ANJALI “ANN” RAMAKUMARAN
THE INAUGURAL WBE PRESENTING SPONSOR FOR SUMMIT & SALUTE
## Calendar of Events

This calendar includes events hosted by WBENC’s Regional Partner Organizations and Strategic Partners. Visit WBENC’s Online Calendar for more events.

### March 2015

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## EDITORIAL TEAM

**EDITOR-IN-CHIEF**
Pat Birmingham

**EDITORIAL ASSISTANT**
Allison Gibson

**PROJECT MANAGER, MARKETING**
Laura Rehbehn

**PRODUCTION AND DESIGN**
Limb Design

**PHOTOGRAPHY**
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Kathy Anderson
Linda Johnson
Life Touch Portrait Studios
Stokes Creative Group

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Senior Director, Development and Corporate Relations
Mary Callaghan
Executive Assistant
Brenda Loube
Principal/Founder of Corporate Fitness Works
Pamela Prince-Eason
President and CEO
Lynthia Romney
RomneyCom, LLC
Candace Waterman
Chief of Staff
LaKesha White
Senior Compliance Manager

**NEW CORPORATE MEMBERS:** Intel Corporation
DEAR FRIENDS,

This month on March 8 we celebrated International Women’s Day. The original International Women’s Day was in 1908 when 15,000 women marched through New York City demanding shorter hours, better pay, and voting rights. While much has changed since then, there is still so much that can be done. The work our community does every day makes an enormous impact in the lives of women.

Much like Women’s Day, our organization has changed dramatically since its inception in 1997. We have grown from an original group of 550 WBEs, 4 RPOs and the 11 founding Corporate Members to over 12,000 WBEs, 14 RPOs, and 287 Corporate Members. We too still have much to do and are continuously setting new goals to challenge ourselves to do more for women’s business development. In the past few years one of our goals has been to develop a dynamic multi-cultural community within WBENC and I’m proud to say now that 30% of our WBEs are diverse in their backgrounds. You can learn more about how WBENC has changed and our multi-cultural initiatives later in this Report.

As we celebrate Women’s Day we are focused on the theme for this year; Make It Happen. I am proud to lead an organization filled with individuals who go out every day and Make It Happen for women’s business development. It is the dedication of the WBENC Staff and Regional Partner Organization, the persistence and passion of our Corporate and Government Members, the inspiring energy and vision of our WBEs that gives momentum and strength to our organization.

At WBENC we are so excited to Make It Happen at the Summit & Salute in Baltimore, Maryland. As we chart our course for the future, event attendees will:

- participate in dynamic discussions focused on industry
- hear insights from Dr. Randal Pinkett an entrepreneur, author, scholar and winner of the reality television show, The Apprentice; and
- have the opportunity to make connections throughout the event and during scheduled events like the Opportunity Connection 1:1 MatchMaking and Meet & Greet.

How will you Make It Happen this year? Share your thoughts on your favorite social media platform – #MakeItHappen.

SEE YOU IN BALTIMORE!

Sincerely,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
CONGRATULATIONS TO OUR 2014 AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES

ACCENTURE
AECOM
ALCATEL-LUCENT
ALLSTATE INSURANCE CO.
ALTRIA GROUP, INC.
AT&T
AVIS BUDGET GROUP, INC.
BANK OF AMERICA
BP AMERICA INC.
BRISTOL-MYERS SQUIBB
CAPITAL ONE
CHEVRON
CVS HEALTH
DELL INC.
DUPONT
ENERGY FUTURE HOLDINGS
ENTERGY CORPORATION
EXXON MOBIL CORPORATION
EY
FIAT CHRYSLER AUTOMOBILES
FORD MOTOR COMPANY
GENERAL MILLS
GENERAL MOTORS COMPANY
IBM
JOHNSON & JOHNSON
KELLOGG COMPANY

KELLY SERVICES, INC.
LOCKHEED MARTIN CORPORATION
MACY’S, INC.
MANPOWERGROUP
MARRIOTT INTERNATIONAL, INC.
MERCK & CO., INC.
MGM RESORTS INTERNATIONAL
OFFICE DEPOT, INC.
PACIFIC GAS AND ELECTRIC COMPANY
PEPSICO, INC.
PfIZER INC
PITNEY BOWES INC.
RAYTHEON COMPANY
SHELL
TARGET CORPORATION
THE COCA-COLA COMPANY
THE KROGER CO.
THE PROCTOR & GAMBLE COMPANY
THE WALT DISNEY COMPANY
TOYOTA
UNITED AIRLINES
UPS
VERIZON
WALMART STORES, INC.
WELLS FARGO
COMPANY AT-A-GLANCE

Company Name: Milo’s Tea Company, Inc.
Founded: 1946
WBENC-Certified: 2007
Headquartered: Bessemer, Alabama
Website: www.drinkmilos.com
Twitter Media: @DrinkMilos
Facebook: www.facebook.com/MilosTea
Slogan: “Taste the Milo’s Difference”
Retail: Walmart, Kroger, Target, Winn-Dixie, Sam’s Club, Piggly Wiggly, Walgreens, CVS, Whole Foods, Dollar General, Costco, Sprouts, Circle K

ABOUT THE PRODUCTS

Fresh brewed, just like our grandmother used to make. Milo’s Tea contains only fresh, natural ingredients befitting the Milo’s strict quality standards. Milo’s Tea is fresh brewed from tea leaves and only contains water and tea that is sweetened with sugar or sucralose while most ready-to-drink teas in the market today are from a powder or concentrate and contain preservatives, acids and additives. Today, many people are looking for “Better for You” options that taste great (and have a clean and simple ingredient list) which is one of the driving forces behind the growth and the passion people have for Milo’s drinks.

“Research shows that women influence 80% of shopper decisions and 90% of women favor products made by women,” said Patricia Wallwork, CEO of Milo’s Tea Company. “Milo’s brand resonates well with shoppers not only because it is fresh, all natural and tastes great, but also because Milo’s is a certified Women Business Enterprise.”

ABOUT THE COMPANY

Milo’s Tea Company was founded by Milo and Bea Carlton. Milo, a World War II veteran who after being honorably discharged from the military in 1945 returned home, married his sweetheart, Beatrice Bannister Carlton (“Bea”) and opened a hamburger shop in Birmingham, Alabama. While the war was over, the rationing of staple items such as sugar was not. Milo found himself faced with a dilemma: Let Bea use the sugar ration to make pies or give the customers sugar to sweeten their tea. It dawned on Milo to try something no one else considered — he eliminated the sugar bowls from his tables and began to presweeten the tea himself. This ensured enough from the sugar ration for both pies and sweet tea!

Although this innovation seems perfectly ordinary today, in the 1940s, customers initially balked at the idea. However, when they tasted Milo’s Famous Tea, they realized it was different — better than they could make themselves. Soon the tea was as in demand as the burgers, fries, and pies. Milo’s became the place to go not only for great food, but also for the finest tea they had ever tasted.

In 1989 Milo’s began brewing and distributing its Famous Sweet Tea in gallon jugs to grocery stores in the Birmingham area. An American success story, Milo’s grew and today can be found in retailers across the country with its fresh brewed Sweet Tea, No Calorie Tea, Decaf Tea, Unsweet Tea, Lemonade and Lemonade/Tea Mix.
ABOUT THE COMPANY
E4 Technologies, Inc., a Florida corporation formed in 2008 is based in Vero Beach, FL. Company founder, Susan Klinsport, developed the products to solve a problem. Frustrated by the moist environments and bacteria breeding grounds that plastic covers, caps, and containers can cause, the Toothbrush Shield and MouthGuard Shield provide a healthier environment for your toothbrush, sports mouth guards, or dental appliance when not in use.

COMPANY AT-A-GLANCE
Company Name: E4 Technologies, Inc.
Founded: 2009
WBENC-Certified: 2011
Headquartered: Vero Beach, Florida
Website: www.intellidentproducts.com
Twitter Media: @IntelliDent1 @IntelliDent2 @SusanKlinsport
Facebook: www.facebook.com/IntelliDent
Retail: Walmart, Walgreens, Drugstore.com and other Independent Pharmacies through our distributorship with Cardinal Health

ABOUT THE PRODUCTS
The IntelliDent® Toothbrush Shield™ is a patented, breathable and quick-drying shield that acts like a surgical mask for your toothbrush. Laboratory tested, the Toothbrush Shield is a 99.9% effective barrier against airborne and surface bacteria. The non-woven fabric replaces the plastic caps and covers that trap and breed bacteria and are ideal for travel, home, work, and everywhere in between. Each shield comes in a cold seal wrapper with effective protection up to seven days and is disposable.

The IntelliDent™ MouthGuard Shield™ was developed with the same concept as Toothbrush Shield; replacing the plastic containers and dark storage places that can breed germs. The MouthGuard Shield™ is made of the same on-woven material that wicks away moisture from your sports mouth guard, night guard, and most dental appliances. Each shield comes in a cold seal wrapper with effective protection up to seven days and is disposable.
Proudly supporting those who support Women Owned businesses

#BuyWomenOwned

Bringing consumer recognition to products supplied by Women Owned companies

Learn more at www.womenownedlogo.com
Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

Accenture’s four growth platforms—Accenture Strategy, Accenture Digital, Accenture Technology, Accenture Operations—are the innovation engines through which they build world-class skills and capabilities; develop knowledge capital; and create, acquire and manage key assets central to the development of integrated services and solutions for our clients.

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY understands that women are a strategic market segment globally, and through their supplier diversity initiative, they are committed to providing opportunities for women owned businesses who can enhance their competitive advantage as well as provide innovative and cost effective services to their organization and clients.

Ampcus Inc., founded by Anjali “Ann” Ramakumaran, is headquartered in Chantilly, VA with over 30 client representative offices in the US and significant presence abroad. Ampcus is a WBENC-Certified providing a broad range of consulting services to Commercial, Federal, State, and Local organizations. From strategy to execution, their disciplined yet flexible approach starts and ends with their customers. Ampcus consultants have significant business, engineering and technology experience with an average of over 20 years hands on experience. This means the project teams understand business, processes, work flow and how systems work which creates efficiencies, value and cost savings throughout an organization. Ampcus focusses on Cyber Security, Social Mobile Analytical & Cloud (SMAC), Infrastructure Management, Mobility, Testing, IV&V and Enterprise wide (ERP, CRM, EAI, BI) Services.

