

WBE SUCCESS STORY

AMODEX IS MAKING (WHILE ERASING) THEIR MARK WITH LOWE'S

GROWING UP, BEVERLEE DACEY NEVER EXPECTED TO LEAD AMODEX, THE COMPANY HER PARENTS FOUNDED. AS THE ONLY DAUGHTER IN THE FAMILY, SHE AND HER FATHER EXPECTED ONE OF HER BROTHERS TO INHERIT THE BUSINESS. YET WHEN HER FATHER WAS DIAGNOSED WITH CANCER, DACEY VOLUNTEERED TO TAKE OVER AMODEX AND HER MOTHER'S VOTE OF CONFIDENCE SEALED THE DEAL. SINCE DACEY BECAME PRESIDENT OF THE COMPANY, AMODEX HAS BEEN FEATURED IN CONSUMER REPORTS AND IS THE ONLY STAIN REMOVER RECOMMENDED BY THE MAKERS OF SHARPIE.

Amodex was certified by WBENC in 2006 at the prompting of AHOLD USA, the holding company for Stop & Shop and Giant supermarkets, a major partner with Amodex since the 1980s. Her supplier diversity contact at AHOLD USA introduced her to WBENC and urged her to take advantage of the certification and networking resources.

Her relationship with WBENC deepened when the recession hit in 2008. Dacey worked for two years without taking a salary and turned to her WBENC peers to compare notes on navigating the rocky economy.

"You call your other connections through WBENC and say, 'What are you doing, and how are you getting through this?'" She described WBEs finding ways to help one another, whether through swapping tips or extending payment terms for peers who were struggling. Step by step, the company began to thrive under her guidance.

When she attended the 2015 WBENC Summit & Salute, Dacey made a valuable new connection for Amodex during her discussion at the Lowe's booth.

"I didn't know the extent to which Lowe's was working with diverse suppliers, particularly in the



Beverlee Dacey, President of Amodex

"Her enthusiasm was intoxicating. I think that's one of the most important things people can do to get our attention. [Amodex] really demonstrated that pioneering spirit, and their product was innovative."

— CHRISTINA LENNON, LOWE'S

U.S.," says Dacey. "They took some samples and got back in touch with me and said, 'We've run tests, you've got a great product!' Usually with diverse suppliers, they'll do a test and put you in 200 to 300 stores. [Lowe's] put us in 1,400 stores. It's a huge game-changer for our company."

Christina Lennon, Lowe's Supplier Diversity Manager - Merchandising, recalls being impressed by Dacey's passion for her company.

"Her enthusiasm was intoxicating. I think that's one of the most important things people can do to get our attention," says Lennon. "[Amodex] really demonstrated that pioneering spirit, and their product was innovative."

Dacey credits Lowe's with providing her with the encouragement and mentorship she needed to present a successful pitch to buyers, and Lennon said the supplier diversity team ensures new suppliers get the proper support.

"Once we've identified an opportunity for a supplier to present to a merchant, we'll provide coaching and mentoring to support the supplier," says Lennon. "Depending on how much experience the supplier has, members of our supplier diversity team may meet with

the suppliers to help review materials, brush up communication and presentation skills for a pitch meeting, and make sure they have the documentation they need to present to potential merchants. We try to do our best to make sure that our suppliers have the best possible chances of gaining an opportunity with Lowe's."

Lennon emphasized that fellow WBEs who hope to emulate Dacey's success should cultivate both a strong women-owned identity and a product that's perfect for their desired market.

"First and foremost, you have to have a product that resonates with the customers of the company [you're] pitching to," says Lennon. "Then, be proud about presenting yourself as a small, women-owned business."

Dacey also said this success feels particularly meaningful in part because manufacturing is a predominantly male-dominated industry. The Women Owned logo has also been an easily recognizable way for Dacey to set herself and her business apart. Potential clients strike up conversations when they see the logo on her banner at trade shows, and she also seeks out



Christina Lennon, Lowe's Supplier Diversity Manager - Merchandising

other WBENC-Certified WBEs to source materials and expand her peer network.

At the end of the day, being WBENC-Certified has been an inspiring experience on multiple levels. "It just knocks down a whole lot of barriers and hurdles," says Dacey. "[WBENC] is like a sisterhood. You need to step out of yourself. It's not just about your own business."

 amodexink.com
lowes.com/SupplierDiversity

"I didn't know the extent to which Lowe's was working with diverse suppliers, particularly in the U.S. They took some samples and got back in touch with me and said, 'We've run tests, you've got a great product!'" – BEVERLEE DACEY, AMODEX

amodex[®]
 Many stains. One solution.

