MEET KATE MCALEER
FOUNDER OF BIXBY & CO. NAMED THE 2015 YOUNG ENTREPRENEUR OF THE YEAR FOR MAINE
**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.

### APRIL 2015

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<td>23</td>
<td>WPEO-DC Brown Bag Lunch with Prince George’s County</td>
<td>Washington, D.C.</td>
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<tr>
<td>23-24</td>
<td>WBEC-West Platinum Supplier Program</td>
<td>Los Angeles, Calif.</td>
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<td>25</td>
<td>CWE Annual Auction &amp; Gala Celebration</td>
<td>Boston, Mass.</td>
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<td>28</td>
<td>WBC &amp; WBEA Geared for Growth: Designing Your Capabilities Statement</td>
<td>Houston, Texas</td>
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<td>WBEC-PA-DE-sNJ Women’s Business Enterprise Program/Matchmaker Meetings</td>
<td>Pittsburgh, Pa.</td>
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<td>WIPP Give Me 5: Special Unit – Construction</td>
<td>San Antonio, Texas</td>
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<td>30</td>
<td>GWBC POP, Too!</td>
<td>Charlotte, N.C.</td>
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<tr>
<td>27-28</td>
<td>WBEA Business EXPO - TX</td>
<td>Houston, Texas</td>
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<td>28</td>
<td>NGLCC 3rd LGBT Summit of the Americas</td>
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<td>4-5</td>
<td>Mississippi 2015 Government Procurement Opportunities Conference</td>
<td>Southaven, Miss.</td>
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<td>5-6</td>
<td>Sonoco’s 11th Annual Supplier Diversity Scramble Golf Event &amp; Business Conference</td>
<td>Florence, S.C.</td>
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<td>6</td>
<td>WBENCLink Training Webinar</td>
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<td>7</td>
<td>WPEO-DC Brown Bag Lunch with Freddie Mac</td>
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<tr>
<td>13</td>
<td>WIPP Give Me 5: Special Unit – Construction Webinar</td>
<td></td>
<td>Click here for details.</td>
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<td>13</td>
<td>GWBC Top Corporations Awards</td>
<td>Atlanta, Ga.</td>
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<td>14</td>
<td>WIPP, NAWBO &amp; WPO Women Entrepreneurs &amp; Girls in Stem</td>
<td>San Francisco, Calif.</td>
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<td>21-22</td>
<td>San Diego WBEC-West Platinum Supplier Program</td>
<td>San Diego, Calif.</td>
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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**

Julie Fletcher Photography
Kathy Anderson
Linda Johnson
Life Touch Portrait Studios
Stokes Creative Group

**WRITERS**

Paige Adams
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:** American Water, BASF, Facebook, Sony Pictures Entertainment

**ADVERTISERS’ INDEX**

Women Owned

2015 National Conference & Business Fair

WBENC Insights

WBENC Shop

Legacy Bracelet

**WEBWENC.ORG // APRIL EDITION 2015**
DEAR FRIENDS,

Last month many of you joined us for our best yet Summit & Salute in Baltimore, Maryland. The event created amazing energy and excitement as well as many business results. With record-breaking attendance, there was not a dull moment. The Women’s Enterprise Forum meeting featured two panels and an educational keynote speech by Patrick Thean. He shared insights around setting big business goals by putting texture to your plan and breaking your year into four 13-week “races.” You can learn more by picking up his book, *Rhythm: How to Achieve Breakthrough Execution and Accelerate Growth.*

During the 512 1:1 MatchMakers and the Meet & Greet opportunities, the WBEs and Corporate Members engaged in animated discussions that carried into the Welcome Reception and the Industry Roundtables. Dr. Randal Pinkett gave an inspiring keynote speech that urged each of us to collaborate, concerned that as a culture we have become too individualist. He believes we can accomplish more by coming together, and that there is strength in numbers – that we should Join Forces to Succeed Together.

The event was capped with our Salute to Women’s Business Enterprises where we honored the 2015 Women’s Business Enterprise Stars, a group of 14 exemplary business leaders who each demonstrate incredible talent of WBEs everywhere. If you missed out make sure to watch the 2015 WBE Stars video series for beautiful insights from each of our Stars.

We also took time to honor the 51 America’s Top Corporations for Women’s Business Enterprises (WBEs) to thank them for all that they do for the WBENC Community. Their ongoing support and dedication enables so many business opportunities throughout the WBENC network. The Industry Roundtables throughout the week featured high-level executives from each of the Top Corporations and brought vibrant discussions as well as new insights to all attendees. We continue to receive positive feedback on the new structure, and we will continue to keep focusing each session by industry.

This industry focus enables our WBEs to understand the issues important to those corporations, their brands, the economic climate, and industry trends. This not only positions WBEs to better compete for business, but also empowers them to support those who support women. We often hear of the value of women as consumers. We now need to “act intentionally” by supporting those who support us. Our collective buying power is a formidable way to support those who support us.

During the National Conference & Business Fair in June look for continued discussions around #ACTIntentionally and the continued focus around industries. Make sure to register and book your hotel soon; we’ll be in Austin, TX before you know it!

Sincerely,

PAMELA PRINCE-EASON

WBENC PRESIDENT AND CEO
SUMMIT & SALUTE HIGHLIGHTS

PRESENTING SPONSORS AND SPEAKERS

WBENC’S SUMMIT & SALUTE IS MADE POSSIBLE BY THE ONGOING SUPPORT OF OUR PRESENTING SPONSORS.

Accenture – Al Williams, Chief Procurement Officer

Susan Bari, Founder and President Emeritus, WBENC joined in the festivities during the Salute dinner

Pamela Prince-Eason, WBENC’s President and CEO addresses attendees

Benita Fortner, Chair of the WBENC Board of Directors and the Director of Supplier Diversity for Raytheon Company

Susan Bari, Founder and President Emeritus, WBENC joined in the festivities during the Salute dinner

Ampcus – Ann Ramakumaran, CEO

EY – Lisa Schiffman, Director, Brand, Marketing and Communications, Americas Strategic Growth Markets Practice Global Program Lead, Women

Accenture – Yutta Shelton, the Managing Director and Marriott Client Account Lead at Accenture

EY – Angie Li a Partner for Supply Chain and Operations

ATTENDEES

OF ATTENDEES SURVEYED WOULD RECOMMEND THIS EVENT

OF ATTENDEES SURVEYED SAID THE CONTACT MADE THROUGHOUT THE EVENT WOULD LEAD TO ONE OR MORE BUSINESS OPPORTUNITIES

TOP CORPORATIONS

WBE STARS

POWER MEETING OPPORTUNITIES

CORPORATE MEMBER MEET & GREET PARTICIPANTS

FORUM ATTENDEES

1,489

200

93%

88%

51

14

9

11

92

MATCHMAKER MEETINGS

1,489 ATTENDEES

200 FORUM ATTENDEES

93% OF ATTENDEES SURVEYED WOULD RECOMMEND THIS EVENT

88% OF ATTENDEES SURVEYED SAID THE CONTACT MADE THROUGHOUT THE EVENT WOULD LEAD TO ONE OR MORE BUSINESS OPPORTUNITIES

51 TOP CORPORATIONS

14 WBE STARS

9 ROUND TABLES

11 POWER MEETING OPPORTUNITIES

92 CORPORATE MEMBER MEET & GREET PARTICIPANTS

FEATURES // WWW.WBENC.ORG // APRIL EDITION 2015
CONGRATULATIONS TO AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES

SEATED, FROM LEFT TO RIGHT: Diana C. Mendes, Senior Vice President, AECOM; Wendy Zajack, Senior Director, Technology & Innovation Communications, Alcatel-Lucent; Colleen Soukup, Vice President One Global Sourcing, General Mills; CaSondra Devine, Senior Vice President Programs & Strategic Outreach, Wells Fargo; Bonnie Nevins, Executive Director, Marketing, Travel & Meetings Procurement, Merck & Co., Inc.; Rob Lidster, Vice President Chief Supply Officer, Entergy Corporation; Stew Atkinson, Chief Procurement Officer, The Procter & Gamble Company.

