



**Press Release**  
For Immediate Release

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### Supplier Excellence Alliance Announces 2011 Roadmap

Irvine, California -December 06, 2010 - **The Supplier Excellence Alliance (SEA)** announced the release of its 2011 Aerospace & Defense Supply Chain Roadmap and will hold a special webcast on December 21, 2010 at 12:00pm PT to review changes in the roadmap and certification system.

*The SEA Roadmap represents the best work of the SEA Founders, prime and tier one companies across the industry for the past 7 years, as well as the work of hundreds of A&D industry suppliers piloting and developing best practices showcased through a continuing series of "Best Practice Site Visits" and customer-sponsored briefings and conferences. The 2011 Roadmap is the result of a year-long effort by SEA's Supplier Advisory Council and Customer Advisory Council to develop the next generation of guidance for small and mid-size A&D suppliers.*

*"The SEA Roadmap is the "Baldrige Award" for small and mid-size aerospace, defense, and space suppliers. It represents, like the Baldrige, years of trial and error testing of best practices specifically for our industry. The evolution of the roadmap is continuous but this year it is also dramatic as we provide more alignment with customer needs as our tier one customers begin to feel the stress of our current economic and industry realities. SEA Suppliers are strategic and we've invested many years and many dollars to get ready for this year. 2011 will mark the year that SEA Suppliers firmly demonstrated their industry leadership and helped the industry move to the next level of cooperation and integration." – said Michael G. Beason, the CEO and Chairman of SEA.*

To participate in the 2011 Roadmap webcast log on to: <http://sea2011roadmap.eventbrite.com> - there is no cost associated with this webcast.

SEA is a 7-year-old aerospace & defense non-profit alliance founded by prime and tier-one companies and led by sub-tier suppliers committed to accelerating supply chain performance. SEA customers enjoy increasing performance, reduced risk, and best value. SEA provides a platform for supplier visibility, performance improvement and collaboration. SEA is non-profit 501c6 funded by supplier memberships and sponsorships.

SEA sponsors include Glovia, Ellison Technologies, DMG/Mori Seiki and The Rule Group. SEA partners and alliances include The Society of Manufacturing Engineers (SME), The National Defense Industrial Association (NDIA), Vistage International, The International Aerospace Quality Group (IAQG), A|D|S, the UK's AeroSpace, Defence and Security Trade Organization and The California Space Authority.

To learn more, visit the SEA website at <http://www.seaonline.org>.