



TOP 10 BEST COMPANIES FOR ASIAN AMERICANS

Each year Asian Enterprise Magazine seeks to recognize the top ten companies and corporations for Asian Americans to work in. Every year, these companies are honored with the prestigious "Top Ten Companies for Asian Americans" Award at the Asian Entrepreneur of the Year Awards held in conjunction with Asian Pacific Heritage Month in May. The following are a list of the 2005 "Top Ten Companies for Asian Americans" award winners.

Coca Cola Co.

The Coca Cola Company exists to benefit and refresh everyone it touches. With over a century-and-a-half behind it, Coca Cola is the world's leading manufacturer, marketer, and distributor of non-alcoholic beverages, concentrates, and syrups used to produce over 400 beverage brands worldwide. With operations in over 200 countries worldwide, Coca Cola prides itself in their Supplier Diversity goal of being completely inclusive. Coming to the realization that minorities are the fastest growing population in the United States, the Supplier Diversity program has made a commitment to include minorities and women as partners as a business imperative, and provide equal access to procurement opportunities for minority and women-owned enterprises. With their long-standing commitment to proactively building relationships with and purchasing goods and services from MWBEs to the maximum extent possible, this makes the Coca Cola Company one of the nation's top companies for Asian Americans.

Denny's

Providing over 50 years of service for the most recognized name in food service and family dining. With more than 1,600 restaurants nationwide, Denny's is the largest food service family restaurant chain in the United States. By offering a casual dining atmosphere, moderately priced meals, and 24-hour service, Denny's has been able to satisfy millions of customers across America. With a large part of their business committed to diversity, Denny's has once again made the "Top Ten" list. It is Denny's strong belief that America's diversity is one of the greatest assets in this global economy. As a commitment to this belief, Denny's has implemented diversity initiatives in many different areas of the company's operations. The company's Board of Director's consists of eight directors, of whom 50 percent are women and those of minority background. To date, 124 minority franchisees own 455 Denny's Restaurants, 345 of which are owned by Asian Americans. In addition to the one-million Denny's employees that have completed the Denny's Diversity Training and Education course since its inception a decade ago, which has made Denny's Restaurants not only the leader in diversity in the food service industry, but among the nation's top company's for Asian Americans.

First American Corporation

Committed to employing a workforce that reflects the demographics of the United States, and the customers to whom it does business, First American Corporation provides business information and related products and services to the public. Aside from generating revenues for their services of over \$6,213.7 million in 2003, First American Corporation also focuses on retention and leadership development of its minority employees and clients. With supplier rela-

tions, First American has committed itself to utilizing all types of business concerns including; minority, women and service-disabled, veteran-owned business enterprises and certified small business concerns to provide products and services. The company has sought to utilize disadvantaged business enterprises to the maximum extent practicable, which makes it among the top companies for Asian Americans.

IBM

Striving to lead the Information Technology (IT) industry with invention, development, and manufacturing IBM has risen to become one of the industry's most recognized brand names. With business practices such as hiring, training, and compensation, promotions, training, transfers and terminations IBM has committed to conduct these practices without discrimination based on color, race, religion, gender, gender identity, age, disability, or status. By respecting and valuing the diversity of among its employees, IBM has become one of the nation's leading corporations for minorities. With over \$96.3 billion in revenues, and 33,254 of its 329,001 employees minorities, IBM has set the precedent for other IT companies to follow.

Morgan Stanley

Earning worldwide recognition for its excellence in financial advice and market execution, and its \$576 billion in managed assets, Morgan Stanley has set the bar for its competitors to follow. With services in 28 countries to connect customers, people, ideas and capital to help clients achieve financial aspirations, it seems fitting that Morgan Stanley would pride itself in its diversity practices. Investing more than \$130 million in Supplier Diversity Programs of its \$29 billion in new assets, Morgan Stanley has received national recognition for its diversity efforts, in addition to sponsoring a variety of scholarship and internships for women and minorities. Morgan Stanley focuses on recruitment of minorities through outreach programs that also focus on diversity. Morgan Stanley's current recruitment for minorities has now hit nearly 50 percent, making it another of our top ten picks for Asian Americans.