STANDING, FROM LEFT TO RIGHT: Jim Gorzalski, Chief Procurement Officer, Capital One; Cheryl A. Harris, Chief Procurement Officer, Allstate Insurance Co.; Eva Boratto, Senior Vice President, Controller and Chief Accounting Officer, CVS Health; Debbie Magers, Vice President, Global Supply Chain Initiatives, Kellogg Company; Tony Gladney, Vice President National Diversity Relations, MGM Resorts International; Reuben Shaffer, Vice President & Chief Diversity Officer, The Kroger Co.; Shelley Stewart, Jr., Vice President & Chief Procurement Officer Sourcing & Logistics, DuPont.


SEATED, FROM LEFT TO RIGHT: Patricia Snyder, Vice President Children’s Apparel, Walmart Stores, Inc.; Nancy Creuziger, Vice-President, Global Finance Operations and Governance, ManpowerGroup; Theresa Ragzone, Vice President, Enterprise Standards & Productivity, Johnson & Johnson; Catherine McRae, Vice President, Capability, Deepwater Upstream Americas (UA), Shell.

STANDING, FROM LEFT TO RIGHT: Kimberly Pittel, Vice-President, Sustainability, Environment & Safety Engineering, Ford Motor Company; John L. Rudisill, General Manager Strategic Procurement, Exxon Mobil Corporation; Darlene Nicosia, Chief Procurement Officer, The Coca-Cola Company; Nancy Van Duyne, Vice President Congressional Affairs, United Airlines; Larry Caldwell, Vice President IT Procurement, PepsiCo, Inc.

SEATED, FROM LEFT TO RIGHT: Vanessa Matsiki, Director, Indirect Procurement, Target Corporation; Gina Bruzzichesi, SVP Payless Car Rental, Avis Budget Group, Inc.; Leigh-Ann Russell, Vice President of Performance, BP America Inc.; John Tuttle, Executive Director Global Procurement, Bristol-Myers Squibb; Kathleen Matthews, Chief Communications & Public Affairs Officer, Marriott International, Inc.; Steven Binkowski, GVP Purchasing Marketing Ops and Travel, Macy’s, Inc.; Shari Francis, Manager, HUB Merchandising, Tier 2 Diversity, Office Depot, Inc.; Helen Burt, Senior Vice President, Corporate Affairs, Pacific Gas and Electric Company.

STANDING, FROM LEFT TO RIGHT: Deb Schroeder, General Manager, North American Planning and Coordination Office, TOYOTA; David Wilkins, Vice President, Contracts & Supply Chain, Raytheon Company; Robert M. Klein, Director Mfg. and HQ Procurement, Altria Group, Inc.; Sig Huber, Director – Supplier Relations & Risk Management, Fiat Chrysler Automobiles; David R. Drouillard, Executive Director, Indirect Purchasing & Supplier Diversity, General Motors Company; Nina Ramsey, SVP Chief Human Resources Officer, Kelly Services, Inc; Elva Lima, Director Global Diversity and Inclusion, Verizon; Peter Panzarella, Vice President, Global Finance Shared Services and Chief Procurement Officer, Pitney Bowes Inc.; Jackie Stafford, Vice President, Pfizer Inc.

SEATED, FROM LEFT TO RIGHT: Claudia Jones, Vice President, Public Affairs & Media Relations, AT&T; Tiffany Eubanks-Saunders, Enterprise Services Executive Supplier Diversity and Development Executive, Bank of America; Telisa Toliver, Vice President, Business Development & Commercial, Chevron; Kim Brown, Vice President, Global Fulfillment & Logistics, Dell Inc.

STANDING, FROM LEFT TO RIGHT: Benita Fortner, Chair, WBENC Board of Directors and Director of Supplier Diversity for Raytheon Company; Lawrence Phelan, Chief Procurement Officer, EY; Kevin Chase, Chief Information Officer and Chief Procurement Officer, Senior Vice President of IT & Supply Chain, Energy Future Holdings; Denise Evans, Vice President Market Development, IBM; Kathy Homeyer, Director Supplier Diversity, UPS; Ai Williams, Chief Procurement Officer, Accenture; Pamela Prince-Eason, President and CEO, WBENC.
ROUND TABLE DISCUSSIONS WERE ENERGETIC AND DYNAMIC  
SUMMIT & SALUTE ATTENDEES CONTRIBUTED MORE THAN 900 TWEETS WITH THE #SUMMITSALUTE15 HASHTAG DURING THE THREE-DAY EVENT.  
HERE ARE SOME OF THE HIGHLIGHTS.

@MsMiaMc: Have so much faith in your business that you have no plan b! @JMunsonJr #wordstoliveby #summitsalute15

@AllisonOKelly: Workplace of the future brings together tech, talent & real estate. #virtualwork says Larry Phelan @EYnews agree @MomCorps #summitsalute15

@MicheleRuiz01: Sustainability is just as important as supplier diversity. Many companies are consolidating these efforts. #summitsalute15 RT @DellSuppliers

@wendyzajack: Was just a part of a fantastic panel on tech & supplier diversity as part of @WBENCLive #summitsalute15 w @Verizon @IBM @Dell @ATT.

@P_JeanR: General Mills @WBENCLive #summitsalute15 panel: we have scale, our women suppliers have market intimacy. #womeninbiz

@cassapedia: Advice from Andy at @Verizon - take your 7 year old daughter out of school and take her to @WBENCLive for the day. #summitsalute15
THE 2015 OPPORTUNITY CONNECTION
1:1 MATCHMAKER MEETINGS BRING NEW OPPORTUNITIES

THE MEET & GREET SESSION WAS A WHIRLWIND OF PRODUCTIVITY AND CONNECTIONS

@DDBdiversity: #Summitsalute15 Celebrating women owned businesses contributing $1.7 trillion in revenue #diversityandcreativity

@tepgevents: Excited at #summitsalute15 supporting @BuyWomenOwned logo. Women business owners rock! #buywomenowned
Patrick Thean gave an inspiring keynote to the Women’s Enterprise Forum on achieving breakthrough goals.

Dr. Randal Pinkett gave a thoughtful keynote on the importance of collaboration.

Safety First! Brian Hall, Shell, Diversity & Inclusion gave a comedic message on safety.

During the Women’s Enterprise Forum a panel featured a discussion on the Women Owned logo.

