



**Celebrating Five Years
of Service and Success**

The Board of Directors is composed of representatives of WBENC's three constituency groups: corporations, women's business organizations, and women business enterprises. The following board was elected at the December 2002 meeting.

Board of Directors

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Joan Kerr, SBC Communications

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Neutral Posture, Rebecca Boenigk

Office Depot, Robert McCormes-Ballou

PepsiCo, Inc., Michael Cleary

Pfizer, Pamela Eason

Pitney Bowes, Henry Hernandez

Raytheon Company, Benita Fortner

Ronin Enterprises, Linda Price

Safe Haven Enterprises, Alta Baker

Sears, Roebuck and Co., Carol Martin

Shell Oil Company, Patricia Richards

Telcordia, Betty Banks

TXU, Cheryl Stevens

United Airlines, Sandra Rand

UPS, Kathy Homeyer

Verizon, Joseph Anderson

Wal-Mart Stores, Excell LaFayette, Jr.

Women's Business Council, Gulf Coast, Blanca Robinson

Women's Business Council, Southwest, Debbie Hurst

Women's Business Development Center, Chicago,
Carol Dougal

Women's Business Development Center, Miami,
Nancy Allen

Women's Business Development Center, Philadelphia,
Geri Swift

Women's Business Enterprise Council, Southeast,
Linda Steward

Women's Presidents' Educational Organization,
Marsha Firestone

WorldCom, Tanya Penny

W.W. Grainger, Nancy Conner

Directors

(Alphabetical by company)

Alliance, Bonnie Swayze

Altria Corporate Services, Inc, Keith Hines

American Airlines, Fred Kahl

Astra Women's Business Alliance, Diane McClelland

AT&T, Fernando Hernandez

Bank of America, Joseph Hill

BP, Debra Jennings-Johnson

Cendant Car Rental Group, Lynn Boccio

CESCO, Inc., Billie Bryant

ChevronTexaco, Audrey Goins-Brichi

Corporate Repository, Jodi Clausman

EDS, Patricia Moser

ExxonMobil, Joel Gamboa

Federated Department Stores, Thomas J. Knott II

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Leslie Saunders

WBENC Staff

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Vice President, Field Operations

Lillie Knox

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Leslie Magliocchetti

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Betty Cole

Travel/Meeting Coordinator

Lisa Younger

Office Assistant

Danielle Walton





Joan Kerr



Susan Phillips Bari

Letter From the Chair and President

Twenty-five founders of the Women's Business Enterprise National Council (WBENC) were recognized at our Salute to Women's Business Enterprises in March 2002, as hundreds of attendees representing corporations, government, and women-owned businesses joined in joyous celebration of WBENC's 5th Anniversary. There is indeed much for our organization to celebrate today. WBENC's five year history is marked with milestones of team effort and individual commitment that have grown this organization to be the nation's premier third party certifier of women's business enterprises and leading advocate for the inclusion of women in America's supply chains.

From our 1997 launch with four certifying partner organizations, WBENC has grown to a network of fourteen women's business organizations whose reach encompasses and serves women in all fifty United States. The commitment of corporate America now includes the major firms in every industry including 14 of the top 16 companies on the Fortune 1000. In addition to the certification and database that were the primary efforts of WBENC in 1997, corporate members now benefit by enhanced database capabilities, information on best practices in corporate supplier diversity, benchmarking of programs across industries, and research on the capabilities and needs of women business enterprise suppliers.

Women business owners are finding increased value in their WBENC certification, provided by their inclusion on our Internet-accessible database WBENCLink, information on corporate and government bid opportunities through WEBuy@wbenc.org, one-on-one meetings through the MatchMaker program, and the powerful networking available at our national conference and business fair—Women in Business: Sharing the Vision. In 2002, WBENC's popular monthly "President's Report" went electronic, enabling us to expand its reach to more than 5,000 readers each month and expanding our communications even further. The Women's Enterprise Leadership Forum elected Rebecca Boenigk, CEO of Neutral Posture, to succeed Alta Baker of SafeHaven Enterprises as its chair.

