Boeing Names Representative to Rainbow/PUSH Coalition

The Boeing Company today announced that Rosalind Crenshaw, supplier diversity specialist in the Supplier Management organization at the company's Tulsa operation, has been appointed company liaison to The Rainbow/PUSH Coalition Advisory Steering Committee.

Crenshaw is the first Boeing employee to interface directly with the Coalition, although the company has been involved in the Coalition's activities for several years. For example, last year Boeing Chairman and CEO Phil Condit was a speaker at the CEO Roundtable for the LaSalle Street Project. Boeing also has made contributions to the Coalition, including $50,000 in 1999 to the Wall Street Project, which is an effort by the Coalition to persuade companies to hire minorities to corporate boards and support minority businesses with contract awards.

Crenshaw joins representatives from other Fortune 100 companies that support Coalition initiatives and activities. She will spend one-quarter of her work time on liaison duties, focusing on employee and supplier diversity issues and also coordinating Boeing participation for Coalition events, programs and other activities.

"Ros will not only represent the Boeing viewpoint to the Coalition, she'll bring back ideas and best practices from the group," said Jim Albaugh, president of Boeing Space and Communications Group and the company's socioeconomic advisor. "It's definitely a two-way process that we believe will be highly beneficial to both the Coalition and Boeing."

A 20-year Boeing employee, Crenshaw has been in the Supplier Management organization for the past two years, seeking to provide maximum opportunities for minority-owned, woman-owned and small businesses to compete in the Boeing procurement process, particularly at the Tulsa operation. Prior to that assignment, she was in production control on the B-1B program and also served as administrative assistant in the plant's executive offices.

The Rainbow/PUSH Coalition is a multiracial, multi-issue, international membership organization that seeks to move the nation and the world toward social, racial and economic justice. The Coalition was founded by Rev. Jesse L. Jackson Sr. in 1996 with the merger of Operation PUSH (founded in 1971) and the national Rainbow Coalition (1985).

The Boeing Company [NYSE: BA], headquartered in Seattle, is the largest aerospace company in the world and the United States' leading exporter. It is the world's largest manufacturer of commercial jetliners and military aircraft, and the largest NASA contractor. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries and manufacturing operations throughout the United States, Canada and Australia. Boeing and its subsidiaries employ 192,600 people.

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