Congratulations to WBE Ade Uiyoshoria, of AU & Associates Inc., who won our #BuyWomenOwned social media contest by posting a picture of herself with the Women Owned logo. She won a basket of Women Owned products valued over $200. Like the Women Owned Logo Facebook page and see more pictures: www.facebook.com/buywomenowned
2015 WBENC SALUTE TO WOMEN’S BUSINESS ENTERPRISES AWARDS DINNER

SEATED, FROM LEFT TO RIGHT: Elizabeth Tucker, Founder, KNF&T Staffing Resources Inc.; Vivian Isaak, President, Magnum Group, Inc.; Angelica Garcia-Dunn, President, AIM Over-The-Road, LLC; Hallie Satz, CEO, HighRoad Press, LLC; Lily Otieno, CEO, Infinity Business Solutions; Imelda Alejandrino, CEO, AP42, Inc.; Rachel Sanchez, CEO, Prestige Maintenance USA, Ltd.

STANDING, FROM LEFT TO RIGHT: Alison Chung, President, ALC TeamWerks, Inc.; Kelly Kolar, Principal, Kolar Design Inc.; Kittie Watson, President, Innolect Inc.; Teresa Lawrence, President, Delta Personnel, Inc.; Julie Garcia, President, Action Service Corporation; Janie Goldberg, President, OmniSource Marketing Group, Inc.; Jacqueline Smith, President, New Kent Coatings, Inc.

STARS AWARD PHOTO

A lot of fun was had while honoring the 2015 WBE Stars

Following the Salute, dinner attendees danced the night away with the band Doctor’s Orders
CVS Health Executive Learning Series for Diverse Suppliers

Date of Training: June 19th – October 24th, 2015

Topic 1 – Financing and Budget
Opening Kick Off (All Instructors & CVS)
- Budget Preparation
- Capital Budget
- Finance Accounting Basics/Resource Monitoring
- Purchasing and Contracting
- RFP/RFQ/RFI Development and Evaluation
- Bonding and Insurance

Topic 2 – Leadership, Management and Technology
- Operations Assessment, Delegation, and Process Improvement
- Supply Chain Management
- Writing Business Proposals
- General Sustainability Training for Executives and Managers
- Managing Change
- Production Planning

Mentoring
Beginning in January 2016, mentoring will be available upon completion of the program.

Every session includes:
- Closing and Graduation (Students, Instructors, CVS)
- Pre and Post Assessments

View program and application online at: http://rwu.edu/go/cvs-app
CVS Health will fully sponsor the tuition for the entire series.

Classes offered online and at our Providence campus.

Contact: John Dunay, Corporate Recruiter
jdunay@rwu.edu • (401) 276-4856

Roger Williams University
School of Continuing Studies

150 Washington Street • Providence, RI 02903 • (401) 254-3530 • (800) 458-7144 x3530 • scs@rwu.edu
scs.rwu.edu
In less than one year, they created an integrated process for sustainability that has already resulted in $386,000 in savings and a substantial reduction in landfill deposits. They expect to reach $500,000 in savings by June 30.

The project was launched in May of 2014 when Susan Albritton, Sonoco’s Category Manager for Recycling Optimization and Waste Reduction, saw an opportunity to apply best practices in recycling and waste reduction to the company’s 172 plants across the country. To achieve this, she perceived, a process to monitor plants from one central point would need to be created.

When Sonoco gave Albritton the green light to do so, together they called on MYCA, which had worked with the company since 2006. MYCA stands for “Maximizing Your Company’s Assets.” It provides expertise in material handling and fleet management and in 2013 became a Category Captain of the material handling function for Sonoco. MYCA helps manage all aspects of Sonoco’s supply chain from equipment acquisition to data management.

MYCA had proven its ability to leverage technology
to achieve business efficiencies for the company. The new program gave it a chance to apply its knowledge and technology to a new process—reducing landfill, driving recycling opportunities, and converting waste to energy. The vision was to achieve zero landfill and substantial cost savings.

The challenges and opportunities were vast: Sonoco is a highly diversified multi-billion dollar company providing consumer packaging, industrial products, protective solutions, and display and packaging services. These can range from potato chip containers to packing materials for temperature-sensitive pharmaceuticals to the compressed foam cushioning in a car door.

Every plant has different requirements for waste removal dictated by the kind of materials being removed and where they are taken. A sustainability strategy would need to consider how equipment and waste can be recycled or disposed of in the most environmentally sensitive and cost-effective manner.

The first step in the project would be to build a new central reporting and tracking system from scratch that would create uniform processes and transparent optics. “If you don’t have standard data, you can’t make decisions on how to take out costs,” Massey observes. Despite the fact that they started the new database development on May 1, by the July 1 “live” date, invoices were paid and customers were served—with no interruption.

“"If you don’t have standard data, you can’t make decisions on how to take out costs.""

Next, the team set out to create efficiencies at the plants and at the regional levels. For example, Sonoco and MYCA created a process map based on lean fundamentals. They analyzed key data extracted from waste service invoices that compared cost per ton of materials going to a landfill—from plant to plant and by region—on a monthly and yearly average.

This helped them discover and implement ways to reduce landfill; for example, by converting by-
product scrap for re-use or by using machinery onsite to shred the material back to a form that could then be suitable for manufacturing.

This process ultimately led to the creation and deployment of the Waste Clarity system. Waste Clarity is a web-based system that provides data transparency, dispatching, paperless invoicing, scorecards, and data-enriched reporting. The system, which is developed in .Net, is customizable and easily integrated with other applications.

As part of MYCA’s commitment to leveraging technology for productivity results, its award-winning Fleet Clarity fleet management system is being rolled out to forklift dealers nationwide. This paperless, wireless program that allows access with dealers and repair teams can report on equipment failure and repair onsite and in real time from smart phones and tablets. This innovation will be rolled out across the Sonoco dealers’ base during 2015.

Finally, MYCA will now be managing the monthly invoice, audit, and yearly contract review bid process for both material handling and waste management services. This will create more cost savings and ensure a seamless, efficient process going forward.

The results to date are exemplary: seven Sonoco plants have received company “Star” awards for significant reduction in waste and/or landfill deposits.

**“MYCA is a great partner. They have gone above and beyond to create solutions that are uniform across our system but also customized to the specifications of each plant.”**

“MYCA is a great partner,” Albritton says. “They have gone above and beyond to create solutions that are uniform across our system but also customized to the specifications of each plant.

“This didn’t exist before,” she points out. “MYCA has worked closely with us to design something that will help Sonoco achieve our vision.”

Massey is also engaging other WBEs in the Sonoco process, such as Terri McNally, President and CEO of Global Capital, Ltd., an asset management and leasing company. McNally’s firm was recently vetted and approved by MYCA to provide forklift leasing for Sonoco plants nationwide.

Now MYCA and Massey want to share this experience with other WBEs. Massey is participating in a Sonoco-led webinar on April 23 on how suppliers can contribute to sustainability for their clients. All are invited to attend.