Ampcus is differentiated by: their Global Delivery Model – a unique blend of local management supported by onsite, offsite and remote delivery resulting in reduced cost and time-to-market for the client; Flat/Field-Oriented Management Structure that is both flexible and adaptable enabling nimble response to the client; Proven Track Record in nurturing long term relationships allowing Ampcus to implement some of the most complex projects for Fortune 1000 Companies; Customer-Focused Project Management delivering excellent execution capabilities, quality/metrics focus and best of breed delivery capabilities. All leading to a breadth of successful projects with very attractive cost advantages. Their business is differentiated by the rapid adoption of quality processes and certifications – CMMI Level 3 • ISO 9001:2008 • ISO 20000-1:2011 • ISO 27001:2005.
In the beginning, WBENC had around 500 certified WBEs, and those businesses were only located around the original four RPOs. Debbie Hurst, President of WBCS and the Chair of the WBENC Leadership Council, has been a part of WBENC since the beginning.

“We actually have quite a few WBEs actively involved in the WBCS today that were here at our creation – Billie Bryant Schultz of CESCO and Valerie Freeman of Imprimis Group come quickly to mind,” says Hurst. “These women were involved in the creation of a national WBE certification and the inclusion of the W into MWBE programs. Our membership has always reflected a range of businesses, from one-person consulting firms to multi-million dollar corporations.”

With the growth of the WBENC community, WBEs have been increasingly able to connect and work with each other, something the President of the Women’s Business Enterprise Council PA-DE-sNJ, Geri Swift, has personally appreciated.

“Pioneering women had a vision to see equal access to opportunities for women and along the way developed a nurturing and welcoming community of women helping women that continues to grow WBE to WBE business, the most rewarding result of WBENC certification for me,” says Swift.

Elevating women’s businesses and increasing visibility is still one of the greatest accomplishments for Hurst. “It’s true that we were much smaller in the early days – both in quantity of WBEs and probably also in their size of their business. Over the years, we’ve made strides in being taken seriously. Women business ownership is more visible and valued today in terms of their contribution to the economy, but we have always been a force,” adds Hurst.

Today, thanks to the incredible programs and opportunities created from the WBENC network, the average WBE’s profile continues to transform. Of the over 12,000 WBEs spread out across the United States, the average WBE:

- Has been in business for around 19 years;
- Has an average of 46 employees; and
- Has an average of $11.8 million in revenue.

In just the last three years, the average revenue for a WBENC-Certified WBE increased from $8 million, an increase of 47%. In the same time period, the number of WBENC-Certified WBEs with revenues over $100 million has doubled.
CELEBRATING BLACK HISTORY MONTH:
ADVANCING AFRICAN AMERICAN WOMEN ENTREPRENEURS

IN 1997, THERE WERE AN ESTIMATED 312,884 AFRICAN AMERICAN WOMEN-OWNED FIRMS IN THE UNITED STATES. IN 2014, THAT NUMBER STOOD AT AN ESTIMATED 1,237,900—AN ALMOST 300% INCREASE IN LESS THAN 20 YEARS. THE STATES OF GEORGIA, TEXAS, AND ILLINOIS HAVE SOME OF THE FASTEST GROWTH RATES FOR AFRICAN AMERICAN WOMEN ENTREPRENEURS OVER THE LAST 17 YEARS. AND IN NORTH CAROLINA, AFRICAN AMERICAN WOMEN-OWNED FIRMS ARE AMONG THE MOST ECONOMICALLY ROBUST IN THE U.S., WITH REVENUES UP 408%.

Yet women across diverse populations are still striving to achieve equal pay with their male counterparts. Similarly, women business owners, especially women of color, yield greater economic clout than those of businesses owned and operated by men, as they are more likely to employ the disenfranchised, creating economic growth in underserved communities.

Despite these contributions, access to capital for women business owners, particularly women of color, is extremely limited, and they continue to pay higher interest rates and put up higher collateral. The influence women have on society and business is only restricted by the availability of resources and opportunity.

Last week, WBENC-Certified WBE Beverly White, President of the BKW Transformation Group and Candace Waterman, WBENC’s Chief of Staff, Certification and Program Operations, participated in a Roundtable Discussion on Advancing African American Women Entrepreneurs at the White House, hosted by the Council of Women and Girls.

In addition to discussing opportunities to close the gaps that directly impact African American woman entrepreneurs, the roundtable provided direct insight on initiatives that could support sustaining and growing African American women-owned businesses which are historically underrepresented in the supply chain. Diverse suppliers are creating a competitive edge for corporations. Diverse suppliers are vital as employing a diverse workforce, as both provide unique solutions. They have the ability to increase speed to market, insight, small businesses are nimble, augmenting the competitive advantages of traditional markets, opening the door for enhanced market share, cost saving efficiencies, and higher profit margins. Supply chain diversification allows a company to reap retention of human capital, product development, marketing to diverse segments, and utilization of suppliers. Supplier diversity programs allow organizations access to untapped markets while increasing new user propensity by 79%. In addition, female entrepreneurs are real innovators and drivers of economic impact in the U.S.,” says Waterman. “There are numerous barriers to entry for women owned businesses and African American women owned businesses in particular. At the end of day it is about diligently working to bring true growth and sustainability for all WBENC constituents.”

“There are numerous barriers to entry for women owned businesses and African American women owned businesses in particular. At the end of day it is about diligently working to bring true growth and sustainability for all WBENC constituents.”

SUPPLIER DEVELOPMENT PROGRAMS FROM AMERICA’S TOP CORPORATIONS

WBENC-CERTIFIED WBES HAVE THE OPPORTUNITY TO PARTICIPATE IN A VARIETY OF PROGRAMS CREATED BY AMERICA’S TOP CORPORATIONS. THESE PROGRAMS CHALLENGE WOMEN BUSINESS OWNERS TO BE LEADERS AND GROW STRATEGICALLY WITH SUSTAINABLE RESULTS. LEARN MORE ABOUT SOME OF THESE PROGRAMS ON THE FOLLOWING PAGES WHICH ARE RECOGNIZED FOR ACCELERATING THE SUCCESS OF ENTREPRENEURS.

DELL WOMEN’S ENTREPRENEUR NETWORK (DWEN)

ENTREPRENEURIAL WINNING WOMEN™ PROGRAM

THE TUCK-WBENC EXECUTIVE PROGRAM

DIVERSE SUPPLIER DEVELOPMENT PROGRAM (DSDP)

SUPPLIER TRAINING & EMPOWERMENT PROGRAM (STEP)

THE Coca-Cola Company

IBM
**SUPPLIER DEVELOPMENT PROGRAMS**

**DELL WOMEN’S ENTREPRENEUR NETWORK (DWEN)**

**PROGRAM GOAL**

The Dell Women’s Entrepreneur’s Network unites top global women business owners in a vibrant entrepreneurial community. By spotlighting female entrepreneurial success and creating a supportive atmosphere, DWEN helps a group of like-minded women share best practices, build business opportunities through collaboration, explore international expansion, and access new resources that support business growth.

**APPLICATION/PARTICIPATION PROCESS**

Although we encourage all women to engage with the Dell Women’s Entrepreneur Network, there is an application to attend the Women’s Summit held during the summer. To register your interest, please visit: [http://eir.dell.com/engage/womens-summit/](http://eir.dell.com/engage/womens-summit/). In addition to the Women’s Summit, we host various business/networking events around the world throughout the year.

**APPLICATION DEADLINE**

The deadline to register interest in the Women’s Summit is March 31, 2015.

**PARTICIPANT ELIGIBILITY/Criteria**

The typical attendee of the Women’s Summit is a female founder who runs a business with over $3 million in revenue and has at least 50 employees.

**NUMBER OF PARTICIPANT**

100-150

**STRUCTURE OF PROGRAM**

**Length of Program**
3 days

**Program components**
Keynote speakers, break-out sessions, networking opportunities, cultural outings

**HISTORY OF PROGRAM**

In response to the disparities faced by women starting and growing their businesses, Dell founded the Dell Women’s Entrepreneur Network in 2010. The program is focused on creating and fostering a community of like-minded women founders who want to grow their business. Since the first Women’s Summit in Shanghai, DWEN has grown into a thriving international network of several hundred women business owners who connect throughout the year to share their knowledge, and support their peers in accelerating business growth.

**Additional Contact Information:**
Charlotte Deal: Charlotte_Dean@Dell.com

**SUPPLIER DEVELOPMENT PROGRAMS**

**DIVERSE SUPPLIER DEVELOPMENT PROGRAM (DSDP)**

**PROGRAM GOAL**

Diverse Supplier Development Program (DSDP) is a formal 18-month mentoring program in which diverse suppliers are matched with Accenture executives to assist in growing the capacity of their businesses. One-on-one meetings between mentors and protégés are conducted, as are quarterly training symposiums, based on current business topics and market trends the protégés are interested in learning about and discussing. Additionally, there is a focus on exploring ways in which the participants may collaborate and partner on business opportunities.

**APPLICATION/PARTICIPATION PROCESS**

Suppliers that have expressed an interest in DSDP either by face-to-face or email inquiry are targeted as potential candidates for the upcoming DSDP session. In addition, Procurement, executive referrals and diversity council referrals are included as candidates. A DSDP RFI (Request For Information) is then sent to eligible suppliers (SI&D team review) for submittal in accordance with date instructions provided under the Opportunity Overview.

**APPLICATION DEADLINE**

The next DSDP RFI is scheduled for March of 2015, the deadline is typically 2-3 weeks from the RFI Issuance date.

**PARTICIPANT ELIGIBILITY/CRITERIA**

Average $1M or above in annual revenues / Certification / Relevant purchasing categories

**NUMBER OF PARTICIPANTS**

Average for DSDP I thru DSDP IV total classes = 18
Total graduate suppliers for DSDP I thru DSDP IV = 72

**STRUCTURE OF PROGRAM**

**Length of Program**
18 months

**Program components**
One-on-One mentoring with two matched Accenture executives conducting meetings / calls on a monthly basis. Training topics include business basics and a concentration of introducing suppliers to Accenture’s structure, strategy and targeted markets. Capacity building and growth via alliance building are emphasized.

**HISTORY OF PROGRAM**

**US DSDP III:** Launched in April 2011. Class graduated in November 2012. Included 24 diverse companies who are each assigned to two Accenture executive mentors.

