



SUCCESS STORY: VIRGIN AMERICA & WAY TO BE

NCMSDC is proud to announce that Virgin America, a new corporate member and sponsor, has selected a NCMSDC certified MBE, Way To Be Designs, LLC, as their business partner to create the Virgin America Company Store, which will provide logo merchandise for employees and eventually the general public. Virgin America approached the Council to assist them in finding companies that matched their requested needs and created its bidding pool using only NCMSDC certified MBEs. When selecting a finalist from the list of capable and competitive MBEs, Virgin America chose the company that best captured a spirit of fun and excitement and that would be easy to work with while also ensuring that the new store stayed fresh and relevant on its product offerings.

Way To Be stood out as a first-class supplier with its solid infrastructure, financial strength, scalability, presentation, and ingenuity. Their proposal opened with the proclamation, "Fasten Your Seat Belts – the Virgin America company store is about to take off!" and contained several unique features designed to communicate to Virgin America that they were fun, innovative, and thorough. Their report detailed their tight infrastructure and financial strength and offered Virgin America an invitation to follow-up by visiting them in Hayward.

Wayne Beasley, Partner & President of Way To Be, commented that the bid process was thorough and professional. The Virgin America team asked good questions, provided them with ample time for completion, and was available to answer questions. Of their partnership with Virgin America and the Council's role in the bid process, Beasley said, "We are thankful that our involvement with NCMSDC brought us the opportunity to present our capabilities to Virgin America, and thrilled that we were selected as their company store partner."

Kurt Schaarschmidt, Manager - Procurement & Contracts for Virgin America, strongly believed that Way To Be's proposal for a turnkey program met every expectation and demonstrated that they have the infrastructure, financial strength, and scalability to grow with Virgin America. Schaarschmidt said, "We were impressed with their business proposal, letters of recommendation and teamwork within the operation. It was exciting for both of us to find such a good fit."

NCMSDC would like to wish both Virgin America and Way To Be the best of success in their new partnership.

ABOUT VIRGIN AMERICA

Launched in August 2007, Virgin America is a new California-based airline on a mission to make flying good again – with brand new planes, attractive fares, topnotch service, and a host of innovative amenities that are reinventing domestic air travel. The airline's base of operations is San Francisco International Airport's ultra-modern International Terminal. Virgin America flies to San Francisco, Los Angeles, New York, Washington D.C., Seattle, Las Vegas, San Diego, Boston, Orange County and as of Nov. 18, 2009, South Florida. Virgin America's principle base of operations is San Francisco International Airport. For more information on Virgin America, please visit: <http://www.virginamerica.com/va/html/virgin-america-corporate-fact-sheet.pdf>