REGISTRATION URL: https://attendee.gotowebinar.com/register/1568860521717262338
WEBINAR ID: 137-530-947

Massey, who is a member of the WBENC Board, was a 2012 WBE Star. She is certified through the Ohio River Valley – Women’s Business Council (ORV-WBC).

www.mycagroup.com

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3 Handling methods for scrap stream are one of the site evaluation elements. Scrap collection within the facility is a key factor in an effective waste minimization program.
COMPANY AT-A-GLANCE

Company Name: HMS Mfg. Co.
Founded: 1987
WBENC-Certified: 2012
Headquartered: Troy, MI
Website: www.hmsmfg.com
Social Media: www.pinterest.com/hmsbrands
www.youtube.com/user/HMSMfgTV
Slogan: Brands That Make Sense™
Retail: Mass Merchants, Specialty Stores, Home Centers, Drug & Grocery Stores, and Warehouse Stores, such as Target, Walmart and Lowe's and others.

ABOUT THE PRODUCTS

Home Logic® Hip Grip™ Laundry Basket
The patent pending Hip Grip™ hugs your hips for an easy-to-move, easy-to-use function. Three comfort-carry handles make for easier laundry-lugging.

Home Logic® Waterfall Dish Drainer™
The patented Waterfall Dish Drainer™ is a self-draining, one-piece solution. Water drains directly into your sink, leaving you with a simpler method of washing dishes.

Home Logic® 3-Drawer Fabric Cart
The patent pending 3-Drawer Cart™ can be easily assembled with no tools required. Customize your cart with stylish reversible fabric drawers. A great home organization and storage item.

Home Logic® 2.0 Bushel Lamper®
This hybrid hamper and laundry basket holds up to two bushels of clothes while four comfort-carry handles make for a comfortable day of doing heavy loads of clothes.

“It’s important because I believe the consumer wants to know that women are behind the design and the innovation and the manufacturing of these products.”

Janet Sofy

About the company

With more than 25 years in the consumer goods industry, HMS Mfg. Co. designs, engineers, manufactures, and markets a complete line of innovative and stylish housewares and home organization products.

Across the categories of laundry, drawer organization, sinkware, kitchen organization, utility, Christmas, decorative storage, storage and waste, HMS’ primary objective is to understand the needs of consumers and find ways to make their lives easier.

HMS brands include Home Logic®, Housewares, Home Logic® Christmas and b+in™ decorative storage collection. With the addition of the Hefty® brand for waste and storage products, Hefty® is used under license to HMS Mfg. Co.
COMPANY AT-A-GLANCE

Company Name: Bixby & Co.
Founded: 2011
WBENC-Certified: 2013
Headquartered: Rockland, Maine
Website: www.bixbyco.com
Twitter Media: @Bixby Bar
Facebook: www.facebook.com/bixbyco
Slogan: “THE CANDY BAR TO LIVE FOR”
Retail: Amazon, AbesMarket.com, vitacost.com, Bixby company website, Whole Foods Markets, Sprouts, Natural Food Stores

ABOUT THE COMPANY

Bixby & Co. was founded by Kate McAleer. Kate’s life experiences, strong relationships with her family and community, and active, health-conscious lifestyle have all contributed to Bixby chocolate. The Bixby name comes from her adventurous and hardworking great-grandparents, Lillian and William K. Bixby. Their incredible devotion to family and community, as well as their adventurous spirit, carried down to Kate’s generation and eventually led her to study abroad in France and China. The cultural immersion experience opened her heart to exotic cuisines and spices, which have inspired her creative recipes. After graduate school, Kate pursued her passion of combining cultural history with the culinary arts. She earned diplomas in pastry arts and culinary management from the Institute of Culinary Education (ICE), Manhattan, and certificates from Ecole Chocolate, Vancouver. Kate’s biggest inspiration comes from her mother’s determination to beat breast cancer. Her mother’s courageous example significantly influenced Kate’s mission.

ABOUT THE PRODUCTS

Bixby bars are intended to combine nutritious ingredients with culinary expertise to offer a “delight for the health-conscious chocolate connoisseur.” The ingredients are all-natural or organic, free of GMOs and additives, and purchased from green and fair-trade sources. Kate’s family history and personal travel experiences have influenced the unique combinations of exotic ingredients. Bixby bars are available in a variety of unique flavors and are vegan-friendly.

“As a young woman entrepreneur with two years of certification, I have found what WBENC has to offer from education, certification, and potential business opportunities key in the development of Bixby & Co. Women are becoming more and more conscious of the food they purchase—where it is from, who is making it, and what comprises it. Bixby Bars fill a void in the candy sector so that women can indulge healthfully, and without the empty calories.”
#BuyWomenOwned

Proudly supporting those who support Women Owned businesses

Bringing consumer recognition to products supplied by Women Owned companies

Learn more at www.womenownedlogo.com
GOVERNMENT SPOTLIGHT
CAPABILITY STATEMENTS: DOES YOUR COMPANY STAND OUT?

It is no secret that each government agency has a supplier diversity coordinator or small business specialist to serve as the initial point of contact for all potential vendors. The most important piece of marketing literature to have available for this individual is the company’s capability statement. This is the company’s opportunity to make a great first impression, and it can serve as a reference when additional information is needed pertaining to your company’s ability to meet their contracting needs.

Your capability statement should be aesthetically pleasing, but more important, its content may mean the difference between getting the contract or not. The document should communicate your company’s best features and details about the operations. Since federal agencies value different features in a company, it is recommended that different capability statements be created depending on target customer (federal agency vs. major corporations).

While every capability statement should contain a brief summary of your company, the products/services offered, and updated contact information, there is additional information that should be included to put your company in a better position for selection:

**NAICS CODES**

A government agency representative will search vendor databases (i.e., System for Award Management, SAM) to identify companies that possess codes that correspond to the product or service they are currently purchasing. It is important to only include NAICS codes that represent your company’s core competencies.

**CERTIFICATIONS**

The federal government as a whole has established organizational goals that stipulate a specific amount of their spending to be awarded to various business categories. As a result, some solicitations are set aside by various government agencies for specific certifications (i.e., WOSB). It is important to only list certifications your company has been granted, not those that are pending (e.g., WBE, MBE, VOSB, LEED, OSHA, etc.).

**EVIDENCE OF PAST PERFORMANCE**

Consider highlighting some of the contracts you have successfully fulfilled as a means to demonstrate your company’s capacity within the industry. By including the names of past clients, dollar amounts of the contracts, and the periods of performance, you will reduce potential performance anxiety for that agency by being able to demonstrate that your company has actual contract experience. Bear in mind, you may need to obtain approval from your past customers prior to including the information.

**VALUE PROPOSITION**

The capability statement must also include your value proposition. The federal contracting arena is extremely competitive—even more so for small businesses. Your ability to set your company apart from your competitors will put you in a better position for success.

At the end of the day, your capability statement must address the one question that a supplier diversity coordinator or small business specialist wants to know: Why should I select your company, and what is your differentiator? Once your capability statement is able to provide these answers, you are better positioned for future success.
REGISTER NOW!
WBENC 2015 NATIONAL CONFERENCE & BUSINESS FAIR
AUSTIN, TEXAS
JUNE 23 - 25, 2015

FOR MORE INFORMATION, PLEASE VISIT http://conf.wbenc.org/
WBE-TO-WBE SUCCESS STORY: JUDITH MALOY

IT’S TIME TO QUANTIFY OUR STORY

If she has one business regret as Polaris Direct’s managing director and CEO, Judith Maloy says, it is not becoming more involved in WBENC events and networking earlier. Although she has been a WBENC-certified WBE since 2004, it was not until 2013 that she realized what she had been missing. She certainly has made up for lost time.

