



National Minority Supplier Development Council, Inc.®

**FOR IMMEDIATE RELEASE**

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**NMSDC HONORS THREE BUSINESS LEADERS FOR LONG-STANDING  
ACHIEVEMENTS IN MINORITY BUSINESS DEVELOPMENT**



Pictured, left to right: Master of Ceremonies Earvin Johnson; NMSDC Board Member Lisa Martin; honoree Ralph G. Moore of Ralph G. Moore & Associates; NMSDC President Harriet R. Michel; NMSDC Vice Chairman Richard A. Hughes; honoree Frederick Ruiz of Ruiz Food Products; and Thomas Mars, who accepted the award for honoree Michael Duke of Wal-Mart Stores.

**NEW YORK, NY, May 20, 2010** — The National Minority Supplier Development Council honored Michael Duke of Wal-Mart Stores; Ralph G. Moore of Ralph G. Moore & Associates; and Frederick Ruiz of Ruiz Food Products, for their significant long-term achievements in minority business development at its Minority Business Leadership Awards Dinner-Dance on Wednesday, May 19th, at the Hilton New York and Towers in New York.

More than 1,400 guests attended the black-tie affair, including CEOs and executives

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of Fortune 500 corporations and minority business owners from across the nation.

“This year’s honorees demonstrate the value of hard work and perseverance, the multi-generational success of a family-owned business, and the commitment to supplier diversity of the world’s top retailer,” said NMSDC President Harriet R. Michel. “We congratulate them on their success and the value they bring to corporate America and the customers they serve.”

Michael Duke is president and chief executive officer of Wal-Mart Stores, the world’s No. 1 retailer. The company has sales of \$408 billion, more than 8,000 stores in 15 countries and employs more than 2.1 million associates worldwide. In its fiscal year ended January 2010, Wal-Mart spent \$2.75 billion with 325 Asian, Black, Hispanic and Native American businesses. Wal-Mart’s minority suppliers include ASW Global, Fair Oaks Farms, Fidelity Print Communications, GlobalHue, Glory Foods, Mega Toys, Ruiz Foods, Shore Acres Plant Farm and Vizio. Wal-Mart also encourages its major suppliers to join NMSDC and to increase their supplier diversity opportunities.

Wal-Mart holds Minority Construction Summits for firms interested in working on constructions of new stores, the remodeling of existing stores and conducting facility maintenance program. The corporation also held a Carrier Relations Minority Summit, Business-to-Business Seminars and other supplier events across the country, giving diverse suppliers the opportunity to meet with Wal-Mart and Sam’s club buyers. Thomas Mars, the company’s executive vice president and chief administrative officer, accepted the award on behalf of Mr. Duke.

Ralph G. Moore is president of Ralph G. Moore & Associates, a Chicago-based consulting firm that he founded in 1979. A recognized leader in the field of supplier diversity, RGMA has successfully developed and evaluated supplier diversity programs for both public and private-sector entities. Through NMSDC seminars and other RGMA training events, thousands of supplier diversity professionals and buyers have learned new tools and effective processes to improve minority supplier development as well as to increase spend with Asian, Black, Hispanic and Native American suppliers. The national impact of the company’s work spans three decades. Its clients have included Archer Daniels Midland, BP, The Boeing Company, Bristol-Myers Squibb, Chicago Public Schools, Harley-Davidson, IBM, Illinois Department of Transportation, Major League Baseball, Prudential Financial, Sprint, Time Warner, United Airlines and Wal-Mart Stores.

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Mr. Moore is a director of several emerging firms and provides active leadership in a number of business development and civic organizations, including Junior Achievement of Chicago. In addition, Mayor Richard M. Daley appointed Mr. Moore to serve as a trustee to the City Colleges of Chicago in 1994. Mr. Moore is also a trustee of the University of Chicago Hospitals and Health Systems

Frederick Ruiz is the chairman emeritus of Dinuba, California-based Ruiz Food Products—the largest manufacturer of frozen Mexican food in the United States. The company has annual sales of \$453 million and 2,500 employees (80% are minorities). Ruiz Food is the second largest Hispanic-owned manufacturing company in the United States, according to *Hispanic Business* magazine.

Mr. Ruiz and his father, Louis, started the company in a garage in 1964, using his mother's recipes. Under the El Monterey and Tornados brand names, Ruiz Food now offers more than 200 different products including burritos, taquitos, enchiladas and tamales. Ruiz Food sells in all channels of distribution: retail, convenience store, clubs, vending, industrial and foodservice. In addition to nationwide distribution in the U.S., Ruiz Food also sells its products in 20 countries, including Canada, Costa Rica, Japan and Panama.

Mr. Ruiz serves as a director of Gottschalk's and The McClatchy Company. He is chairman of the California Chamber of Commerce and vice chairman of the Board of the University of California, Merced. He is a director of the Hispanic College Fund, the Institute for Family Business and the Merced Foundation. Mr. Ruiz helped his employees establish Ruiz 4 Kids, a non-profit employee volunteer organization designed to help children in California's San Joaquin Valley. Ruiz Foods also provides contributions and sponsorships for organizations such as Arte America, Fresno Metropolitan Museum, Hispanic Business Student Association, Norteno Festival and the United Way.

Earvin Johnson, chairman and chief executive officer of Magic Johnson Enterprises, served as master of ceremonies and Honorary Chairman for the gala event. More than 170 chairmen of America's top corporations including AT&T, Allstate, Bristol-Myers Squibb, Chevron, Chrysler, Coca-Cola, Colgate-Palmolive, Eastman Kodak, Ford, Hilton, J.C. Penney, Johnson & Johnson, Marriott, Merck, Nestlé, Pfizer, Procter & Gamble, Raytheon, Toyota Motor Engineering and Manufacturing, and United Technologies serve on the Honorary Dinner-Dance Committee.

### **About NMSDC**

Providing a direct link between corporate America and Asian, Black, Hispanic and

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Native American-owned businesses is the primary objective of the National Minority Supplier Development Council, one of the country's leading corporate 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 37 Regional Councils across the country. There are 3,500 corporate members throughout the network, including America's top 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 16,000 Asian, Black, Hispanic and Native American businesses with member corporations that want to purchase their goods and services.

For more information about NMSDC, call (212) 944-2430 or visit the Web site at [www.nmsdc.org](http://www.nmsdc.org).

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