



# The Voice of Your Customer

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## **Crystal L. Kendrick Receives 2008 Cincinnati Public Schools Supplier Diversity “Reach and Teach” Award**

The 2008 Cincinnati Public Schools’ Supplier Diversity Celebration was held on January 30, 2008, recognizing suppliers, district officials and community partners for their efforts to achieve business and workforce diversity. The event, sponsored by the Office of Supplier Diversity, was held at the Board of Education Center at 2651 Burnet Avenue in Cincinnati. The speakers at the celebration included Superintendent Rosa Blackwell, Pamela Mullins – Manager, Office of Supplier Diversity and a number of newly elected board members.

The Cincinnati Public School District purchases a wide variety of services, materials and equipment. The Supplier Diversity Program is our effort to expand the opportunities for minority-owned, female-owned and small businesses to participate in this process. The Supplier Diversity Program is an initiative established by the Cincinnati Board of Education to assist Small and Disadvantaged Business Enterprises (SDB) who would like to do business with the district. Candidates must be able to show evidence of prior experience, have a performance record in the specified field and provide proof of financial stability.

Crystal L. Kendrick, President of The Voice of Your Customer, was a recipient of the 2008 Cincinnati Public Schools Supplier Diversity “Reach and Teach” Award for taking time to present, educate and help the district achieve business and workforce diversity on projects associates with CPS contracting opportunities during 2007.

The Voice of Your Customer is a marketing consulting firm that assists a variety of organizations to manage the experiences and behaviors of targeted audiences through the intelligent use of survey research, assessments, mystery observations, customized trainings and social marketing campaigns. The Voice of Your Customer client list includes the Ohio Department of Health, the Ohio Commission of African American Males, Hamilton (OH) County, Tri-Health and the United Way of Greater Cincinnati.

In November, The Voice of Your Customer was named the 2007 SCOMBC Emerging MBE of the Year for outstanding achievements in performance, innovation and community involvement. The Voice of Your Customer was also received the 2007 PRSA Blacksmith Award – Best Community Relations Media Campaign. Most recently, The Voice of Your Customer was named a 2008 WBEC-SE WBE of the Year contributions to the women owned businesses and Deals Done with WBENC Corporations.

The Voice of Your Customer operates as a sole proprietorship and is certified as a small, minority, disadvantaged and woman owned business located in Cincinnati, OH. For more information, visit [www.thevoiceofyourcustomer.com](http://www.thevoiceofyourcustomer.com).



*Do you offer EXCEPTIONAL customer experiences...or simply good products and services?*