In 2003, Maloy co-founded Polaris Direct, a full-service lettershop and printing company specializing in creating one-to-one marketing communications for Fortune 500 companies and direct marketing agencies. For the next several years, the business grew and expanded, consistently landing on the Inc. 500/5000 list for fastest-growing companies.

“In 2003, we started with a handful of employees, but [we] listened to our clients and we heard that there was a need to fulfill mandates to do business with diversity companies,” says Maloy. “Our local RPO, the Center for Women & Enterprise (CWE), was growing at the same time we were. I attended some local events, but it really wasn’t until 2013 that I really got involved.

“I attended my first Summit & Salute in 2013, when I was a WBE Star, and I immediately saw the value in networking and reaching out and bonding with other WBEs. Having other women business owners—presidents and chief executive officers—to talk to, you find out that our businesses may be selling different products and services, yet we are faced with many of the same issues.”

Since 2013, Maloy has stayed connected with CWE and WBENC through her involvement with the Forum. She has also sponsored WBENC events and participated in CWE mentoring programs. But it is her role as a member of the Forum Marketing Committee where she relishes the “enriched opportunity to dig a little deeper.”

Last month, during the 2015 Summit & Salute’s Forum meeting, Maloy was one of the members...
who spoke about the idea of quantifying the WBE-to-WBE spend by telling her story with numbers. She volunteered to discuss her WBE spend, because she knows clients care about developing relationships with other woman-owned businesses.

"Almost 30% of our spend is with WBEs, and our most significant WBE relationship is with JoAnn Loos, CFO of MCS Industrial, which supplies all of our toner and laser printing. We’ve built that relationship over the years, and they are truly our partners. We average annually more than half a million dollars in spend with [MCS],” says Maloy.

Although the relationship emerged outside of WBENC, Maloy is excited that she is able to work so closely with Loos, who is also a WBENC-Certified WBE.

Loos noted that Polaris Direct has been her business’ biggest customer since 2003, and her value and respect for the partnership continues to grow each year.

"Working with Judith is fantastic—and fun,” says Loos. “Direct mail is a very male-dominated industry, and it’s fun to interact with another woman who owns her own business. But really, the more successful the both of us are, the more we succeed. The more contracts [Polaris Direct] gets for being a women-owned business, the more it helps us because our bottom line goes up.”

During Polaris Direct’s 10th anniversary year, Maloy worked with fellow WBE Juli Sinnett from SwevePoint, LLC on promotional items to commemorate the anniversary. Although her campaign spend was less than a couple of thousand dollars, it was important for Maloy to call on the community of woman-owned business owners to promote her own business.

“Having other women business owners—presidents and chief executive officers—to talk to, you find out that our businesses may be selling different products and services, yet we are faced with many of the same issues.”

“I knew I could count on Juli’s expertise,” says Maloy. “We had shared a meal; we had discussed a lecture. She is a sister WBE and I believe special bonds are created with fellow WBEs.”

Sinnett loves working within the WBE community, but she says working with Judith was a special experience.

“(Judith) does business with first-class customers, in a first-class way,” says Sinnett. “I love working within the WBE community. We have many shared experiences. We understand the importance of each and every project. A project may be just a project to someone else, but to a sister WBE, we know it could be something, done right, that will have a real impact on your business.”

One of the longest-running relationships for Polaris Direct and for Maloy is with fellow WBE Sandy Goldshein of Sandy Goldshein Associates. With both companies being in direct mail marketing, Maloy has relied on solid industry advice from Goldshein for more than 27 years.

“Over the years, Sandy has often connected and recommended Polaris Direct to her clients and vice versa,” says Maloy. “We have partnered on projects where our expertise and services complement one another. We mutually gain so much through sharing industry advice and networking.”

TURNING CONNECTIONS INTO CONTACTS FOR FUTURE CONTRACTS

Maloy continues to look for opportunities to work on more contracts with fellow WBEs and cannot emphasize enough how important WBENC events are for leveraging opportunities for your own business—and perhaps for other women business owners.

“It truly is about joining forces to succeed
“It truly is about joining forces to succeed together. In addition to contracts, part of the WBE-to-WBE experience is creating those bonds and offering up affirmations and encouragement.”

“Without hesitating, I suggested she should stay,” says Maloy. “She did, and then she found me on LinkedIn and thanked me for giving her the advice. It made a difference. It was Allyson’s first event, so she had some questions. I think sharing stories and giving some helpful tips to other first-time attendees goes a long way to building relationships and supporting other WBEs. I know it helped me when I got encouragement and advice from fellow WBE Cheryl Snead of Banneker Industries, a long-time member and board member of the WBENC Forum.”

Maloy is already nudging other WBEs to attend the National Conference & Business Fair from June 23-25, 2015, in Austin, Texas. But she does it because she feels strongly about creating the most out of the experience.

“Business owners, especially women business owners, can feel isolated,” says Maloy. “For the most part, we do our business and keep our nose to the grindstone. I think it’s important to step back and look in a different direction. I love the entrepreneurial stories you hear when you talk with these women. I’ve been to a lot of trade shows, but the WBENC events are inspiring because everyone is pulling for one another. It’s a whole new world.”

http://www.polarisdirect.net/
COMMUNICATION IN A GLOBAL WORLD

TRANSLATIONAL MEDICINE

WE OFTEN TAKE IT FOR GRANTED THAT, WHEN WE ARE ALL SPEAKING THE SAME LANGUAGE, COMMUNICATION HAPPENS NATURALLY. MUCH MORE INSIGHTFULLY, GEORGE BERNARD SHAW ONCE SAID: “THE GREATEST PROBLEM IN COMMUNICATION IS THE ILLUSION THAT IT HAS BEEN ACCOMPLISHED.” THIS IS PARTICULARLY TRUE IN TODAY’S MULTICULTURAL WORKPLACE, WHERE NATIVE AND NONNATIVE ENGLISH SPEAKERS INTERACT, BUT DO NOT REALIZE HOW CULTURAL PRESUMPTIONS, ACCENT, TONE, AND SPEECH DELIVERY GREATLY CONTRIBUTE TO PREVENTING THE MESSAGE FROM BEING RECEIVED.

The realization that this is one of the major sources for lack of productivity, organizational effectiveness, and sustainability, as well as execution and collaboration in the workplace, has guided the G2nd Systems founder and CEO, Lorelei Carobolante, to analyze the key constituents of language communication that affect knowledge transfer, and to develop specialized interventions, which provide improvements on communication effectiveness that can be directly measured by business and organizational outcomes.

The following case is representative of such dynamics and serves to illustrate one of the challenges that G2nd, a WBENC-Certified firm, routinely addresses—in this case using its GSL® Accent Clarity Learning System™.

When Dr. Olson, the Regional Laboratory Medical Director for the Oregon Region of the Providence Health Systems since 2014, was confronted with a challenging situation, which was compromising the effectiveness and productivity of her department, she decided to contact Lorelei Carobolante and G2nd, as other professional development tools had not yielded the needed improvements. Dr. Olson had realized that one of the department’s pathologists was ineffective and hampered by communication skills. Although it was not easy to identify the main contributing factors, as his
English proficiency seemed quite advanced, it was clear that his excellent professional competence was not enough to generate a commensurate impact on the organization.

