

## **NORDSTROM DIVERSITY PROGRAM**

### **DIVERSITY MISSION STATEMENT**

At Nordstrom, we value the richness that diversity brings to our workforce - it makes our company better and the communities we serve stronger. We are proud of our efforts to maintain a workforce that represents many backgrounds, and are deeply committed to cultivating an environment where the contributions of every employee, customer and vendor are respected. Our commitment to diversity is reinforced by our ongoing efforts in the areas of employment and promotion, training, community relations, and the Supplier Diversity Program.

### **OUR PEOPLE**

Nordstrom is an equal opportunity employer, committed to recruiting, hiring and promoting qualified people of all backgrounds regardless of sex; race; color; creed; national origin; religion; age; marital status; pregnancy; physical, mental or sensory disability; sexual orientation, or gender identity.

Nordstrom strives to increase minority representation in its general employee and management ranks. The company actively pursues the recruitment of people of color through job fairs, community organizations and college placement centers. Minority employment figures are tracked regularly for each region in the company and training that focuses on diversity in the workplace is routinely conducted for employees.

The company has made significant progress towards its goal and continues to strive for improvement. For example, in 1988, 15.7% of Nordstrom managers were people of color. Today, 27.2% of managers are people of color and 71.7% are women. Of the company's total employment, 43.2% are people of color and 71.1% are women. Three people of color and three women also serve on the board of directors.

Nordstrom also supports inclusivity by offering a wide range of benefits to its employees, spouses and their dependents, including life partners of eligible employees.

### **RECOGNITION**

Nordstrom has received recognition for being a workplace that values diversity and inclusivity. Past recognition has included:

- In 2012, FORTUNE magazine once again named Nordstrom to its 100 Best Companies to Work For list. Nordstrom is one of only thirteen companies to appear on the list each year since the ranking began in 1998.
- The Human Rights Campaign Corporate Equality Index has recognized Nordstrom on its list of "Best Places to Work" for Lesbian, Gay, Bisexual and Transgender equality for eight consecutive years.
- Diversity, Inc. has recognized Nordstrom as one of the Best Companies for Diversity.
- Asian Enterprise magazine selected Nordstrom as one of the Best Companies for Asian Pacific Americans for four consecutive years.
- Hispanic magazine has recognized Nordstrom on its Corporate 100 list for fifteen consecutive years.
- The National Association for Female Executives named Nordstrom to their Top 30 Companies for Executive Women for three consecutive years.

### **NORDSTROM SUPPLIER DIVERSITY PROGRAM**

Recognizing that there were tremendous opportunities to do more business with minority and women-owned companies, Nordstrom launched the Supplier Diversity Program in 1989. Since that time, the Supplier Diversity Program has actively recruited vendors from a wide range of businesses including

merchandise, supplies and services, and construction. Each of these specialized areas offers Nordstrom numerous opportunities to partner with vendors within the community. In 2011, Nordstrom expenditures for this program exceeded \$922 million, bringing total expenditures to \$11 billion since the program began.

The Nordstrom Supplier Diversity Program has received national recognition, including:

- Diversity Business magazine named Nordstrom to their America's Top 50 Organizations for Multicultural Business Opportunities list in 2010, 2011 and 2012.
- Hispanic magazine also named Nordstrom one of the Top 25 Vendor Programs for Latinos.
- The Northwest Minority Business Council recognized Nordstrom as Corporation of the Year in 2004, 2005, 2006, 2008, and 2009 for promoting minority business development through its Supplier Diversity Program.

### **MARKETING AND ADVERTISING**

In an effort to reflect the diverse customers who shop with us, Nordstrom has long been committed to featuring models of color and models with disabilities in its advertisements. Nordstrom was one of the first companies to use models with disabilities in its advertising (since 1991). Nordstrom also regularly advertises in both local and national minority and diversity-focused publications.

### **CONTRIBUTIONS**

Nordstrom is committed to the continued growth of our communities and makes contributions to both regional and national organizations. Some of these organizations include Pacific Asian American Woman's Bay Area Coalition, Hispanic Foundation, Museum of African American History, and Special Olympics. Company representatives also participate on the advisory boards and volunteer time with dozens of local and national groups.

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