the 2006 "Top 20 Provider Pros to Know"; and won the Northern California Supplier Development Council's 2005 Supplier of the Year award. Morgan is certified as a minority-owned

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business by the National Minority Supplier Development Council (NMSDC) and as a Small, Historically Disadvantaged Business (SDB) by the U.S. Small Business Administration.

The company's headquarters is located at 6685 Owens Drive, Pleasanton, CA 94588; (925) 460-2700, fax (925) 251-0250. Morgan also maintains regional offices in Atlanta, Ga; Los Angeles; Tampa, FL.; and Austin, Tex. An Asia-Pacific subsidiary, D.W. Morgan Pte., Ltd., is based in Singapore and serves the Pacific Rim manufacturing and supply-chain needs of Morgan clients. To learn more about Morgan's products and services, please visit <http://www.dwmorgan.com/>.

**About National Minority Supplier Development Council:**

Providing a direct link between corporate America and [minority-owned businesses](#) is the primary objective of the National Minority Supplier Development Council, one of the country's leading business membership organizations. It was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.

The NMSDC Network includes a National Office in New York and 39 regional councils across the country. There are 3,500 corporate members throughout the network, including most of America's largest publicly owned, privately owned and foreign-owned companies, as well as universities, hospitals and other buying institutions. The [regional councils](#) certify and match more than 15,000 minority owned businesses (Asian, Black, Hispanic and Native American) with member corporations which want to purchase goods and services.

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