WBENC has continued to strive to strengthen the capabilities of our outstanding affiliates through annual increases in allocations that reflect both corporate commitment to the network and the performance of each of the affiliate organizations. The Leadership Council continues to represent the interests of the women's business organizational partners and elected Marsha Firestone, Women Presidents' Educational Organization, to succeed Debbie Hurst, Women's Business Council Southwest, as Chair.

We also note Joan's honor at taking the reigns as Chair of the WBENC Board of Directors in December 2002, following the distinctive leadership of Enid Winn, Senior Vice President, JP Morgan Chase and Co.

The enclosed information will attest to the fact that WBENC's financial stewardship continues strong and that our external success is mirrored by well managed internal systems.

Sincerely,

Joan Kerr
Chair of the Board

Susan Phillips Bari
President



WBENC Special Programs

America's Search for the Top Corporations for Women's Business Enterprises

In keeping with its leadership role in advancing opportunities for women-owned businesses to market their products and services to corporations, the Women's Business Enterprise National Council (WBENC) announced its 2002 annual listing of **America's Top Corporations for Women's Business Enterprises** at a White House Ceremony on March 19, 2003. The event was attended by government officials including the event's host, U.S. Secretary of Commerce Donald Evans, and White House special assistant Cynthia Williams of the Office of Public Liaison.

The 2002 list recognizes the "Elite Eight" corporations that not only have instituted programs to offer equal access for women-owned suppliers, but also have attained world-class quality in their supplier diversity programs featuring women's business enterprises.

Six of the Elite Eight are returning to this honor, having also made the Elite Eight 2001 listing. They are Avis Rent A Car System, Inc.; JP Morgan Chase and Co.; Office Depot; SBC Communications; TXU; and United Parcel Service. They were joined this year by PepsiCo, Inc. and Chevron Texaco.

"Companies that connect with a diverse supply base will be the success stories of the next fifty years. This list of stellar companies demonstrates that it is simply good business for U.S. companies to create world-class programs that ensure diversity among their vendors and suppliers."

—Susan Phillips Bari



Left to right: Melanie Sabelhaus, Deputy Administrator, U.S. Small Business Administration; David J. O'Reilly, Chairman and Chief Executive Officer, **Chevron Texaco**; Ronald E. Harrison, Senior Vice President, Global Diversity and Community Affairs, **PepsiCo, Inc.**; Donna Cole, Chair of the Top Corporations Selection Committee and President and Chief Executive Officer, Cole Chemical and Distributing, Inc.; Bruce Nelson, Chairman and Chief Executive Officer, **Office Depot**; Susan Phillips Bari, President, Women's Business Enterprise National Council; William M. Daley, President, **SBC Communications**; Cheryl Stevens, Vice President, Supplier and Workforce Diversity, **TXU**; Thomas D. Christopoul, Senior Executive Vice President and Chief Administrative Officer, **Cendant Corporation**; Javier R. Urioste, Chief Procurement Officer, Non-Information Technology, Global Procurement Services, **JP Morgan Chase and Co.**; William J. Moon, Vice President of Procurement Services, **United Parcel Services**





*Terri Hornsby,
TLC Adcentives, Houston*

Salute to Women's Business Enterprises: The Enterprising Economy

On March 20, 2002, WBENC commemorated its 5th anniversary during its Salute to Women's Business Enterprises: The Enterprising Economy at the National Building Museum in Washington, DC. More than 600 corporate executives, government officials, and women business owners attended the black-tie dinner and program, underwritten by Bank of America, United Parcel Service, and Verizon.

The Salute also provided an opportunity for WBENC to recognize 14 women business owners—all certified WBEs—who have provided leadership in their respective local business communities and inspiration to other women business owners, and who remain at the helm of successful certified businesses. They were selected to represent WBENC's 14 women's business organization affiliates, which are based across the country.

