

**African American Chamber of Commerce of Western Pennsylvania  
Business Institute**

**How To Do Business with Coca-Cola**

**Tuesday, February 11, 2014**

**Evaluation Summary**

**Attendees: 22**

**Evaluations Completed: 16**

- Businesses/Professions represented:
- Business Gifts
  - Construction
  - Economic Development
  - Electrical Construction
  - Financial Services
  - Graphic Design
  - IT Consulting
  - Manufacturing
  - Marketing
  - Mechanical Contracting
  - Radio (2)
  - Software Engineering
  - Supplier Diversity
  - Trade Association
  - Transportation

1. How long have you been a Member of the Chamber

**Less than 1 year 31%      1 – 5 Years 13%      5+ years 38%**

2. Is this your first How To Do Business Workshop with your Chamber?

**Yes 50%      No 50%**

3. Have you done business with Coca-Cola in the past?

**Yes 6%      No 69%**

4. How would you rate the overall presentation?

(Circle 1 the lowest to 5 the highest)    **2 13%      3 56%      4 19%      5 13%**

5. How would you rate the presenters?

(Circle 1 the lowest to 5 the highest)

Brian Mallich	3	31%	4	19%	5	19%
Randall Norton	3	25%	4	19%	5	31%
DeAnn Baxter	2	6%	3	13%	4	31%
					5	38%

6. Which part of the presentation was most useful to you?
- **Doris directing the conversation to the needs of the group**
  - **The Chamber President's comments**
  - **DeAnn as my contact**
  - **The overview gave insight to how we could work with Coke**
  - **DeAnn Baxter intro/Randall Norton**
  - **How to work with Coca-Cola point of contact**
  - **DeAnn's contract information**
  - **Your understanding of what the AACC is looking for**
  - **Discussion Part**
  - **Question and answer session**
  - **Community information, but that was not business**
  - **Interest in partnering**
  - **Learning where marketing is controlled/decision makers**
  - **Q&A**
7. Was any part of the presentation not clear? (If so what part?)
- **Yes, How to do business with coke in Pittsburgh**
  - **All was great**
  - **No**
  - **How to register as a vendor**
  - **I am glad that Doris refocused the presentation**
  - **Most of it/need to focus on business**
  - **How to do business with Coca-Cola**
8. Did today's session meet your expectations?
- After Doris redirected it, it did
  - No
  - Did no address how Chamber Members can get an opportunity to do business with Coke
  - Yes, I was just looking for a contact and some of things they found
  - I just needed to understand the corporate culture
  - Latino market in the Pittsburgh Region
  - Yes, it gave idea on how to be included
  - It didn't pertain to supplier diversity as previously identified
  - The Coca-Cola region should have a better process of engagement
  - No procurement people
  - We finally accomplished the objective; Would like to see more of the topic of the day, not applicable today
  - Need not have info on vendor & buying
  - Yes, It let me know the Chamber will work for us

## COMMENTS:

Work on relationship

Thanks to Doris as always

Maybe a good first step

Thank you

Keep bringing the workshops