**US DSDP IV:** Launched May 2013. Class graduated in November 2014. Included 22 diverse companies who are each assigned to two Accenture executive mentors.

**Canada DSDP:** Inaugural class launched April 2010. Class graduated February 2013. Included six M/WBE certified companies across Canada. DSDP II graduated 11 companies in May 2014. DSDP III is planned for a Fall/Winter 2014 launch.

**UKI DSDP:** Inaugural launch 2014 with cross-corporate collaborative training sessions offered to companies.

**Additional Contact Information:**
nedra.l.dickson@accenture.com
tiffany.williams@accenture.com

http://www.accenture.com/vendor
SUPPLIER DEVELOPMENT PROGRAMS

THE EY ENTREPRENEURIAL WINNING WOMEN™ PROGRAM

PROGRAM GOAL

The EY Entrepreneurial Winning Women™ program is a national competition and executive leadership program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale — and then helps them do it. Winners join a customized executive leadership program, designed to help their companies grow rapidly, with year-round educational opportunities. Additionally, they are welcomed into EY’s vast network of successful entrepreneurs and potential financial partners.

APPLICATION/ PARTICIPATION PROCESS

Applications are accepted online, starting March 8th, at www.ey.com/us/eww

APPLICATION DEADLINE

June 15, 2015

PARTICIPANT ELIGIBILITY/Criteria

Applicants must be:
- Women business owners who are the founding CEOs (at least a 51% owner) of any privately held company in the US or Canada. For those with outside capital, the founding woman entrepreneur may still apply if she retains a majority ownership stake of what is left after deducting all outside investments.
- The company must be less than 10 years old.
- The company must have reported at least US$2 million in sales during each of the past two fiscal years. Typical applicant company revenue ranges from US$2 million to approximately US$20 million annually.

NUMBER OF PARTICIPANTS

The Program accepts up to 12 participants in the North American program each year.

STRUCTURE OF PROGRAM

Length of Program

The program is evergreen. Entrepreneurs selected to participate are welcome to remain engaged in Entrepreneurial Winning Women for as long as it benefits them.

Program components

The Entrepreneurial Winning Women Program encompasses ongoing educational programs, events, networks and media exposure — on both national and regional levels — designed to provide actionable guidance, contacts, tools and resources for leadership development and business growth.

HISTORY OF PROGRAM

Founded in the US in 2008, the program has expanded to more than 25 countries across the world. Results show that the program is spurring rapid growth: According to an independent impact assessment directed by the Babson College Center for Women’s Entrepreneurial Leadership, North America program participant companies’ total 2013 revenue was 63% higher than their total revenues in the years before they joined the program. Individual participants average 20% revenue growth annually; in the second year of participation, however, their companies have been known to grow up to 50%. Winners also report increases in entrepreneurial confidence, growth goals, networks and media visibility, to name a few.

Additional Contact Information:

Katie Johnston, North American Entrepreneurial Winning Women program manager:
katie.johnston@ey.com

www.ey.com/us/eww
PROGRAM GOAL

The Supplier Training & Empowerment Program (STEP) is an interactive and informational training program that provides women owned businesses with key learnings and tools to help identify and eliminate barriers, better understand and meet customers’ needs, and potentially drive business plans for growth.

APPLICATION/ PARTICIPATION PROCESS

Interested Participants should visit http://supplierdiversity.coke.com/SitePages/5by20.aspx

APPLICATION DEADLINE

Not applicable

PARTICIPANT ELIGIBILITY/Criteria

Woman-owned business

NUMBER OF PARTICIPANTS

Not applicable

STRUCTURE OF PROGRAM/LENGTH OF PROGRAM & COMPONENTS

STEP is an online module structured experience that addresses the potential barriers/challenges that women business owners may encounter as they sustain and scale their businesses. The modules are personalized based upon completion of a required pre-assessment. Modules typically take from 30 minutes to 60 minutes to complete and cover topics such as Corporate Procurement Trends, Finance, and Customer Service. Through Coca-Cola’s partnership with Harvard University, additional business skills classes are also available to registered STEP participants.

HISTORY OF PROGRAM

In 2010, The Coca-Cola Company launched its 5by20 initiative with a goal to empower five million women entrepreneurs across the global Coca-Cola value chain by 2020. The initiative aims to help women overcome barriers to business success by providing access to business skills training, financial resources and mentors. At the end of 2013, more than 550,000 women across 44 countries had been impacted since the program’s inception. The Supplier Training & Empowerment Program (STEP) addresses the barriers that prevent women-owned suppliers from sustaining and growing their businesses.

Additional Contact Information:
Eyvon C. Austin, Global Supplier Diversity Director, eyaustin@coca-cola.com

http://supplierdiversity.coke.com/SitePages/5by20.aspx
SUPPLIER DEVELOPMENT PROGRAMS

THE TUCK-WBENC EXECUTIVE PROGRAM, BROUGHT TO YOU BY IBM

“IN ONE SHORT WEEK THE APPROACH TO MY BUSINESS WAS TRANSFORMED. THE FINANCIAL ANALYSIS PROCESSES AND TOOLS GAVE ME QUANTIFIABLE DATA FOR BETTER FINANCIAL DECISION-MAKING. THE STRATEGY SESSIONS HELPED ME DEVELOP A CLEARER DIRECTION AND STRATEGIC VISION. THE RELATIONSHIPS ESTABLISHED WITH THE OTHER WBES THEMSELVES, HAVE NOW BECOME MY NATIONAL NETWORK AND PARTNERS.” SUSAN WATTS, SpaceCraft International, Class of 2013

PROGRAM GOAL
The Tuck-WBENC Executive Program is an intensive, five-day executive development program for WBENC-Certified Women’s Business Enterprises (WBEs). It focuses primarily on increasing the competitive advantage and robustness of the participant’s own business. It is designed to help WBEs that are beyond the startup phase to assess, improve, and grow their businesses, developing essential components of a highly integrated business, such as financial analysis and decision making, clear strategy, optimal core business processes, motivated and empowered staff, and carefully managed relationships.

APPLICATION/ PARTICIPATION PROCESS
All participants are required to complete the formal application process available online and submit for review.

APPLICATION DEADLINE
Tuesday, June 30, 2015

PARTICIPANT ELIGIBILITY/Criteria

• WBENC-Certified WBE in good standing
• The participant must be the owner of the company and have a minimum of three years’ experience running a business
• The company must maintain a minimum annual sales volume of $300,000

NUMBER OF PARTICIPANTS
50

STRUCTURE OF PROGRAM

Length of Program
This is a five-day program and the 2015 session will be held October 4 – 9

Program components
• Participants engage in discussions lead by graduate professors from the Tuck School of Business at Dartmouth
• WBEs assess their businesses as their primary case study throughout the program
• WBEs apply the tools taught throughout the week in collaborative learning groups

HISTORY OF PROGRAM
IBM has been the proud sponsor of the Tuck-WBENC Executive Program since its inception in 2003 and has committed to hosting this program in the future. The program has reached over 500 WBEs and engaged major Corporate Members and RPO sponsors, including participant scholarships.

In 2014, IBM brought key staff from procurement, supplier diversity and marketing to network with the group. Speakers included IBM Vice President, Enterprise on Demand Transformation, CIO Carol Sormilic, VP Global Procurement, Patrice Knight, and Global Supplier Diversity Program Director, Michael Robinson. Additionally from WBENC President & CEO Pamela Prince-Eason and WBENC Board Chair and Raytheon Supplier Diversity Director, Benita Fortner spoke to WBE participants throughout the week-long program.

Additional Contact Information:
Lindsay Burger, Senior Program Manager
Women’s Business Enterprise National Council
LBurger@wbenc.org

The Dorothy B. Brothers Scholarship
WBEs have the opportunity to receive up to $11,000 in tuition to attend some of the best executive education programs in the country
LEARN MORE: www.wbenc.org/dorothy-b-brothers-executive-scholarship/
APPLICATION DEADLINE: June 30, 2015

http://www.wbenc.org/tuck-wbenc-executive-program/
The WBENC Student Entrepreneur Program (SEP), underwritten by Shell, invests in the next generation of female entrepreneurs by bringing together a diverse cohort of undergraduate students in Business and the STEAM fields (Science, Technology, Engineering, Arts, and Math). This program provides mentoring from the most successful Women’s Business Enterprises, as well as from corporate representatives from some of America’s largest Fortune 500 companies. Students participate in a tailored curriculum which includes visits to corporations and incubators, business case competitions, and exposure to the WBENC National Conference and Business Fair. SEP is a source of ideas and innovation driving the future of Women’s Business Enterprises (WBEs).

**APPLICATION/PARTICIPATION PROCESS**

The application included 4 components:
- Written application
- Essays stating the desire to attend the program and how the program would enable them for future growth and success
- Resume
- Reference letter from a university professor or a colleague

All students interested in entrepreneurship are encouraged to apply however preference is given to students who are currently the owner, founder or controlling shareholder of a company and principally responsible for its operation.

**APPLICATION DEADLINE**

March 20th, 2015

**PARTICIPANT ELIGIBILITY/Criteria**

Student must be an undergraduate student at a recognized College or University with a focus either through field of study or entrepreneurial ambitions in Business and STEAM (Science, Technology, Engineering, Arts, Math).

**NUMBER OF PARTICIPANTS**

20-25

**STRUCTURE OF PROGRAM**

The on-site program will run June 21 – 26, 2015; however, students will be required to participate and complete activities with program staff and mentors prior to arriving in June.

**HISTORY OF PROGRAM**

Since 2008, over 120 diverse women studying in Business and STEAM (Science, Technology, Engineering, Arts, and Math) field, from universities across the United States have completed the WBENC Student Entrepreneur Program.

**HOW CAN WBEs GET INVOLVED?**

Women Business Enterprises can assist in 4 ways:
- Encourage Undergraduate Entrepreneur Students to Apply (Applications Due March 20th 2015)
- Application Review Committee (April 2015)
- Student Mentors (April – June NCBF 2015)
- Curriculum proctors during SEP at NCBF

**Additional Contact Information:**

Andrew Gaeckle: agaeckle@wbenc.org.

