



# The Voice of Your Customer

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## **The Voice of Your Customer is Named 2009 NMSDC National Supplier of the Year**

[The Voice of Your Customer](http://www.thevoiceofyourcustomer.com) was named a 2009 National Supplier of the Year by the National Minority Supplier Development Council ([NMSDC](http://www.nmsdc.com)) at its annual conference in New Orleans. The firm won in the category for companies with annual sales less than \$1 million.

Every year, NMSDC-certified Asian, Black, Hispanic and Native American businesses are evaluated on the basis of business growth, development and performance, community service and the ability to overcome challenges brought on by the company owner's heritage or background. As the 2008 South Central Ohio Minority Supplier Development Council ([SCOMSDC](http://www.scomsdc.com)) MBE of the Year, The Voice of Your Customer was selected as a regional supplier of the year from more than 80 nominees nationwide representing a broad range of industries. The company was elevated to National Supplier of the Year at the conference awards banquet.

“Small business is the engine that drives the economy and NMSDC's award-winning suppliers are proof of that,” said Harriet R. Michel, NMSDC president. “During a challenging economy, major corporations have counted on excellent minority suppliers like The Voice of Your Customer to deliver great products, cost savings, quality service and innovative solutions. This level of performance will be increasingly valuable to more corporations as the economy recovers.”

At the same event, [RCF Services](http://www.rcfservices.com), a facilities management firm in West Chester, Ohio, was named a 2009 Regional Minority Supplier of the Year in the category for companies with annual sales between \$10 million and \$50 million.

### **About The Voice of Your Customer**

Crystal L. Kendrick is [president](#) of The Voice of Your Customer, a Black-owned marketing and consulting firm that assists clients to penetrate hard to reach, niche and underserved markets using survey research, focus groups, secret shopping, business training, and media campaigns. The Voice of Your Customer was also named the 2009 Cincinnati PRSA Small Agency of the Year, 2009 Cincinnati Chamber of Commerce 10 under 10, and the 2009 US SBA Home Based Business Champion of the Year. For more information, call (513) 281-3228, visit [www.thevoiceofyourcustomer.com](http://www.thevoiceofyourcustomer.com), or email [info@thevoiceofyourcustomer.com](mailto:info@thevoiceofyourcustomer.com).

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