Carobolante introduced Dr. Olson to the Global Second Language® approach. As part of the intervention, G2nd performed an initial assessment to probe multiple dimensions of the individual’s communication characteristics. Such tests revealed a profile in the pathologist’s knowledge of the English language that is fairly typical of many nonnative English-speaking professionals: a high level of cognitive proficiency unsupported by a sufficient mastery of speech clarity, which is vital when conveying pathology findings and meaning for experts to use in healthcare interventions (e.g., facilitating knowledge transfer and supporting his leadership/expertise with competence and confidence during physicians’ interactions).

The subject matter is complex, as it technically deals with actionable diagnosis, effects of genetic mutations, and critical steps in clinical care. Unless efficient and effective communication is established, the technical expertise cannot successfully and expeditiously lead others to perform the expected actions. Since the employee’s scientific insight is directly impacting treatment (working with physicians who administer the care), his communication fundamentally affects the successful outcome in the treatment of patients.

Using GSL assessments and TOEIC® English proficiency testing results, a specialized program was created by the G2nd development team, which addressed multiple aspects of his communication, from accent clarity to communication style. Thanks to the progress achieved during the GSL Accent Clarity learning and development program, the pathologist not only acquired competence and accuracy in conveying his knowledge and recommendations to the staff, but also facilitated a change in how the staff responded to his leadership, thus making the whole department more effective.

As indicated by Dr. Olson, the training became a new application of “translational medicine ” for the department, because he was able to strengthen:

- provider satisfaction with departmental performance;
- delivery (and execution) of instructions to other doctors, as an expert pathologist; and
- collaboration and leadership, promoting sustainable growth of the organization.

In this as in many other cases, being a WBE facilitated G2nd establishing the business relationship and credentials, which is a critical step when engaging with large and/or multinational organizations.

According to Wikipedia, Translational medicine (also referred to as translational science) is a discipline within biomedical and public health research that aims to improve the health of individuals and the community by “translating” findings into diagnostic tools, medicines, procedures, policies and education.

http://www.g2nd.com/
Founder and CEO Jennifer Smith started Innovative Office Solutions in 2001, and she has guided substantial growth by investing in staff, technology, and new business categories at a time when most companies were downsizing. The company has grown five times larger since 2008, and its acquisition of S&T Office Products, Inc. continues to widen its footprint.

As part of the acquisition, Innovative Office Solutions also absorbed a highly respected contract furniture service with expertise in the Twin Cities architecture and design communities. The move bolsters the Innovative Office Solutions brand locally and moves the company another step toward becoming Minnesota’s—and the nation’s—single-source, solution-based office supplier with an emphasis on workplace productivity.

“This acquisition will combine the two strongest independent providers in the marketplace and will enable us to provide even more services and solutions to our customers, and new opportunities for our employees and supplier partners,” said Smith.

A COLLABORATIVE ACQUISITION

Acquisition is always easier when the move is friendly and centered around employees. Smith worked with Frank Tschida, the President and CEO of S&T Office Products, with the goal of bringing both companies together under a single brand.

Understanding that there is no standard procedure in an acquisition, Smith advises being flexible.
"You need to read the situation and be ready to act accordingly. If it is a legacy business, you might need to be patient. If it’s a business in financial crisis, you have to be ready to capitalize quickly," said Smith.

When considering any type of acquisition, Smith suggests that a prospective buyer keep three other things in mind to make a prospective sale go as smoothly as possible.

"Figure out early on what the most important things are for the seller. They probably won’t match up to yours, but you need to have a strategy that can make it a win-win and make the seller feel good about it," Smith said.

"Secondly, make sure you’re paying for what the business is currently worth and not what it will be worth after the consolidation," Smith continued, “Finally, it's always smart to find out if there are other parties that would benefit from the transaction and see if they are willing to finance or fund part of the transaction.”

Although many acquisitions can entail messy situations for staff or customers on either side, Smith was happy to experience a seamless transition in acquiring S&T Office Products.

"Innovative Office Solutions will inherit the people and services of S&T Office Products, thus allowing customers to maintain continuity with their existing relationships, while adding expanded capabilities to the customers of both organizations," said Smith.

The combined talents, technology, and expertise of the two companies bring more options to clients of both organizations and continue to deliver flexible solutions to those clients through a model of personalized local support.

"Figure out early on what the most important things are for the seller. They probably won’t match up to yours, but you need to have a strategy that can make it a win-win and make the seller feel good about it.”

"As I planned my retirement, I only considered selling to a market leader who would keep a focus on being a local provider to our customers and providing growth opportunities to our employees," said Tschida. “We were incredibly aware of Innovative Office Solutions’ growth history and visionary leadership with Jennifer Smith. I was certain that Innovative would maintain the high level of service our customers expect.”

Debbie Lazcano-Stai, formerly Business Development Manager at S&T Office Products and now Account Executive with Innovative Office Solutions, is excited for the next stage of the business growth.

“It’s exciting to offer potential and existing customers the ability to work with a progressive, woman-owned, local business with an amazing reputation,” said Lazcano-Stai. “I couldn’t be happier than to work for this tremendous group,”

Originally certified in 2007, Smith was named the Women’s Business Development Center of Minnesota’s WBE of the Year in 2010. She has been actively involved on the local level, but also at the national level, where she has served on the Steering Committee.

Smith was a finalist for the 2014 EY Entrepreneur of the Year award for the Midwest.

“Being WBENC is an extremely important element within our company and provides credibility as a woman-owned business. It’s instilled in our identity and used as a differentiator in the marketplace,” said Smith. “The WBDC has aided in my development as a leader and does a fantastic job putting on seminars and gives opportunities for women networking and peer exchange.”

http://www.innovativeos.com/
Award winners were recognized in seven categories this year:

- **ANNUAL SALES** revenues of more than $100 million;
- **ANNUAL SALES** revenues of more than $25 million and up to $100 million;
- **ANNUAL SALES** revenues of more than $10 million and up to $25 million;
- **ANNUAL SALES** revenues of more than $5 million and up to $10 million;
- **ANNUAL SALES** revenues of more than $2 million and up to $5 million;
- **ANNUAL SALES** revenues of more than $1 million and up to $2 million; and
- **ANNUAL SALES** revenues of up to $1 million.

Three members of the 2015 National Conference Host Committee were award recipients: Billie Bryant Schultz, Betty Manetta, and Carrie Brewer Martinez.

Several other WBENC-Certified WBEs were among the winners; for a complete list visit: [https://enterprisingwomen.com/enterprising-women-magazine-announces-its-class-of-2015.html](https://enterprisingwomen.com/enterprising-women-magazine-announces-its-class-of-2015.html).

In addition to the EW Women of the Year recipients, two outstanding members of the WBENC community, Marsha Firestone and Kathy Homeyer were presented with 2015 Enterprising Women Legacy Awards, highlighting all of their contributions that have impacted women-owned businesses as well as their dedication and commitment to Enterprising Women.

The attendees also heard inspiring words from Dr. Makaziwe Mandela, CEO of House of Mandela Wines, and daughter of the late Nelson Mandela. Dr. Mandela and her daughter Tukwini were also bestowed a Legacy Award.