2002 WBENC WBE Salutees

- Ms. Barbara Blair, Co-Founder/CEO, Cyber Staff America, representing the Women Presidents' Educational Organization, New York, New York
- Ms. Nancy Connolly, President, Lasertone, Inc., representing the Center for Women & Enterprise, Boston, Massachusetts
- Ms. Diane Craig, President, The Labeling and Packaging Company, representing the Women's Business Development Center, Illinois

- Ms. Sharon Evans, President/CEO, CFJ Manufacturing, representing the Women's Business Council - Southwest
- Ms. Terri L.C. Hornsby, President, TLC Adcentives, representing the Women's Business Enterprise Alliance
- Ms. Kim Jackson, President/CEO, CEO Assessment Plus, Inc., representing the Georgia Women's Business Council
- Ms. LaRae Kunz, President/CEO, GSS Consulting, representing the Women's Business Enterprise Council - West
- Ms. Sheri Orlowitz, Founder/Principal Owner/CEO, Shan Industries, representing the Women Presidents' Educational Organization, Washington, DC



Enid Winn, WBENC Chair 2001-2002

- Ms. Candice Phillips, President/CEO, BIO-MED Testing Service, Inc., representing Astra Society International, Oregon
- Ms. Julie Rodriguez, President/CEO, Epic Divers Inc., representing the Women's Business Council, Gulf Coast
- Ms. Judy Sheppard, President/CEO, PSA Consulting, representing the Women's Business Enterprise Council - Southeast
- Ms. Annette Taddeo, President/CEO, LanguageSpeak, representing the Women's Business Development Center, Miami
- Ms. Kelle Welch, Founder/President, Metro Supply and Metro Recycling, Michigan Women's Business Council
- Ms. Cynthia Wollman, President/CEO, Sun Printing House, representing the Women's Business Development Center, Philadelphia

WBENC Special Programs *continued*

The 2002 Applause Awards

Introduced in 1999, the Applause Award recognizes and “applauds” significant accomplishments that further WBENC’s mission of breaking down barriers that impede the progress and growth of women-owned businesses. In 2001-2002, United Parcel Service and Verizon sponsored the Applause Awards program. The following individuals are the 2002 recipients:

- Ms. Susan Phillips Bari, President, Women’s Business Enterprise National Council
- Ms. Marsha Firestone, President, Women Presidents’ Educational Organization
- Mr. Jerry Martin, Senior Vice President, The Frito-Lay Company
- WE Enterprise Magazine, Don McNeely, Publisher
- Ms. Durie N. White, Operations Director, Office of Small and Disadvantaged Business Utilization (OSDBU), U.S. Department of State



Salute emcee Kathleen Matthews, WRC News, Washington, Applause Award recipient Marsha Firestone, nominator Linda Price, Ronin Enterprises.

Executive Scholarship Program

Also in commemoration of its 5th anniversary, WBENC introduced a new program for women business owners during the Salute. The **Women’s Business Enterprise National Council Executive**



2002 Salute Chair, the late Dorothy Brothers, Bank of America

Scholarship Program was developed by 2002 Salute Chair Dorothy Brothers in the belief that in order to remain viable and to thrive, women business owners must have access to the same high-caliber management education that is available to Fortune 500 corporations. WBENC is now awarding executive management scholarships annually to qualifying, certified woman business owners in collaboration with its women’s business affiliates nationwide. Sixteen women business owners received scholarships in 2002 and fourteen 2003 recipients were also announced.

Dorothy Brothers passed away peacefully in her sleep on July 3, 2002. Dorothy was respected by all who worked with her and loved by all who knew her.

Women in Business 2002: Sharing the Vision

Elaine L. Chao, U.S. Secretary of Labor, Hector V. Barreto, Administrator of the U.S. Small Business Administration, and Montana Governor Judy Martz were among the champions of small business addressing some 2,000 women business owners, corporate decision makers, and government officials who convened in Houston on June 25-27, 2002 for “Women in Business 2002: Sharing the Vision,” presented by the Women’s Business Enterprise National Council (WBENC) and the Women’s Business Enterprise Alliance (WBEA) and sponsored by Shell Oil Company and Halliburton.