[wbenc.org/student-entrepreneur-program/](http://wbenc.org/student-entrepreneur-program/)
THE 2015 SUMMIT & SALUTE

WILL OFFER WBEs AND CORPORATE AND GOVERNMENT MEMBERS THE OPPORTUNITY TO HEAR FROM LEADERS OF AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES AS THEY DISCUSS CURRENT AND EMERGING TRENDS IN THOUGHT-PROVOKING INDUSTRY ROUNDTABLES, INCLUDING:

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<tr>
<th>Industry</th>
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<tr>
<td>AUTOMOTIVE</td>
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<td>ENERGY AND UTILITIES</td>
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<td>FOOD &amp; BEVERAGE AND RETAIL</td>
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<td>PROFESSIONAL AND FINANCIAL SERVICES</td>
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<td>TECHNOLOGY</td>
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<td>TRAVEL AND HOSPITALITY</td>
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Learn more about how trends are shaping industries and why these corporations are breaking down barriers to drive innovative programs in the wake of an evolving economy. More information about these roundtables and 2015 Summit & Salute in Baltimore can be found online at summit.wbenc.org.
Q: During Summit & Salute how do you maximize your attendance?

Answer:

I show up with a positive attitude. I reach out to other WBEs to attend and/or let them know I will be attending so we can catch up at the event. I research companies that will be there that might be a good fit for a beneficial business partnership with my company, and lastly I do my best to be warm and welcoming and interested in all smart women and businesses attending the event. Network like you’re starving and each person has something wonderful for you to eat.

Sandy Hunter
Hunter Hawk Inc
www.hunterhawk.com

It all comes down to two words: planning and networking. I begin to reach out a month before and make plans for late drinks, dinner or coffee with people I know that will be attending. I always make it a point to catch up with other WBEs, current clients and prospects either at the scheduled events or on my own. Naturally, attending the networking events, the workshops, and the Tuesday Forum meeting is a great way to connect with people without adding extra activities. Most of all pace, yourself and have fun.

Hallie Satz
HighRoad Press
www.highroadpress.com
We maximize our attendance at Summit & Salute by taking advantage of every opportunity to meet with Corporate Members and other WBES. We develop our target list in advance and schedule brief meetings around the events, whether it be coffee in the morning at Starbucks or an evening drink in the hotel lobby. Pre-planning maximizes the value we receive from attending Summit & Salute!

Keeli Jernigan
Trans-Expedite, Inc
www.trans-expedite.com

Pre-planning maximizes the value we receive from attending Summit & Salute!

Stay informed and plan, plan, plan! Know who is attending and set your targets and create your agenda. Be realistic in what you expect to happen, prepare for next steps, and make sure you follow through.

Jennifer Maier
WDS, Inc
www.womends.com

I’m a fan of working MBO style (management by objectives) and I carry that over to the Summit & Salute. I determine several specific things that I’d like to accomplish, and I work to make them happen. It may be to navigate an introduction to a company that I’d like to work with in the future, or a simple “thank you” to someone that has supported me in the past.

Kathryn Petty
White Lion & White Bamboo Tea
www.whiteliontea.com

I try to schedule 2-4 meetings with prospects so that I can discuss my capabilities and explore future opportunities with SDP and a buyer/representative in their organization. It is not a selling meeting; it is meant to gather information and better understand their specific environment. I schedule this a month ahead of the Summit & Salute. Meeting time is half to one hour, and usually before or after a speaker/reception/dinner.

Rachel Sanchez
Prestige Management USA
www.prestigeus.net

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Kittie W. Watson, Ph.D.
Innolect, Inc.
www.innolectinc.com

Upcoming Question:
“How can women mentor each other as they grow their businesses?”

Send your answer to wbenc-news@wbenc.org. Your response could appear on these pages. Please limit your answer to 60 words.
### LEARN MORE ABOUT THESE AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISE COUNCIL (WBENC) EVENTS

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<tr>
<th>CORPORATION</th>
<th>INDUSTRY</th>
<th>ACTIVE IN:</th>
<th>HOW SHOULD A WBE ENGAGE WITH YOUR ORGANIZATION?</th>
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| **Bank of America** | Financial Services | • CWE  
• GWBC  
• WBEC-GL  
• WBDC-Chicago  
• WBDC of Florida  
• WBCS  
• WBEC PA-DE-sNJ  
• WBEC-West  
• WPEO- NY  
• WPEO- DC | Bank of America is an avid supporter of women-owned businesses and we value our partnership with WBENC and its RPOs which provide a direct channel to engage WBEs. If a WBE would like to engage Bank of America, we highly encourage them to take advantage of the various WBENC events that Bank of America either sponsors or participates in. We have representatives who participate in these events to share information about the company, our Supply Chain practices and needs, and the minimum requirements to do business with us. We also suggest that WBEs keep their company information current in the WBENC supplier database and communicate to their Council Presidents, their aspirations in becoming a supplier to Bank of America. We speak to council Presidents frequently about their high-potential members. Last but not least, WBEs are encouraged to register on the Bank of America Vendor On-Line Registration Portal, located on the Bank of America website. |
| **Bristol-Myers Squibb** | Biopharma  
Women’s Business Enterprise Council PA-DE-sNJ | At Bristol-Myers Squibb our Global Procurement organization actively seeks to engage WBEs. Our goal is to provide these companies with the opportunity to connect with our organization through as many avenues as possible. To that end, we support and actively participate in WBENC regional and national events, matchmakers and workshops, such as the WBENC National Conference & Business Fair, the WBENC Summit & Salute, and the WBEC PA-DE-sNJ Conference & Business Fair. These events allow for face-to-face meetings with members of our procurement organization. Additionally, we have an online Diverse Supplier portal that allows WBEs to personally register and allows for identification of the type of services and products they can provide. This will allow for the WBEs’ information to be directed to the correct category managers, ensuring that they may be considered for future engagement opportunities. This portal can be accessed through the Diversity page on our website, Supplier Diversity at BMS. Finally, our Supplier Diversity team is always available via e-mail at supplierdiversity@bms.com to respond to questions and speak to suppliers about how to get involved in the Bristol-Myers Squibb procurement process. |
| **Chrysler**        | Automotive  
Women’s Business Enterprise Council – Great Lakes | Fiat Chrysler Automobilies (FCA) Diversity Supplier Development (DSD) requires minority and women owned suppliers to obtain third party certification prior to registering in their online system. Suppliers who are certified may register by logging onto http://supplierdiversity.chrysler.com and complete the on-line registration application. Diverse suppliers can always connect with FCA at all of the Women’s Business Enterprise National Council (WBENC) signature events. FCA also sponsors and hosts several Diverse events internally on an annual basis, one being the prestigious FCA Matchmaker event which is hosted annually on the third Thursday of September. This year’s event will take place on September 17, 2015, and represents their 16th anniversary. FCA Matchmaker is open to all certified diverse suppliers at their headquarters located in Auburn Hills, Michigan. FCA also hosts targeted events based upon our commodity teams’ needs, such as their Supplier Red Days which are an opportunity for Diverse companies to meet with their Tier 1 supply base. |
## What Essential Supplier Qualifications Are Unique to Your Company or Industry?

**Bank of America**, like all other Financial Services companies, operates in a highly regulated environment. Corporate priorities have changed, including the risk appetite when using third party suppliers. It's more challenging than ever to balance quality, cost, and performance while managing risk. Suppliers perform services that are really an extension of the companies they support. We look to partner with Suppliers that adopt their customer’s risk appetite and critical processes and controls to ensure risk is appropriately managed and still provide a quality service at a fair price.

**Bristol-Myers Squibb** operates in a highly regulated industry. Although certain suppliers that provide goods and services in Research and Development and Global Manufacturing and Supply need to meet those regulations, many non-regulated opportunities exist for WBEs. In general, we look to partner with suppliers that provide high-quality products and/or services. Having pharmaceutical industry experience and understanding is always appreciated, however, it is not a barrier to beginning a business relationship with us.

To learn more about our culture, procurement process and category requirements, we invite you to reach out to the BMS Supplier Diversity team directly at supplierdiversity@bms.com.

### What Are the First Three Things You Notice About a Potential Supplier?

- They have done their research about Bank of America – they have a clear understanding of our priorities as a company and have an idea about how they can provide solutions.
- They can easily articulate their core competencies and help us understand how they would like to partner.
- The can provide innovative and differentiating ideas to complex industry problems.

We seek suppliers who understand our bold innovation strategy. We look to engage with suppliers who bring a solid industry track record, provide solutions that drive our company mission and offer diversity of thought to our needs. We partner with companies that can help us drive our aggressive strategy and partner with us to achieve it.

### In the Next Year, What Are the Key Spend Categories You Are Seeking WBEs to Support?

- Technology
- Marketing / Ad Agencies
- Call Center Services
- Recruiting
- Consulting
- HR Support Services

In the next year, we will actively seek suppliers in the facilities, construction, corporate services, marketing, and scientific categories. Our goal is to create opportunities through our Procurement process and build the capacity of suppliers through external partnerships.

<table>
<thead>
<tr>
<th>Features</th>
<th>Descriptions</th>
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<tbody>
<tr>
<td>a. Quality</td>
<td>Ensures the quality of the product or service</td>
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<td>b. Cost</td>
<td>Consideration of the cost-effectiveness</td>
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<td>c. Warranty</td>
<td>Guarantee of the product or service</td>
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<tr>
<td>d. Delivery</td>
<td>Timeliness of the product or service</td>
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<tr>
<td>e. Partnership</td>
<td>Willingness to collaborate and build relationships</td>
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<tr>
<th>Things You Notice About a Potential Supplier</th>
<th>First Three Features</th>
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<tr>
<td>a. Value proposition</td>
<td>a. Quality</td>
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<td>b. Unique solutions – tailored to the automotive industry</td>
<td>b. Cost</td>
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<tr>
<td>c. Business reputation and/or current customer base</td>
<td>c. Warranty</td>
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<th>Potential Supplier</th>
<th>Focus Areas</th>
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<tr>
<td>a. Manufacturing capabilities</td>
<td>Manufacturing capabilities</td>
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<tr>
<td>b. Marketing/advertising</td>
<td>Marketing/advertising</td>
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As President and CEO of McPherson|Berry, an award-winning national HR consulting and talent management firm, LaSonya Berry enables companies of all sizes to significantly improve engagement and leadership effectiveness, build powerful teams, and be more strategic in their operations.