The event also had many informative workshop sessions. Pat Birmingham, WBENC Vice President of IT & Marketing, moderated a session that explored “Using Your Certifications to Increase Government and Corporate Contracts.” Joining her on the panel were Barbara Kasoff (WIPP), Kathy Homeyer (UPS), Elizabeth Vasquez (WEConnect International), and Madelyn Orr and Rhonda Trent (Office of the Comptroller of the Currency OCC). Other workshop topics included marketing, HR, sales, and succession planning.

WBENC was proud to participate in this great event and sincerely congratulates all of the 2015 winners!
WPEO HONORS OUTSTANDING WOMEN BUSINESS OWNERS, CORPORATIONS, AND ADVOCATES

THE WOMEN PRESIDENTS’ EDUCATIONAL ORGANIZATION (WPEO) RECOGNIZED OUTSTANDING ACHIEVEMENTS ON BEHALF OF WOMEN’S BUSINESS ENTERPRISES (WBES), CORPORATIONS AND WOMEN’S BUSINESS ADVOCATES AT THE WPEO’S ANNUAL AWARDS BREAKFAST IN MARCH.

Criteria for the winners of the Outstanding Corporation awards include accomplishments in support of women business owners and the women’s business community, innovation, participation in the WPEO proprietary Done Deals™ challenge, and overall commitment to the mission of the WPEO. Advocate and Star awardees are selected based on significant involvement with WPEO and support of women-owned businesses. The President’s Award winners, which are selected by Marsha Firestone, Ph.D., WPEO President and Founder, and Sandra Eberhard, Executive Director, WPEO-DC, have gone above and beyond in their service to the WPEO.

“Our theme this year – ‘Relationships, Recognition and Rewards’ – says it all,” said Eliseo Rojas, Chief Procurement Officer, Interpublic Group and Chair, WPEO Board. “WPEO helps open up opportunities for WBEs to gain access to incremental business opportunities with corporate members and with each other that might have been previously inaccessible without certification. All of this results in enhanced recognition that translates into rewards for everyone concerned,” he said.

“It is my privilege to recognize these extraordinary WBEs, Corporate Members, and Advocates in the New York and Washington, D.C. Regions, acknowledging their continued participation, support and commitment to WPEO,” said Marsha Firestone, Ph.D., President and Founder. “We celebrated our 15th anniversary last year in New York. This year the DC region reaches this landmark. I am proud of all that WPEO has achieved to increase access to business opportunities. Our programming initiatives, partnerships and advocacy empower WBEs to build relationships with Fortune 1000 companies and with each other,” she said.

**New York Region**

**MERCK** - Outstanding Corporation

**BETH CANNING, PRUDENTIAL** - Outstanding Women’s Business Advocate

**MARGARET MARCUCCI, CORANET CORPORATION** - Star Award

**SUE DARAGO, METLIFE** - President’s Award

**DC Region**

**SODEXO** - Outstanding Corporation

**JOAN M. HAIRSTON, WASHINGTON GAS** - Outstanding Women’s Business Advocate

**MICHELLE BELL, 1ST CHOICE LLC** - Star Award

**ALICIA THOMPSON, CAPITAL ONE** - President’s Award

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Left to Right: Avis Yates Rivers, CEO, Technology Concepts Group International, LLC and Vice Chair, WPEO Board Member; Margaret Marcucci, CEO and President, Coranet Corp.; Hallie Satz, CEO & Managing Director, HighRoad Press, LLC; Marsha Firestone, Ph.D., President & Founder, WPEO.
NOMINEE FORM
WBEs WHO ROCK

INFORMATION ABOUT NOMINEE:

NOMINEE’S NAME: ____________________________________________________________

COMPANY: ____________________________________________________________________

TITLE: ________________________________________________________________________

EMAIL ADDRESS: ___________________________________________________________________

COMPANY WEBSITE: __________________________________________________________________________

YEARS IN ROLE WITH COMPANY: ________________________________________________

WHY ARE YOU NOMINATING THIS INDIVIDUAL?

LIST SPECIFIC ACHIEVEMENTS WITHIN, AND CONTRIBUTIONS TO, THE COMMUNITY (LOCAL, REGIONAL, NATIONAL)

LIST INVOLVEMENT IN VARIOUS CAUSES SUCH AS ENVIRONMENTAL, CIVIL RIGHTS, COMMUNITY, ETC.

LIST SPECIFIC ACHIEVEMENTS AND CONTRIBUTIONS WITHIN THE BUSINESS/INDUSTRY.

WHY DO YOU THINK THIS PERSON IS A WBE WHO ROCKS? PROVIDE ANY HISTORY OR EXAMPLES OF EMPOWERING/INSPIRING OTHERS (NO MORE THAN 250–300 WORDS).

INFORMATION ABOUT NOMINATOR:

NAME: ________________________________________________________________________

TITLE: ________________________________________________________________________

COMPANY: ______________________________________________________________________

EMAIL ADDRESS: __________________________________________________________________

HOW DO YOU KNOW THE NOMINEE: CHECK HERE IF SELF-NOMINATION ______

PLEASE EMAIL NOMINATIONS TO INFO@REDKITESITE.COM.

IF YOU HAVE QUESTIONS, PLEASE CALL RED KITE BUSINESS ADVISORS AT 1(800) 752-1600.

NOMINATION DEADLINE: 04/30/2015
BEST RESTAURANTS IN AUSTIN
CHECK OUT THESE RECOMMENDATIONS FROM THE 2015 HOST COMMITTEE ON WHERE TO GRAB A BITE TO EAT THIS JUNE.

THEY STARTED IN AUSTIN

Whole Foods
“This is their flagship store and well worth a visit!” — STEPHANIE POINT

Chuy’s
“They are known for their killer margaritas!” — MICHELLE BOGGS

LOCAL INSTITUTIONS

Franklin’s BBQ
“Long line, world famous bbq.” — WBCS
525 N Lamar Blvd.
Austin, TX 78703
franklinbarbecue.com

Salt Lick BBQ
“Go hungry. The barbeque does not disappoint!” — STEPHANIE POINT
900 E. 11th
Austin, TX 78702
saltlickbbq.com

Dan’s Hamburgers
“Delicious breakfast tacos on the way to the airport.” — CARRIE MARTINEZ
Multiple locations,
including the airport
dans-hamburgers.com

El Arroyo
“Beer rita or mexican martini; Famous for their signs.” — PATTI WINSTANLEY
1624 W 5th St.
Austin, TX 78703
elarroyo.com

Walton’s Fancy & Staple
“Must visit for coffee or lunch and experience the southern charm of Austin! Owned by Sandra Bullock, you’ll want to stay here for hours chatting and engrossing the atmosphere!” — LINDSAY STROH
609 West 6th Street
Austin, Texas 78701
waltonsfancyandstaple.com

AMAZING ATMOSPHERE

Moonshine Patio Bar & Grill
“Food is great and atmosphere is fun.” — BETTY MANETTA
303 Red River Street
Austin, Texas 78701
moonshinegrill.com

The Shady Grove
“Great comfort food.” — BILLIE BRYANT SCHULTZ
1624 Barton Springs Road
Austin, TX 78704
theshadygrove.com