As the largest and most influential U.S. trade fair for women’s business enterprises, “Women in Business 2002: Sharing the Vision” offered an unmatched forum for a candid and high-level exchange of ideas among corporate and government leaders and women business owners.



Darcey Baron, Executive Director, Women’s Business Enterprise Alliance, Secretary of Labor, Elaine Chao and Susan Phillips Bari, President, WBENC.

Next Practices: Excellence in Corporate Purchasing from WBEs

Continuing its research in Best Practices in supplier diversity, WBENC published *Next Practices: Excellence in Corporate Purchasing from WBEs* in the fall of 2002. The study identified five key areas that are integral to “best in class” programs for WBEs. They are:

1. Active CEO commitment, support, and accountability
2. Accountability for WBE goals at all levels
3. Structure of a successful WBE program
4. Active WBE outreach and inclusion
5. Managing the supply chain for maximum ROI while increasing WBE participation.

“At PepsiCo, this is the overarching goal: how can we offer MWBEs inclusion every time we buy a product or service? How can we walk away from these deals knowing that we’ve either directly or indirectly practiced MWBE inclusion? While we can’t cookie cutter the answer, we can set standards for what we expect and then work toward achieving those standards and goals.”

***—Bob Gonzalez, Vice President
Supplier Diversity, PepsiCo***



Governor Judy Martz (Montana) and Hector Barreto, Administrator, U.S. Small Business Administration

“Corporate decision makers come prepared to do business as thousands of corporate buyers and women suppliers meet under one roof,” said Susan Phillips Bari, President of WBENC. “For women seeking to build their businesses—and for corporations looking to increase profitability through more effective and competitive vendor contracts—there is nothing like it.”

Women's Business Enterprise National Council

Statements of Financial Position

The information presented here is derived from audited financial statements prepared by Snyder-Cohn-Collyer-Hamilton & Associates P.C. Copies of the audited statements may be obtained by e-mail request to pbueno@wbenc.org.

December 31	2002	2001
ASSETS		
<i>Current Assets:</i>		
Cash and cash equivalents	\$ 751,518	\$ 510,386
Member dues and accounts receivable, net of allowance for doubtful accounts of \$32,500 and \$-0-	1,008,500	548,730
Unconditional promises to give	425,423	166,500
Prepaid expenses	188,291	78,135
Total current assets	2,373,732	1,303,751
<i>Property and Equipment:</i>		
Property and equipment, net of accumulated depreciation of \$34,644 and \$20,773	49,773	56,249
<i>Other Assets:</i>		
Cash—Dorothy Brothers Scholarship Fund	25,046	-
Deposits	4,691	4,691
Total other assets	29,737	4,691
Total Assets	\$ 2,453,242	\$1,364,691
LIABILITIES AND NET ASSETS		
<i>Current Liabilities:</i>		
Accounts payable and accrued expenses	142,927	63,383
Deferred revenue	1,258,879	777,066
Total current liabilities	1,401,806	840,449
<i>Commitments</i>		
<i>Net Assets:</i>		
Unrestricted	907,629	483,292
Temporarily Restricted	118,807	40,950
Permanently Restricted	25,000	-
Total net assets	1,051,436	524,242
Total Liabilities and Net Assets	\$2,453,242	\$1,364,691

Women's Business Enterprise National Council

Statement of Activities

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For the year ended December 31, 2002				
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
REVENUES				
Membership dues	\$ 1,283,554	-	-	\$ 1,283,554
Grants	-	18,800	-	18,800
Contributions	837,943	110,000	25,000	972,943
Annual conference	1,091,378	-	-	1,091,378
Special event	80,500	-	-	80,500
Interest	8,545	46	-	8,591
Other	8,099	-	-	8,099
Net assets released from restrictions	50,989	(50,989)	-	-
Total revenues	3,361,008	77,857	25,000	3,463,865
EXPENSES				
Program expenses:	2,051,799	-	-	2,051,799
Supporting services:				
General and administrative	525,557	-	-	525,557
Fundraising and marketing	359,315	-	-	359,315
Total supporting services	884,872	-	-	884,872
Total expenses	2,936,671	-	-	2,936,671
Change in net assets	424,337	77,857	25,000	527,194
Net assets—beginning	483,292	40,950	-	524,242
Net assets—ending	\$ 907,629	\$ 118,807	\$ 25,000	\$ 1,051,436