With a nationwide reach and proven track record of helping businesses and individuals achieve their full potential, McPherson|Berry utilizes its WBENC-Certification to engage with prospective clients and partners through Regional Partner Organizations (RPOs) including the Greater Women’s Business Council through which it became certified in 2007, the Women’s Business Enterprise Council–West (2011) and the Women’s Business Enterprise Council–South (2014).

“Becoming affiliated with several RPOs is a tremendous opportunity to take advantage of the resources available to WBEs across the country,” Berry says. “It has given my company greater exposure and access to corporate and government decision makers as well as valuable development tools offered at regional workshops and events.”

After founding her company in 2005 and becoming certified two years later, Berry quickly took a leadership role at the regional and national level. In 2008 she stepped up to become a member of the Host Committee of the WBENC National Conference & Business Fair in Atlanta. That same year she received the GWBC Trailblazer Award and in 2010 she represented GWBC as a WBE Star.

Since then her company has become a widely recognized solutions provider and expert in delivering effective HR consulting, leadership development, building the HR function in organizations, working with millennials, and providing talent management solutions to diverse clientele. Her company has worked with a wide array of government agencies, nonprofit organizations, and small, medium, and Fortune 500 companies in various industries.

Connecting with corporations and other WBEs through various RPOs reflects the core philosophy of her firm: to enable business growth by developing essential leadership skills, a robust network of partners and colleagues, and a pipeline of talent.

By mining regional professional development and networking events, she has expanded her reach. The result, she says, is that she has received more RFPs and bidding opportunities, and acquired new clients. This includes WBEs, for whom McPherson|Berry builds HR capabilities or serves as an external HR partner.
In explaining her strategy of being affiliated with numerous WBENC Regional Partner Organizations (RPOs), Pamela O’Rourke, President and CEO of ICON Information Consultants, LP, a national provider of human-capital solutions, recalls the effect of the economic recession on her industry: “For weeks I had clients calling me and asking for rate cuts.”

Rather than shrink, O’Rourke vowed to expand her business by taking advantage of the client development possibilities open to her at the regional as well as national levels of WBENC. “I decided to raise the bar on my business volume,” she says, “So I hit the road.” Today, with certification or affiliations with six RPOs, plus WEConnect Canada, ICON’s revenues have soared beyond $220 million.

Founded in 1998 and first WBENC-Certified through the Women’s Business Enterprise Alliance (WBEA) in Houston in 2001, ICON offers more than 2,500 consultants specializing in IT, Accounting, Finance, HR, and Procurement to its Fortune 500 and 100 clients throughout the U.S. and Canada. These include Halliburton, Shell, Waste Management, Hewlett-Packard, Pitney Bowes, AT&T, and UPS.

O’Rourke began branching out in 2006, when ICON became affiliated with the Women’s Business Council – Southwest (WBCS), a natural fit given its business throughout Texas. Since then, ICON has become affiliated with the Greater Women’s Business Development Council – Florida in 2010, the Women’s Business Enterprise Council – South in 2011, and Astra Women’s Business Council in 2012.

“WBENC and its RPOs offer a wonderful path forward to any business owner. I have met a lot of great women – who have become my friends – in the U.S. and Canada.”
ICON expanded into Canada through WEConnect Canada in 2011. “I was one of the first U.S.-based WBEs to be certified in Canada,” O’Rourke says proudly. She also contributes when she can to other RPOs, for example, by purchasing auction items at Center for Women and Enterprise (CWE) events.

“WBENC and its RPOs offer a wonderful path forward to any business owner. I have met a lot of great women – who have become my friends – in the U.S. and Canada,” she says. Her involvement runs deep as well as broadly, through sponsorships and contributions of her time. O’Rourke has sat on the boards of WBEA from 2003-2005; WBCS from 2009-2012, and the current term of 2015-2018. She served on the WBENC Board of Directors from 2008-2013.

ICON has been the WBE Co-Chair for two WBENC National Conference & Business Fairs: in Los Angeles in 2007 and Orlando in 2012. When ICON is not a Co-Chair, it is a sponsor. O’Rourke is a member of the Host Committee for the 2015 WBENC National Conference & Business Fair in Austin, TX.

To continue to grow, she cultivates prospective clients through the WBENC network, which she views as a long-term experience that takes patience and persistence. “I see corporate contacts at the national and RPO events and I just wave hello,” she says cheerfully. “I may not get their business this year, but I hope to get it some time in the future.”

One example is UPS. She met Kathy Homeyer, Director, Supplier Diversity at UPS, in New Orleans in 2004 at the WBENC National Conference & Business Fair. O’Rourke pursued UPS for six years and landed a contract in 2010.

She believes that visibility helps corporations remember ICON when they are issuing RFPs; and O’Rourke is fastidious about responding, each time getting closer to winning a contract. “You are not going to win them all, but if you keep trying, you are going to win one of them,” she says.

A WBENC WBE Star in 2008, O’Rourke and ICON have received numerous awards, most recently WBCS’ WBE Advocate of the Year Award (2013), and WBE of the Year for the over $5-million category (2011 and 2013); the WBEA Supplier of the Year (over $10 million) in 2014 and 2010, and the WBEA Woman Advocate of the Year in 2009. ICON received the Ernst & Young Entrepreneur Of The Year 2009 Award in the Business Services and Staffing category for the Houston and Gulf Coast Area.

Cassandra Sanford, CEO of KellyMitchell, a national strategic talent sourcing company, understands the power of multiple Regional Partner Organization (RPO) affiliations in growing a nationwide business.

Founded in 1998, KellyMitchell became WBENC-Certified through the Women’s Business Development Center (WBDC) – Chicago in 2004, and became affiliated with the Women’s Business Council Southwest (WBCS) and the Women’s Business Enterprise Alliance (WBEA) in Houston in 2013. Today these connections are helping to propel the company’s growth beyond $100 million in revenues.

“We believe that being involved in multiple RPOs is an opportunity to engage with WBENC on a national level while adding another level of local connectivity with large corporate entities and other stakeholders,” Sanford says. KellyMitchell also attends numerous events as part of Astra Women’s Business Alliance.

With two National Recruitment Centers in Dallas and Chicago and 16 offices across the country, KellyMitchell provides technical and professional teams enabling its Fortune 500 clients need to stay competitive. It sources, qualifies, and on-boards specialists – spanning IT & Engineering, Digital Marketing & Creative, and Professional Services – to help clients achieve their business and operation goals.

http://www.iconconsultants.com/
“By leveraging both our personal and integrated social marketing networks, we can fill our clients’ pipelines with emerging technicians to highly skilled technical consultants and project managers,” Sanford points out.

Multiple RPO involvement affords access to corporations that are part of the regional organization but may not yet be WBENC Corporate Members, she says. Additionally, there may be WBENC Corporate Members that rely on different representatives in various cities.

Of course regional involvement is also a way to make valuable WBE contacts. “If you are planning to expand your supply chain, you may want exposure to some great WBEs whom you may not have met otherwise,” she says.

Participation in multiple RPOs is also a way of developing strong leadership teams internally. “It has helped us lay another layer of leadership tracks for our own company. Our local and regional managers can get involved in various committees, such as marketing and event planning committees, where they can meet people on a local level and build their own professional development tool kit.”

KellyMitchell was a WBE Co-Chair of the WBENC National Conference & Business Fair in 2013 in Minneapolis. This year, KellyMitchell’s Regional Vice President Lindsay Stroh is a member of the WBCS Host Committee for the 2015 WBENC National Conference & Business Fair in Austin, Texas. With 10 years in Dallas, KellyMitchell’s presence in Texas in the last two years specifically has grown to become one of its largest in the nation, serving distinguished clients such as AT&T, Halliburton, and BNSF Railway. As such, KellyMitchell expects Texas to be a key stronghold in serving the Southwest US.

Being involved on the regional level has been a successful way for making personal connections and enabling potential clients to understand KellyMitchell’s values such as trust and accountability. “This provides avenues for us to get to know a company and for the company to get to know us,” Sanford says. “They see our multiple volunteering efforts and engagement in the community and at the RPO level. That’s what we do everywhere we operate — it is a natural part of our corporate culture.”

KellyMitchell and Sanford’s achievements have been recognized on a national and regional level. Sanford was a WBE Star in 2012, and named Entrepreneur of the Year by the WBDC-Chicago in 2006. The company received the Halliburton’s Supplier of the Year in 2014, the ManpowerGroup Supplier Excellence Award in 2013, Target’s Key Supplier Award in 2007, and the AT&T Supplier Excellence Award in Customer Service in 2006. The company has received accolades by Inc. Magazine, the St. Louis Business Journal and Women Presidents’ Organization.

www.kellymitchell.com
10 TIPS FOR
MAXIMIZING YOUR EXPOSURE AND STARTING CONVERSATIONS AT SUMMIT & SALUTE

1. Review the Summit & Salute website for agenda, sessions, and site details. Being prepared before you get on-site by planning out a draft itinerary will leave you feeling informed and organized before you arrive.

2. Download the WBENC Events mobile app - it has the most up to date information for the Summit & Salute.

3. Enter your information into the attendee roster on the mobile app — remember there will not be a printed attendee directory. All attendees can opt to input their information into digital contact cards which can be viewed and shared with other event attendees – just in case you run out of business cards.

4. Never run out of business cards! You are here to network and being prepared at all times shows that you are on top of your game and ready to do business.

5. Update your capacity statement. Business owners often fail to mention they have a new product or service offering – so let attendees know about it and what you can do for them.

6. If you have registered for 1:1 Matchmakers, review the Matchmakers 101 webinar and tip sheet in WBENC Insights at wbenc.mobilepaks.com. Hear from WBENC Corporate Members as they share their advice on how to maximize that opportunity to build long-lasting relationships.

7. Know who is a sponsor and who is an America’s Top Corporation for Women’s Business Enterprises. Beyond this event, these are your advocates, so make them aware of how much you appreciate their support. Saying “thank you...” is a great way to engage and start a conversation on a positive note.

8. Think about what industries you are currently serving and which industries you’d like to target. Find the industry roundtable that will provide you the best information and hear from potential clients on how you can win their business.

9. Of course you are coming to see the corporate representatives, but remember WBE-to-WBE opportunities are just as important to your success as you are to theirs. Challenge yourself to meet five new WBEs and offer them your expertise, make an introduction, or find a way to share your product and services to help them grow their business.

10. Network, network, network! Attend all events and take advantage of every opportunity to interact with the other attendees.

