

DFW International Airport FY 2013 Diversity & Inclusion Annual Report



SBE Program Spotlight: Sue Abrams Productions

Sue Abrams wants to tell your story. For more than 25 years, Abrams has composed and told stories through the lens of a video camera. She started her career in television, shooting, producing, anchoring and reporting for newscasts, under tight deadlines. In 1999, she took her real-world experience and launched Sue Abrams Productions. Now Abrams and her team produce video and print messaging for clients around the world.

In 2012, Abrams registered at DFW Airport as an SBE and quickly received a project request to produce a joint tourism video for the Airport and the Dallas and Fort Worth Convention and Visitors Bureaus. Abrams said the project had a challenging turnaround time but she and her team jumped at the opportunity. They worked day and night to meet the deadline. Shortly after that, her first contract with the Airport was initiated. Sue Abrams Productions has since worked on multiple Airport projects.

“When you register with a big company as an SBE, it doesn’t necessarily lead to work,” said Abrams. “I was very surprised to be contacted. The Airport is committed and serious about Diversity among their vendors. You can tell that a diverse and inclusive environment really matters to them.”

Sue Abrams Productions also designs and produces print collateral for the Airport, like brochures and large-format print items used worldwide. When DFW Airport signed the Farglory Free Trade Alliance with Taiwan, Sue Abrams Productions’ mural appeared in the background of the signing ceremony shown on global newscasts.

“There’s a lot of gratification from knowing that you’re working for a large public entity,” said Abrams. “The Airport is a very important element of the North Texas economy. To be a part of that is something to be really proud of.”