Women's Business Enterprise National Council

Statements of Cash Flows

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For the years ended December 31	2002	2001
Cash flows from operating activities:		
Change in net assets	\$ 527,194	\$ (52,695)
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation	13,871	11,970
Permanently restricted contributions	(25,000)	-
Interest on permanently restricted funds	(46)	-
(Increase) decrease in:		
Member dues and accounts receivable	(459,770)	(228,536)
Unconditional promises to give	(258,923)	25,500
Prepaid expenses	(110,156)	(15,024)
Increase (decrease) in:		
Accounts payable and accrued expenses	79,544	47,159
Deferred revenue	481,813	251,663
Net cash provided by operating activities	248,527	40,037
Cash flows from investing activities:		
Purchase of property and equipment	(7,395)	(7,644)
Net increase in cash and cash equivalents	241,132	32,393
Cash and cash equivalents—beginning	510,386	477,993
Cash and cash equivalents—ending	\$ 751,518	\$ 510,386
Supplemental disclosures of cash flow information		
Cash paid during the year for:		
Interest	\$ -	\$ -



WBENC Corporate Members

ADC Telecommunications
Adtran
Advanced Fibre Communications
Aetna US Healthcare
Alcatel
Allstate
American Airlines
American Express
AOL Time Warner
Apple Computer
AT&T
Avaya
Avon
Baker Hughes
Bank of America
Bank One
Bell South Telecommunications
Boise Cascade Office Products
BP America
Bristol-Myers Squibb Company
Caremark RX
Cendant Car Rental Group
Cendant Mobility Services
CenterPoint Energy
Chevron Texaco
Cisco Systems, Inc.
CitiGroup
Coca Cola Enterprises
Colgate Palmolive Company
Continental Airlines
Coors Brewing Company
Corporate Express
Daimler-Chrysler
Dell Computer Corporation
Delta Air Lines, Inc.
Deutsche Bank
Dun & Bradstreet
Dynege
Eastman Kodak Company
Eaton
EDS

Enterprise Rent-A-Car
Exxon Mobil
Federated Department Stores
Fleet Bank
Ford Motor Company
Freddie Mac
Fujitsu Network Communications
General Motors Corporation
Georgia-Pacific Corporation
Goldman Sachs & Co.
Guaranty Bank
Halliburton
Hallmark Cards, Inc.
Harley-Davidson, Inc.
HealthTrust
Honda of America
IBM
ING
Intel Corporation
JCPenney Company
Johnson & Johnson
JP Morgan Chase & Co.
Kaiser Permanente
KPMG Peat Marwick LLP
Lockheed Martin Corporation
Lucent Technologies
Major League Baseball
Marathon Oil Company
MasterCard International
Merrill Lynch
MetLife
Mitsubishi Manufacturing of America
Monsanto Company
Morgan Stanley Dean Whitter
Motorola
Nextel Communications, Inc.
Nike
Nordstrom
Novation
Office Depot
Pennzoil-Quaker State Company

PepsiCo, Inc.
Pfizer
Pharmacia Corporation
Phillip Morris Management Corp.
Pitney-Bowes
Premier Inc.
Principal Financial
Procter & Gamble
Prudential Company of America
Raytheon Company
Regulus
Reliant Energy
Ryder
SAIC
SBC Communications
Schlumberger
Sears, Roebuck and Co.
Shell Oil Company
Spherion
Sprint Corporation
State Farm Insurance Companies
Telcordia Technologies
Texas Instruments
The Coca Cola Company
The Kroger Co.
The Pep Boys-Manny, Moe & Jack
Timberland
TJX Companies
Tricon Global
TXU
United Airlines
United Parcel Service
United States Postal Service
Verizon
W.W. Grainger, Inc.
Wachovia
Wal-Mart Stores, Inc.
Walt Disney Company
Wells Fargo
WorldCom

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