WE LOOK FORWARD TO SEEING YOU IN BALTIMORE!
WBE-TO-WBE SUCCESS STORY: SHARON OLZEROWICZ

WALKING THE TALK IN SUPPORT OF WOMEN

Since founding her company, Hired by Matrix, 28 years ago, CEO Sharon Olzerowicz has considered women to be key partners in her professional success and personal fulfillment. Whether she is sourcing the talents and services of fellow WBENC-certified women’s business enterprises, advocating for their growth, or supporting underserved women in the community, Olzerowicz has built a career in championing women.

A WBENC-Certified WBE through WPEO-NY since 1999, Olzerowicz is a member of the WBENC Board of Directors, contributing as a member of the Board’s Membership and Revenue Generation Committee, and has been a member of the Women’s Enterprise Forum since 2003.

Hired by Matrix is a full service staffing and recruiting company that delivers professional talent to solve the strategic needs of its Fortune 500 clients. The company serves the core areas of IT, Accounting and Finance, and Administrative staffing support, and is building a permanent placement division.

Olzerowicz and her team prepare their clients to succeed in a rapidly changing marketplace by creating a custom pipeline of highly-qualified professionals that are superbly matched to their needs. Knowing and understanding their clients’ cultures and corporate requirements have resulted in long term contracts, repeat business, and referrals.

Olzerowicz is a true believer and tireless proponent of certification and the success of her protégés proves the point. She invites women business owners to join her at the WBENC Summit & Salute and National Conference.
& Business Fair, which she has attended and supported since becoming certified.

One example is Kate Kerpchar, Founder of Lotus Rose LLC, a design and project management firm. Olzerowicz quickly introduced her to the benefits of certification, included her at her table at the WBENC Summit & Salute, and once Lotus Rose was certified, facilitated introductions to prospective corporate and WBE clients.

“Sharon was a phenomenal advocate for me,” Kerpchar says. “She helped me make connections and endorsed me so heartily that I have been able to grow my business exponentially as a result.”

Olzerowicz also mentors substantial and long-established WBENC-Certified WBEs, ranging from $5 million to $50 million in revenue and across professional practices, helping each to advance their businesses to the next level of success. She counsels these women on leveraging their WBENC certification, developing prospective corporate and WBE clients, and innovating for continuous growth.

“Sharon was a phenomenal advocate for me. She helped me make connections and endorsed me so heartily that I have been able to grow my business exponentially as a result.”

In perhaps the best illustration of WBE support, Olzerowicz sources WBEs for her most trusted projects. She believes her business growth has been aided by the numerous WBEs with whom she has done business over the years. She includes WBENC-Certified WBEs in the bidding process for everything she buys, from legal services to branding to real estate. “Helping smart women get started with referrals and then hiring them is a win-win,” she says.

For example, Hired by Matrix requires a crack legal team to support its robust HR and compliance department responsible for its nearly 300 employees, the company’s performance management system, and the back office processing of document claims, unemployment, benefits and taxes.

Fulfilling this is Katherin Nukk-Freeman, Principal of Nukk-Freeman & Cerra, Hired by Matrix’s employment lawyer and source for its internal employee guide.

When Olzerowicz engineered a major office relocation and workplace configuration last year, she hired a fleet of WBEs including Kerpchar – with outstanding results.

“Kate approached the project strategically, interviewing our employees on their needs and...
priorities, and created an amazing open-office environment that encourages collaboration,” Olzerowicz says. “Our new space generates awesome energy – and helps drive hiring, retention, and productivity.”

Careful sound management cocoons the cubicles; employees write positive things about each other on glass walls; and private calls can be made in a saucy phone booth with a lime green chair.

“Our new space generates awesome energy – and helps drive hiring, retention, and productivity.”

To secure the real estate selection and negotiations, Olzerowicz called upon Jodi Pulice, President of JRT Realty Group, Inc. with whom she had worked on previous office rentals. “Sharon and I have known each other and worked together for years,” Pulice says. “We have a trust in knowing that as WBEs we always will do the best for each other.”

Other WBEs who helped with the move were Margaret Marcucci, President and CEO of CorAnet, a network and cabling company that provided all the IT cabling, and Cindy Myer, President of Ridgewood Moving Services, who conducted the move and ensured seamless service throughout.

Beyond the relocation project, Olzerowicz has worked with other WBEs from WPEO-NY and other Regional Partner Organizations. In addition to Nukk-Freeman (WPEO-NY); these include Jennifer Smith, CEO of Innovative Office Solutions (WBDC-Minneapolis), for office supplies; Monica Maldonado, President and CEO of Interprint Communications (GWBC), for promotional products; Trish Glazer, President/Owner of Glazer Promos, LLC (WPEO-NY), for logo and design work; Marlene Kelly, President and CEO, Exhibits South (GWBC), for trade show booths and exhibits; Alison Gutterman, President of Jelmar (WBDC-Chicago) for cleaning products, and Lynthia Romney, President, RomneyCom L.L.C. (WPEO-NY), for message and speaking.

The picture would not be complete without Olzerowicz’ commitment to the broader community and the needs of its women and girls.

Hired by Matrix offers time and resources to Center for Hope and Safety, a home for abused women, and to Zoe’s Place, a home for teenage single moms and their babies. In addition to contributing household items, the Hired by Matrix team conducts one-day seminars in conjunction with Dress for Success Hudson County, to give these women the skills they need to interview and get jobs – such as Microsoft Excel, resume writing, and interviewing – then distributes suits and professional attire, make-up, and briefcases. Hired by Matrix has expanded its Skills for Success program, and it is now an integral part of its Charitable Giving Program.

In concert with women, Hired by Matrix has built a reputation for being, as one client put it, one of the “most helpful businesses” to work with in every way – in business, in the community, and in life.
SUMMIT & SALUTE KEYNOTE ANNOUNCEMENT

DR. RANALD D. PINKETT

Dr. Randal Pinkett has established himself as an entrepreneur, speaker, author and scholar, and as a leading voice for his generation in business and technology. He is the founder, chairman and CEO of his fifth venture, BCT Partners, a multimillion-dollar management consulting and information technology solutions firm headquartered in Newark, NJ.

Dr. Pinkett has received numerous awards for business and technology excellence including the Information Technology Senior Management Forum’s Beacon Award, the National Society of Black Engineers’ Entrepreneur of the Year Award, and the National Urban League’s Business Excellence Award. He has been featured on nationally televised programs such as The Today Show, Live with Kelly and Michael, Nightline and CNN, and he has been recognized by USA TODAY newspaper as one of the top 20 scholars in the country.

Dr. Pinkett has served as a brand ambassador for AMTRAK, Verizon Communications, and Outback Steakhouse, and as a national spokesperson for Autism Speaks, the National Black MBA Association, the MillerCoors Urban Entrepreneurs Series, New Jersey Reads, Junior Achievement of New York, and the Minority Information Technology Consortium. Most notably, Dr. Pinkett was the first and only African-American to receive the prestigious Rhodes Scholarship at Rutgers University. He was also the winner of NBC’s hit reality television show, The Apprentice, with Donald Trump.

Dr. Pinkett is the author of Campus CEO: The Student Entrepreneur’s Guide to Launching a Multimillion-Dollar Business and No-Money Down CEO: How to Start Your Dream Business with Little or No Cash. His latest book, Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness, presents the strategies African Americans and other emerging majorities use to successfully navigate today’s rapidly changing professional landscape. Black Faces in White Places was named one of the “10 Best Books of 2010.”

Dr. Pinkett holds five academic degrees including: a Bachelor of Science in Electrical Engineering from Rutgers University, a Master of Science in Computer Science from the University of Oxford in England; and a Master of Science in Electrical Engineering, MBA, and Ph.D. from Massachusetts Institute of Technology (MIT).
atti Winstanley is President of Aztec Promotional Group, LP, a family of full-service promotional and apparel manufacturing companies that specialize in screen printed and embroidered apparel, promotional products; chenille for letter jackets, banners and custom flags, wide format print and trade show displays, fulfillment, graphic, online store and web design. “Aztec is where old world artisanship meets smart technology for branding materials that make our customers stand out for long-term recognition,” Winstanley explains.

Aztec began in a dorm room at The University of Texas in 1995. Since its purchase by Winstanley in 2005, Aztec has grown to approximately 100,000 square feet of manufacturing space between its locations in Austin and Waco, TX, Tucson, AZ, and an additional sales office in Dallas. In addition to Aztec, Winstanley and her family have turned around a number of businesses, including several historic restaurants in Austin. Winstanley notes that “each acquisition brought the knowledge and history of years of relationships built through hard work, honesty, and hand-crafted artisanship, and has helped grow the Aztec family of companies.”

Winstanley is active in her local community. She serves as executive Vice Chair for Small Business for the Greater Austin Chamber of Commerce, Co-Chair for the Austin Independent School District, Reagan Early College High School Community Advisory Committee, an Advisor to the Junior League of Austin Community Council, Financial Development Council, and Communications Council, as well as volunteering with the Dallas Zoo and City of Dallas-Office of International Affairs. Within the WBENC network, she serves on the Forum Leadership Team as 1st Vice Chair for the Government Committee, serves on the WBENC Programs Committee and is on the Board of Directors for The Women’s Business Council – Southwest and Go for the Greens. She is the Tucson Forum Chair for the Women’s Business Enterprise Council- West, has participated in the Tuck-WBENC Executive Program, and the Initiative for a Competitive Inner City (ICIC), Harvard Executive Education Program. Additionally she was named Enterprise Woman of the Year in 2013, ICIC Fastest Growing Inner City Company Top 100 in 2010-2014, WBCS Regional Volunteer of the Year and received the Done Deals award in 2010. She also won the WBCS Lilly Knox Investing for Growth Award in 2010, allowing Aztec to renovate their Screen Dark Room.

“As the Executive Vice Chair for Small Business for the Austin Chamber of Commerce, I want to show WBEs and corporations what a wonderful place Austin is to live, work, and do business. I hope to educate more local businesses about the advantages of doing business with certified WBEs, and get them involved with local WBCS programs.”

Winstanley attests that WBENC-Certification has given Aztec access to WBE and corporate buyers and mentors, leadership positions, and helped grow her customer base through B2B, as well as government contracting through WOSB Certification. “The collective knowledge from the people I have met has inspired growth, friendship, and innovation,” said Winstanley. As a result of her WBENC-Certification, she has gained business with corporations WBEs and has partnered with WBEs for shipping, equipment, and contract work for other companies.

