



October 8, 2018

Dear Valued Supplier,

**Subject: Senneca Supplier Diversity Program (SSD)**

Senneca Holdings is committed to exploring all presented diversity opportunities. Senneca recognizes supplier diversity as a benefit to better serve our customers by building a broad range of business partners to become a top-performing company. Senneca is committed to sourcing a minimum of 10% of our goods and services from diversified suppliers. Supplier diversity should be viewed as an opportunity to reach untapped resources, connect with emerging market segments, and create economic growth and activity in the communities where we do business.

Senneca purchases the following Commodities and Services:

Production Parts:

- Casting/Forgings
- Outside Processes
- Stampings
- Machining
- Rubber
- Bearings
- Steel
- Mechanical Assemblies
- Spring and Wire Forms
- Electrical
- Fasteners

Non-Production Parts/Services:

- Corporate & Administrative Services (Contract labor, Contact Centers, Professional Services, Security Services)
- Engineering & Manufacturing Services (Pre-Production parts and tooling, Chemical Management, Facility Management, Resource/Waste Management)
- Indirect Products (Building/Industrial Supplies, Cutting Tools, Electrical, Fluid Power, Spare Parts)
- Information Technology (IT Hardware, IT Services, Non-Product JT Software, Telecom Services)
- Machinery & Equipment (Body Shop, Construction, Dies, Presses, Robots, Conveyors, Containerization & Dunnage, etc.)
- Services and Marketing (Advertising, Print/Paper, Travel/Events, Dealer Training)

Senneca Supplier Diversity (SSD) program is designed to forge strong and innovative business relationships with minority, women, and veteran-owned business enterprises. Diversity is a core value at Senneca, and Supplier Diversity ensures that our supplier base reflects our Work Environment, Community, and Customer Base. Our Supplier Diversity commitment ensures that diverse businesses have an equal opportunity to compete for and win our business.

**Senneca Holdings**

11502 Century Boulevard, Cincinnati, OH 45246; Tel: 800-543-4455;

[www.senneca.com](http://www.senneca.com)

The Senneca Supplier Diversity Program's (SSD) mission is the achievement of its operational and financial objectives by delivering high-quality products and services at a great value through a diverse supplier base. These efforts contribute to the economic and social vitality of our communities and enhance our leadership role in the industry.

**All Senneca suppliers are expected to meet and maintain the following goals with no exceptions:**

- PPM targets, superior quality standards
- 100% on-time delivery
- Competitive costs to market
- Be a partner with Senneca
- Continue to bring new technology to your area of expertise
- High business ethical standards

**Senneca requests that if you are a Diversity supplier, to please submit to your certification of your status by the NMSDC or other approved organization as soon as possible to [suppliercompliance@senneca.com](mailto:suppliercompliance@senneca.com)**

If you are not a certified diversity supplier and meet the following:

A diverse supplier is a business enterprise that is 51% owned, operated and controlled by a minority, woman or veteran (M/W/VBE), and certified by one of the following organizations:

A Diverse Supplier is defined as a U.S. privately held company that is 51% owned and operated by a woman, minority, veteran, or person with a disability, and certified by one of the following organizations:

- Women-Owned Business Enterprise (WBE)
- Minority-Owned Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- Small Disadvantaged Business (SDB)
- Lesbian, Gay, Bi-Sexual, Transgender Business (LGBT)
- Women-Owned Small Business (WOSB)
- HUBZone Business Enterprise
- 8(a) Business Enterprise
- Service-Disables Veteran-Owned Business (SDVOSB)
- Veteran-Owned (VOSB)

Then follow these steps below:

**Step 1:**

Obtain certification from a third-party certification agency, including:

- National Minority Supplier Development Council [www.nmsdc.org](http://www.nmsdc.org)

For additional information on the Diversity classifications you may access the corresponding links below:

Certification Organization	Web Address
Women-Owned Business Enterprise (WBE)	<a href="http://www.wbenc.org">http://www.wbenc.org</a>
Minority-Owned Business Enterprise (MBE)	<a href="https://www.mwbe-enterprises.com/minority-business-enterprise-mbe-certification/">https://www.mwbe-enterprises.com/minority-business-enterprise-mbe-certification/</a>
Disadvantaged Business Enterprise (DBE)	<a href="https://www.transportation.gov/osdbu">https://www.transportation.gov/osdbu</a>
Small Disadvantaged Business (SDB)	<a href="https://www.sba.gov/sdb">https://www.sba.gov/sdb</a>

Lesbian, Gay, Bi-Sexual, Transgender Business (LGBT)	<a href="https://www.nglcc.org">https://www.nglcc.org</a>
Women-Owned Small Business (WOSB)	<a href="https://www.sba.gov/wosb">https://www.sba.gov/wosb</a>
HUBZone Business Enterprise	<a href="https://www.sba.gov/hubzone">https://www.sba.gov/hubzone</a>
8(a) Business Enterprise	<a href="https://www.sba.gov/8a">https://www.sba.gov/8a</a>
Service-Disables Veteran-Owned Business (SDVOSB)	<a href="https://www.sba.gov/sdvosb">https://www.sba.gov/sdvosb</a>
Veteran-Owned (VOSB)	<a href="https://www.vetbiz.gov">https://www.vetbiz.gov</a>

**Step 2:**

Submit your supplier information and certification documentation to [suppliercompliance@senneca.com](mailto:suppliercompliance@senneca.com) to register your company in our Supplier Network.

We encourage all our valued suppliers to consider deploying similar Supplier Diversity programs, if you do not already have one in place. Senneca's Supplier Diversity Coordinator is Kristin Lintelman. If you have any additional questions or reporting requirements she can be reached at [klintelman@senneca.com](mailto:klintelman@senneca.com).

Senneca greatly appreciates your support in our Supplier Diversity program. Should you have any questions regarding the content of this letter please do not hesitate to contact us.

Sincerely,



**Dave Vanderford**  
Vice President, Global Supply Chain