

**SECURE**  
— ISSUANCE —  
**ANYWHERE**





**KRADDICK**  
FOUNDATION

**Kidd's Kid Family**

“Every year, about 50 families go on this trip to Disney World, and with medical and foundation staff, it’s about 400-500 people total. Plus the celebrities who entertain. That’s a lot of people to identify and keep track of — I knew we could help. This is what we do.”

*Charlia Pence  
President of Diamond Business Services, Inc.  
Based in Amarillo, Texas*



**PARTNER PROFILE — DIAMOND BUSINESS SERVICES, INC.**

Diamond Business Services, Inc. is a longtime Enterprise Solutions Provider (ESP) that partners with Datacard Group to equip the Northern Texas region with leading ID printing solutions. In business for more than 30 years, Diamond Business Services helps its customers find the best products and services to keep their card issuance program running smoothly. Working with community organizations is also a fundamental part of the Diamond Business Services culture. For 12 years, Diamond Business Services has provided ID badges for Kraddick Foundation events that support its annual trip to Walt Disney World for special needs children and their families, medical practitioners and foundation staff.



“Sometimes doing business from day-to-day can be exhilarating and exhausting at the same time. One way to recharge yourself and your staff is to step outside and do things in the community. It’s good for your spirit and good for your business.”

*Charlia Pence  
President of Diamond Business Services, Inc.  
Based in Amarillo, Texas*

**Learn more and  
get involved  
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[www.datacard.com](http://www.datacard.com)  
[info@datacard.com](mailto:info@datacard.com)  
+1 952 933 1223

**Making Disney Dreams Seamless for Special Needs Children**

The Kraddick Foundation — started by nationally syndicated radio personality Kidd Kraddick — didn’t seek out badging help from Diamond Business Services, Inc. It was the other way around. A long-time listener of Kraddick’s morning radio show, which began in Dallas, Diamond Business Services president Charlia Pence was inspired after hearing a particularly heart-wrenching broadcast.

Kraddick spoke of his Foundation’s work with chronic and terminally ill children and funding an all-expense-paid trip to Walt Disney World in Florida each year. The story tugged at the heartstrings of Pence, who has a healthy daughter that she adopted from Russia.

“He talked about these kids not having the same opportunities that healthy kids have,” said Pence. “I started thinking about the opportunities my daughter wouldn’t have if she had stayed where she had been born. I related to those kids a lot.”

**An Idea Becomes Reality**

Pence then considered the difficulties of coordinating these special needs kids to the right buses and hotel — many of whom are in wheelchairs and travel with medical packs. Logistics are further complicated because the children’s parents and siblings, medical practitioners and foundation staff also attend the trip.

“Every year, about 50 families go on this trip to Disney World, and with medical and foundation staff, it’s about 400-500 people total. Plus the celebrities who entertain. That’s a lot of people to identify and keep track of,” said Pence. “I knew we could help. This is what we do.”

**The Right System for the Job**

Dealing with an event of this size, with children who may or may not be well enough to attend, always presents some challenges. Last minute changes are common, and Diamond Business Services often overnights new badges to the foundation or hotel. Also, all of the foundation’s data has to be input manually.

“That’s all fine with us. We’re in this because we feel blessed to be able to help,” said Pence.

To print the badges, Diamond Business Services uses a Datacard® CD800™ card printer and Datacard® IDCentre™ identification software. Diamond Business

**50**  
**FAMILIES**  
served each year



**400-500**  
**IDENTITIES**  
protected each year



**12+**  
**YEARS**  
of service



Pence contacted the radio station and was soon talking directly to Kraddick. The effort took off and Diamond Business Services began providing color-coded badges for individuals and buses — which included attendee and sponsor names — as well as color-coded lanyards to identify and coordinate everyone throughout the week. Diamond Business Services has been supporting the Kidd’s Kids trip to Disney World for the last 12 years.

“For a lot of these kids, this is as normal as it’s going to get,” said Pence. “It’s also really special for the siblings because so much of the family’s attention is on the special needs child. The entire family unit gets to escape from all that for the week.”

Services chose the CD800 printer because it’s extremely reliable, produces vibrant color cards and is the go-to technology for its in-house service bureau.

**Kidd’s Legacy Lives On**

The last year or so has been extremely emotional for the Kraddick Foundation, his supporters, fans and Diamond Business Services. Kidd Kraddick, whose radio signoff was “Keep lookin’ up, ‘cuz that’s where it all is,” died suddenly mid 2013 of heart disease at one of his favorite events — the annual Kidd’s Kids golf tournament fundraiser in New Orleans. But his legacy and foundation lives on.

Kraddick’s daughter, Caroline, is now at the helm of the foundation and continues its mission. As one of the original partners to Kidd’s Kids, Diamond Business Services will also continue to donate its time, materials and enthusiasm to Kraddick Foundation events.