Winstanley is Chair of the 2015 NCBF Host Committee and is excited to welcome WBENC to Austin, a city recognized for its entrepreneurial spirit, job growth, quality of life, and economic strength. Winstanley recommends new visitors to “come early and stay late,” to take advantage of the amazing restaurants, history, music, and activities for the whole family. She urges those who are new to participating in the National Conference to attend the first-time attendees session and the Women’s Enterprise Forum meeting. To maximize the conference experience, she suggests registering on supplier diversity sites for targeting companies before arriving, graciously accepting when companies already have contracts in place, and asking others if it is okay to contact them for more information after the conference. “Get to know the WBENC staff and the staff of the Regional Partners. They can direct attendees during the conference, make introductions and are always great resource,” said Winstanley.

“As the Executive Vice Chair for Small Business for the Austin Chamber of Commerce, I want to show WBEs and corporations what a wonderful place Austin is to live, work, and do business. I hope to educate more local businesses about the advantages of doing business with certified WBEs, and get them involved with local WBCS programs,” advocates Winstanley.

http://www.aztecworld.com/
Rachel Sanchez is CEO of Prestige Maintenance USA (PMUSA), a janitorial and facility maintenance services company that uses environmentally sustainable solutions. With over 2,500 employees nationwide, Prestige Maintenance USA customizes janitorial and facilities maintenance programs based on industry, including distribution, fitness, grocery, retail, and transportation.

When Prestige Maintenance USA was established by Sanchez’s parents, the core service was office and commercial cleaning. Since then, they have grown to include retail cleaning and expanded business with many Fortune 100 and 500 companies nationwide. Raised in the family business, Sanchez knows the importance of stable leadership, especially in the people business, to keep engaged and committed employees.

“Our employees are the heartbeat of our company, and truly differentiate us,” Sanchez reflects. Prestige Maintenance USA provides programs for employees that “include spot bonuses, wellness programs, social events, company provided meals, flex time, employee involvement committee, and community involvement programs allowing our employees to give back on company time.”

After attending Collin College and SMU, Sanchez decided to return to the business in which she was raised. Sanchez incorporated fresh ways to strengthen the family business including becoming WBENC-Certified, launching a supplier diversity program, and a continued commitment to “the company’s vision of providing results its clients can see.” Utilizing various resource associations to stay on top of innovative technology in their industry allows PMUSA to continue process improvement as well as manage employee and client records to deliver efficient and concrete results for clients. Prestige Maintenance USA is proud to have received their CIMS Green Building with Honors certification, an elite designation for facility service providers administered through ISSA, the leading organization for the cleaning industry worldwide. They are one of only 182 companies in the United States with this certification. In addition to achieving this prestigious certification, Sanchez was a WBENC 2015 WBE Star; in 2014 Prestige Maintenance USA was named WBCS’s Women’s Business Enterprise of the Year; and in 2013 received the Women Working Together Award from WBCS. Prestige has also won numerous vendor awards in previous years from companies such as Target, JCPenney, Johnson Controls, Walgreens, and BNSF Railway.

A proud member of the 2015 NCBF Host Committee, Sanchez is excited to promote the conference and Texas as a wonderful place to do business. She enjoys the special bond she has with her fellow Host Committee members. Sanchez urges NCBF attendees to “have fun, but also be there to do business [because] it’s an investment of time and money so you need to make sure and maximize it.” To maximize the conference experience, Sanchez encourages prompt registration for eligibility for 1:1 MatchMaker sessions as well as strategically planning a route to cover the exhibitor floor and visit companies in priority order.

Prestige Maintenance USA became WBENC-Certified in 2005 and Sanchez is active in WBENC and WBCS, taking advantage of major events, sponsorship and matchmaking opportunities to grow her professional network and gain exposure to Fortune 100 and 500 companies. Sanchez avows that “when you are surrounded by successful individuals, there is always something to gain from their experience and knowledge.”

“Have fun [at the National Conference and Business Fair,] but also be there to do business [because] it’s an investment of time and money so you need to make sure and maximize it. [...] When you are surrounded by successful individuals, there is always something to gain from their experience and knowledge.”

http://www.prestigeusa.net
SAVE THE DATE

WBENC 2015 NATIONAL CONFERENCE & BUSINESS FAIR

AUSTIN, TEXAS

JUNE 23 - 25, 2015

FOR MORE INFORMATION, PLEASE VISIT http://conf.wbenc.org/
Billie Bryant Schultz is CEO of CESCO, Inc., an expert printing equipment and software solution provider focused on managed document services including managed print, mobile print, follow me print, digitized workflow for cost reduction and efficiencies in document printing, and sales of smart multifunctional devices, copiers, scanners, printers, plotters, 3D printers, and supplies.

CESCO was established in 1965 as a family-owned Coin Equipment Service Business. In the early 80’s the company purchased an office equipment company. At that time the two entities were primarily involved in service and sales of refurbished equipment. Both industries were male-dominated with very few resources available to Schultz in 1985 as she entered the company. In addition another problem arose that left her and other women business owners without a certifying organization. To address that void and to meet that critical need that critical need for a certifying agency, Schultz joined a group of like-minded women who worked to form the North Texas Women’s Business Council, now the Women’s Business Council-Southwest (WBCS). In order to meet the national need, Schultz continued the advocacy work and then served as the only women business owner on the Formation Board of Women’s Business Enterprise National Council. Schultz served on the WBENC Board of Directors for 10 years, was the first Chair of the Leadership Forum, Chair of the Certification Committee and Task Force, serves on the Program Committee, and is a Leadership Forum Chair Emeritus. She continues to serve on WBCS and the American Institute for Diversity and Commerce (AIDC) and WBE Hall of Fame Board of Directors.

Schultz has transitioned CESCO from a coin and office equipment service company to one that has extensive experience and knowledge cultivated through partnerships with leading printing equipment and software providers over the years. Those partnerships include Xerox, Lexmark, HP, Ricoh, Dell, Epson, Brother, and Y Soft Safe Q Software. CESCO today is in a position to advise their clients in ways to take time and distance out of their document printing, digitize their workflow, and create a printless strategy for cost reduction. Schultz strives to take advantage of all educational opportunities offered in innovation and new technologies through the seven manufacturers the company represents. CESCO continues to add other equipment and software as technologies evolve. For instance this past year the company has added two models in 3D printers to address specific technology needs in certain industries.

“Attendees should make an effort to learn about the city, ask questions of the Host Committee, Austin Chamber of Commerce, WBEs, and the host council, Women’s Business Council – Southwest.”

“I have personally experienced what fronts can do, particularly to women-owned businesses in nontraditional industries. The certification and other resources offered today by WBENC are very important to women business owner growth. This credibility coupled with the CESCO capabilities has allowed Schultz to grow her business and win the first national contract in Managed Print Services in 2013, giving her additional opportunity to do business globally. Many women owned businesses have been able to take advantage of the WBENC certification since 1997. Even more exciting is the WBENC database of WBEs ready to do business with one another. “My desire going forward would be to reach a much larger number of women for certification and growth opportunities resulting in the continued sustainable growth for WBENC,” Schultz says.

Schultz has attended the Tuck-WBENC Executive Program and graduated from Goldman Sachs 10,000 Small Business Program in 2014. Her numerous awards and recognitions includes the WBENC Applause Award, the WBE Hall of Fame Award in 2009, the WBENC WBE Star representing WBCS in 2006, the WBE under 5M award from WBCS in 2010, TXU/CESCO Star Vendor Award in 1998, in addition to the EFH CESCO/Xerox Partnership Award in 2010, 2015 Enterprise Woman of the Year in 5M to 10M category, and many other awards that highlighted and recognized her advocacy for women, minorities, and small businesses.

As a Co-Chair for WBENC’s first national conference in 2000 in Arlington, TX, Schultz looks forward to working with WBENC, the great group of WBEs that make up the 2015 Host Committee to help promote another memorable, successful, and fun-filled event. “So much has been accomplished by many contributors since that time!” reflects Schultz. She is excited that WBENC is coming to Austin.

“The people of this city are very friendly, love music, and love to have fun. It will be a wonderful atmosphere to facilitate great business connections at NCBF. Attendees should make an effort to learn about the city, ask questions of the Host Committee, Austin Chamber of Commerce, WBEs, and the host council, Women’s Business Council – Southwest,” she says.

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WBENC has created the Legacy Bracelet as a statement of your participation and ongoing support of our organization.

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THE SUMMIT & SALUTE SILENT AUCTION WILL DISPLAY POWER MEETINGS EXECUTIVES. BIDDING WILL START DURING THE GENERAL RECEPTION IN THE MARRIOTT GRAND BALLROOM FOYER, THURSDAY, MARCH 19 AT 6:00 P.M. YOU MUST BE A WBENC-CERTIFIED WBE TO BID. CLICK HERE TO REVIEW THE RULES AND GUIDELINES FOR THE POWER MEETING OPPORTUNITIES.

Al Williams is the Chief Procurement Officer for Accenture. In this role, Al is responsible for creating procurement strategy that maximizes the value of all goods and services purchased by Accenture. Al is also responsible for overall procurement performance and ensures alignment with corporate and business direction. Al is the overseer for key procurement-led initiatives and is the primary communicator internally and externally to the marketplace in areas related to supply and purchasing.

Larry is responsible for Travel, Real Estate, Technology, External Content and Products & Services categories representing US$5.9 billion of spend with global reach. Global Process Owner for Procurement work stream of the Mercury Program, responsible for delivering a global “Source to Pay” system. Quality & Risk Management – As part of the Independence team supported organization transformation from member firm to global alignment and the development of the Global Independence System (“GIS”). Transaction Advisory Services National Director of the Transaction Support Operations and Technology Due Diligence Services for EY, teamed with private equity investor groups or corporate entities on more than 500 pre-acquisition or sell-side due diligence engagements.

Jennifer leads the Technology Procurement team for EY, supporting all Technology requirements from the Business Lines and IT Services. Her team of 40 people around the world manage $1.1B of technology spend with our IT Suppliers and more that 750 deals per annum.

Prior to joining EY in 2015, Jennifer has led procurement teams in the Financial Services and Advertising industries. Her expertise lies in supplier management, category management sourcing strategies, organizational transformation and team leadership. She is a member of the EY Women’s Network.