PacifiCare

Serving more than 3 million health plan members, and 10 million specialty plan members nationwide helped launch PacifiCare through the \$12 billion

dollar revenue mark. With 25 years under its belt, PacifiCare has prided itself in providing organizations, individuals, employers, and Medicare beneficiaries with a variety of healthcare and insurance products. Diversity is an important part of the PacifiCare culture, attending diversity-focused job fairs, and posting positions on diversity job boards helps to promote a diversified workplace and opportunities for minorities in the healthcare industry.

Pitney Bowes

Pitney Bowes has earned nationwide recognition for providing office technologies and services that help companies to gain and capitalize on efficiencies and opportunities. It is an organization that is focused on the application of practical, innovative business solutions. Starting out as a simple postage meter company, nearly a century ago, Pitney Bowes has become so much more. It now offers a plethora of services, including accounting and addressing systems, mailing systems, meters, scales, sorters, inserters, integrated web technologies, and productivity software. Believing that a diverse workforce guarantees that there is equal representation of minorities throughout the employee workforce can provide better services to a diverse clientele. Pitney Bowes has worked hard to tote their bottom line: "diversity is just good business", making Pitney Bowes one of our favorites for Asian Americans.

Wal-Mart

As America's largest private employer, Wal-Mart has strived to attract, retain and develop minority hiring and employee retention. Success requires both an environment where people are respected and valued, along with a talented workforce that represents the diverse customer base. Each week, more than 100 million people patronize Wal-Mart Stores and Sam's Clubs, with more than 50 percent of this customer base being minorities. Wal-Mart has embraced diversity at all levels in its organization. In addition to education programs for all employees, more specifically, minority employees, Wal-Mart has worked to ensure a diverse workforce through external recruiting and internship programs. Wal-Mart believes that it is important that the company's population represents the local customer and Associate base, and attracts qualified candidates from different backgrounds as an important factor to the future success of the company.

Wells Fargo

Believing that unless diversity is achieved, it cannot become one of America's great companies, Wells Fargo bank has committed itself to diversity in the workplace, and business practices. For more than 150 years, Wells Fargo has understood the importance of multifaceted diversity practices. With practices that make Executive management team responsible for diversity, Wells Fargo holds itself responsible for diversity best practices, including developing and retaining a diverse leadership pipeline. These practices have made Wells Fargo the leading mortgage lender to minorities, and has earned its reputation for having a diverse reputation for job candidates, customers, vendors and stockholders.

Sodexo

Sodexo is the leading food and facilities management services company in North America. More than 110,00 Sodexo employees work to improve the daily quality of life for clients and customers nationwide, and in Canada. Offering a full range of outsourcing solutions to the corporate, healthcare, and education markets with services like housekeeping, groundskeeping, food services, and plant operation, Sodexo has prided itself in improving the food service and hospitality industry. With such a large task at hand, Sodexo has realized and put into practice the fact that diversity and inclusion are strategic imperatives within the company. Holding managers directly accountable for diversity results, workforce diversity is essential to the company's growth and long-term success. Partnering with more than 2,500 diverse suppliers, Sodexo has become an industry leader in food service, hospitality, and diversity best practices for Asian Americans.

Diversity is in no way a sprint. Instead, it is a marathon that provides minorities with opportunities to advance. With Corporate America buying into Diversity Best and Supplier Diversity practices, minorities have a better chance to advance up the corporate ladder and fulfill their hopes of becoming an example of the American Dream. With companies like those awarded this year, corporate America will indeed see a shift in managerial practices to be geared towards minorities that reflect the changing demographics of the United States. *VBJ* 