She is responsible for global finished goods fulfillment and logistics operations, remanufacturing operations, reverse logistics, logistics procurement, inbound logistics, network optimization and execution, and trade and compliance operations. Prior to her current role, Kim oversaw the purchasing of Dell’s indirect goods and services, as well as its supplier diversity program; trade and compliance operations; social and environmental responsibility of its supply chain; and governance, tools and processes for procurement-related initiatives. Kim is a strong supporter of diversity in business and actively participates in multiple related industry associations, including the Institute of Supply Management’s board of directors and the Women’s Business Enterprise National Council’s board of directors.
Colleen Soukup is a member of the Supply Chain Global Senior Leadership team. She is responsible for the sourcing of all Direct Materials, Capital, Commodities, Indirect Spending, Licensing and Grain Operations. Her team leads Category Strategies worldwide and works closely with the regions to drive Holistic Margin management, Enterprise Risk Management, Supplier Relationship expertise as well as run several of the teams as profit centers. Colleen is also an active leader on multiple initiatives across General Mills including Women in Leadership.

Michelle Livingstone leads a highly talented team that oversees the movement of all inbound and outbound shipments into and within The Home Depot’s multi-channel supply chain, including imports, exports, and store deliveries. Michelle is actively engaged in the industry. Additionally, she is an active member in Retail Industry Leaders Association (RILA) where she serves as chairman of the Transportation and Infrastructure Committee and a member of the Logistics Steering Committee. She also serves in a leadership position for the Atlanta Chapter of the Network of Executive Women and for AWESOME, an industry group focused on advancing women leaders in supply chain.

Leonardo (Len) DeCandia, P.E. has over 30 years experience in the Pharmaceutical/Health Care/Consumer Products Industries with expertise in engineering, manufacturing, procurement and end-to-end supply chain management. He held leadership positions in global engineering, operations and procurement. In his last previous assignment at J&J as Head of Supply Management, Len was responsible for integrating and consolidating supplier sourcing, along with in-bound supply logistics for the then newly formed Global Consumer Companies Group.

Paula Gibson is GM, Strategic Capability based in Houston, Texas. She is responsible for developing strategic direction for the Procurement/SCM function, as well as driving the global implementation of Chevron’s major Procurement/SCM processes and capabilities. She also manages the Procurement Technology organization. Paula joined Chevron in August 1995 and has held numerous positions, including Regional Category Manager, Marketing and Procurement Manager, Manufacturing in Global Downstream and Chemicals.

In his role as Chief Procurement Officer at ARRIS, Keith is responsible for the sourcing and procurement of over $3.5 billion in goods and services. Since joining ARRIS in 2013, the company has grown to more than $5.2 billion in revenue and provides IP, Video, and Broadband technology and solutions to customers in over 85 countries.

CURRENT OPPORTUNITIES AVAILABLE IN: Computer Hardware/Engineering Supplies & Consumables/Engineering Test Equipment/Contract Labor/Training/Technical Consulting/Outsourcing/Product Repair Services/Facility Services/Office Supplies/Furniture/Logistics/Management/Travel/Manufacturing Equipment & Services/Prototyping/Software-Business/Supply Chain Services-/Value Added Resellers

Lyn Frantz was appointed Vice President Human Resources, Kellogg North America in November 2012. She serves as a member of both the Kellogg North America and Global Human Resource Leadership Teams. Ms. Frantz has held a variety of human resource leadership roles within Kellogg. She joined the company in 2003 as a Senior Employee Relations Consultant for U.S. Snacks Sales, Operations and Distribution Centers. Since then, she has served in a number of roles with increasing responsibility, including Vice President, U.S. Snacks HR, Vice President KUSA Sales HR, and Vice President, KNA Supply Chain HR. Areas of expertise include organizational effectiveness, building a culture that drives performance, strategic talent management and employee engagement. This opportunity will be beneficial to WBEs in the staffing industries.
The winning bidder must be a WBENC-Certified Women’s Business Enterprise (WBE) in good standing. Certification will be verified prior to the Meeting.

The winner will work directly with the designated person at the corporation to arrange the Power Meeting.

Corporation is free to state specifically what type of commodity or service they are looking for currently.

Timing is mutually agreed upon depending on the executive’s schedule but must occur within one year of the purchase.

Conversely, the Corporation can specify those industries who need not bid.

Actual cost of the lunch is paid by the corporation or held in the Corporate Dining Room.

Attendance at the meeting is limited to two people representing the WBE unless otherwise agreed upon with the corporation.

Travel and lodging expenses are paid by the WBE unless otherwise specified.

The executive who is named at the Auction will take part in the Meeting.

There is no guarantee of a contract.
If you have not visited the SBA Learning Center, it is highly recommended that you do so in the near future. Some topics that WBENC has identified as relevant to our Women Owned Small Business (WOSB) certified WBEs are below; however, there are many other topics to obtain additional knowledge.

Before you depart the site, please take the time to evaluate your company’s status among its peers using the Analyze Your Business featured tool. This tool will provide an analysis of how your company compares to similar companies in your industry within a particular region and the United States in general. The areas of focus below can help establish a plan of action to become more aligned with your competitors; therefore, positioning your company for more opportunities in the marketplace.

**GOVERNMENT SPOTLIGHT: SBA’S LEARNING TOOL**

**“THE MORE YOU KNOW, THE MORE YOU GROW”**

President Obama’s Administration has focused on the success of small businesses in our economy. The Small Business Administration (SBA) developed learning tools, including modules and videos highlighting ways of doing business with the governments, details on specific programs, and basic business practices. Each robust presentation ranges between 10-30 minutes depending on the topic of discussion.

If you have not visited the SBA Learning Center, it is highly recommended that you do so in the near future. Some topics that WBENC has identified as relevant to our Women Owned Small Business (WOSB) certified WBEs are below; however, there are many other topics to obtain additional knowledge.

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**ONLINE TRAINING**

- Competitive Advantage
- Finding and Attracting Investors
- How to Prepare Government Contract Proposals
- The WOSB Advantage

**VISIT WWW.SBA.GOV TODAY!**
REGISTER BY MARCH 20, 2015

BMW TIER 1 SUPPLIER DIVERSITY MATCHMAKER CONFERENCE 2015

One of the largest supplier diversity meetings in the Southeast, this event is specifically designed for diverse companies to meet face-to-face with BMW Tier 1 supplier.

EVENT DATE: April 9, 2015
LOCATION: TD Convention Center, Greenville, SC
TIME: 8:00 AM-5:00 PM

Continental breakfast & lunch provided
There is no fee to attend; however registration is required.

Event management by Exhibits South

ARE YOU THE 2015 VETREPRENEUR OF THE YEAR®?

The National Veteran-Owned Business Association (NAVBOA) is searching to find the 2015 Vetrepreneur of the Year®, powered by USAA. If you are a U.S. military veteran who owns and operates your own business, we want to hear your story.

In addition to the overall winner, NAVBOA will also honor the 2015 Woman Vetrepreneur of the Year®. The honoree will be featured in the spotlight on women Vetrepreneurs in the May issue of Vetrepreneur magazine and at a special awards ceremony.

To nominate your business and learn more visit http://voy.navoba.com today!
WBENC INSIGHTS

Access it Today!

WBENC Insights is a password-protected site for WBENC-Certified WBEs, Regional Partner Organizations, and National Corporate and Government Members with information on industry forecasts, procurement trends, government contracting, and skill building.

If you have not yet created an account please check all mail folders for a message from our media partner, MobilePaks, a VIA Company, with instructions on how to login to your account.

Additional information about WBENC Insights can be found under Resources at www.wbenc.org.
Mini Workout Ideas for the Office

- Park a little further away from the office and add a few steps to start your day.
- Conduct standing or walking meetings with your co-workers instead of sit-down meetings.
- Get up from your chair every hour and stretch your legs, walk down the hall, or take a brisk trip outside.
- Walk over to your co-worker’s office/cubicle instead of emailing/calling them. A little face time is beneficial for many reasons.
- Visit a restroom that may not necessarily be the closest to your office.
- Consider requesting a standing desk station if it is an option at your workplace.
- Trade in your chair for a stability ball to assist you in sitting up straighter and engaging your core muscles throughout the day.
- Ditch the elevator – take the stairs.
- Stand while talking on the phone.
- Complete five chair squats every hour – just stand up and sit back down five times. Draw your belly button in towards your spine to engage your core muscles.
- Add some stretch breaks into your day with simple yoga stretches that you can do at your desk.

WOMEN ON WELLNESS: PHYSICAL HEALTH

MINI WORKOUT FOR THE OFFICE

SEDENTARY JOBS Physically active jobs make up only about 20% of our workforce in the United States today. That means 80% have a sedentary job, sitting the majority of the workday. Full-time working Americans, work an average of 47 hours each week. That doesn’t factor in time commuting to and from work. Americans need to find a way to get physically active throughout their workday.
CHAIR YOGA STRETCHES  STAY ALERT AND RELIEVE STRESS DURING THE WORKDAY BY TAKING STRETCH BREAKS. TRY THE FOLLOWING SIMPLE YOGA STRETCHES:

**Lower Back Stretch:**
1. Sit in your chair and widen your legs so they are wider than hip-distance apart.
2. From the hip crease, bend forward and allow your entire body to relax. You can round your back. Drop your head and completely relax your neck.
3. Hold this pose as long as you like, allowing each exhalation to relax your body and mind a little more. Sit up on an inhalation, pause for a few moments, and try again.

**Chair Twist:**
1. Sit on the edge of your chair, sideways with your left side facing the chair back.
2. Throughout the pose, keep your feet and knees together and even.
3. Place your hands on the back of the chair.
4. Inhale while straightening your spine. As you exhale, twist toward the back of the chair, twisting from the very bottom of your spine — pushing with your left hand and pulling with your right hand.
5. Repeat the inhalation/straighten exhalation/twist series several times.
6. Release and switch sides.

**Arm Stretch:**
1. Stand and bring your arms behind your back, clasping your hands.
2. Lift your arms as high as you can to the ceiling.
3. Hold for 30 seconds, relax, and then repeat.

Sources:
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ESSENTIALS - WBENC COLLECTION
Make a statement with the premier line of WBENC signature products. Engage our community and share the WBENC brand when you travel. See the WBENC Collection during the National Conference & Business Fair to select items that fit your personal style. You can also view and purchase additional products today online at shopwbenc.com.