GO FOR LIVE MUSIC

Threadgills
“The best chicken fried steak.” — BILLIE BRYANT SCHULTZ
301 W Riverside Dr.
Austin, TX 78704
threadgills.com

Hill’s Café
“Chicken fried steak, Texas atmosphere and Music.” — PATTI WINSTANLEY
4700 South Congress
Austin, Texas 78745
hillscafe.com

BREAKFAST AND BRUNCHING

Magnolia Café
“Cute breakfast place.” — WBCS
2304 Lake Austin Blvd.
Austin, TX 78703
themagnoliacafe.com

1886 Café & Bakery
“Highly recommend for breakfast or brunch. Located in the historic and haunted Driskell hotel!” — RACHEL SANCHEZ
116 6th Street
Austin, Texas 78701
1886cafeandbakery.com

Multiple locations,
including the airport
wholefoodsmarket.com/stores/lamar

Multiple locations,
including the airport
dans-hamburgers.com

Multiple locations,
including the airport
waltonsfancyandstaple.com

Multiple locations,
including the airport
moonshinegrill.com

Multiple locations,
including the airport
theshadygrove.com

Multiple locations,
including the airport
wholefoodsmarket.com/stores/lamar
WORTH THE DRIVE

Abel’s On the Lake
“Great Lake Views only 3 miles from downtown Austin, bacon wrapped stuffed jalapenos.”
— BILLIE BRYANT SCHULTZ

Hula Hut
“Lax environment with a lot of fun, live music right on the lake! Great for a group of people looking to have good food, conversation.”
— LINDSAY STROH

The Oasis
“The atmosphere and view is incredible.”
— BETTY MANETTA

FINE DINING

Vespaio
“Wonderful Italian food made with fresh local ingredients. Be prepared for a wait. While you wait there are some shops nearby that will keep your attention.”
— RACHEL SANCHEZ

Eddie V’s
“Very nice for dinner. The seafood is outstanding.”
— STEPHANIE POINT

Uchiko
“Great sushi!”
— WBCS

NATIONAL CONFERENCE & BUSINESS FAIR CHECKLIST

☐ 1. REGISTER FOR THE EVENT AT CONF.WBENC.ORG!
☐ 2. BOOK YOUR TRAVEL AND HOTEL.
☐ 3. REVIEW THE NCBF WEBSITE FOR AGENDA, SESSIONS, AND SITE DETAILS.
☐ 4. ORDER BUSINESS CARDS.
☐ 5. UPDATE YOUR CAPACITY STATEMENT AND BRING COPIES.

☐ 6. MAKE A TARGET LIST OF COMPANIES TO MEET BASED ON THE WBENC CORPORATE MEMBERS ROSTER AT HTTP://WWW.WBENC.ORG/WBENC-CORPORATE-MEMBERS-LIST/
☐ 7. REVIEW MATCHMAKER 101 AND NAVIGATING THE TRADE FLOOR WEBINARS ON INSIGHTS HTTP://WWW.WBENC.ORG/WBENC-INSIGHTS/
☐ 8. SET A REMINDER TO DOWNLOAD THE CONFERENCE MOBILE APP AVAILABLE JUNE 1.
Michelle Boggs is President and CEO of McKinley Marketing Partners, the premier recruiting and staffing firm for marketing expertise. Over the past two decades, McKinley Marketing Partners has been filling both contract and direct hire positions with marketers whose passion and experience enable them to deliver results quickly. Boggs proudly states that “our team of marketing and recruiting professionals is deeply invested in understanding the individual strengths, backgrounds, and personalities of each of our candidates.”

McKinley’s recruiting process is rigorous and intensely selective; the company works with fewer than 10% of the candidates who apply. Working with companies across all industries, McKinley provides candidates that have a variety of skill sets, from traditional to digital marketing, communications, and project management. Boggs explains that McKinley’s team “is comprised of experienced marketing professionals who have mastered the art of recruitment […] and utilize a] personal process that enables us to fully discover a candidate’s capabilities and working styles, ensuring that they are an optimal match for our clients’ skill requirements and company culture.” A team of experts, many with marketing backgrounds, provide unique insights to clients about industry trends and roles. This team of highly skilled recruiters with marketing expertise is what differentiates McKinley from its competitors.

Boggs co-founded McKinley in 1995, and recently celebrated the company’s 20th anniversary on April 1st. “As a marketing consultant, I was able to leverage my marketing and business development skills while maintaining a healthy work-life balance—an experience I wanted to share with others,” explains Boggs. This inspiration of “positively impacting lives,” its core purpose/mission, lives on two decades later in the Results McKinley delivers to its clients and candidates.

“Pick 5 or 10 companies that you want to develop a relationship with—at the most—and do your homework. If possible, determine who the buyer for their product or service is ahead of time.”

Boggs learned about WBENC-Certification through her local Regional Partner Organization, WPEO, and was certified in 2000. She is a Forum member and strives to attend as many local WPEO-DC and WBENC events as possible. Additionally, Boggs has attended the Tuck-WBENC Executive Leadership Program, was a recipient of the Dorothy B. Brothers scholarship, was named a 2008 WBE Star, and received the WPEO-DC Done Deals three years in a row. Boggs has served as a member of the WBENC and WPEO Board of Directors in years past and currently sits on the WCBS Board of Directors. McKinley does business with a number of WBENC Corporate Members, including ExxonMobil, Fannie Mae, AT&T, Ericsson, and Verizon. She loves to connect other WBEs with corporate connections she has made over the past 15 years in the WBENC network.

Boggs is excited to support her affiliate RPO, WBCS, as a member of the 2015 National Conference & Business Fair Host Committee. She looks forward to building new relationships at the NCBF in Austin and already enjoys the camaraderie among her fellow Host Committee members during meetings and brainstorming sessions. Boggs advises first-time attendees to “pick 5 or 10 companies that you want to develop a relationship with—at the most—and do your homework. If possible, determine who the buyer for their product or service is ahead of time.”

http://mckinleymarketingpartners.com/
Carrie Brewer Martinez is President and CEO of CM Productions, Inc., an award-winning, full service, script-to-screen video production company based in Dallas, Texas. CM Productions’ services include project management, producing, writing, directing, HD photography, still photography, motion 2D graphics, motion 3D graphics, editing, sound design, final file delivery, and continuing management of clients’ digital assets. “For 15 years we’ve provided the creative brainpower to interpret a client’s message and turn it into an intelligent visual story,” declares Martinez.

CM Productions was established in 2000 because Martinez saw an opportunity to use her relationships, talents, and background to craft compelling stories for clients that ties back to their overall strategy and brand. With a naturally strategic mind; extensive journalism experience at CBS News, WFAA, and Sky TV; and a passion for great stories, she brings a unique perspective to client communications. Her industry awards include four Silver Tellys, 16 Bronze Tellys, and a Silver Remi Award from WorldFest Houston. Martinez is also a member of the Silver Telly Council and judges the Telly Awards.

So far in 2015, CM Productions, Inc. has won the WBE of the Year award (“under $5 million in revenue” category) from the Women’s Business Council Southwest, and Carrie Martinez was named a finalist in the 2015 Enterprising Women Awards, celebrated at Disney’s Grand Floridian Resort.

CM Productions strives to lead its industry with differentiators like cloud project management tools that make approvals easy and reduce the amount of emails clients receive during production. In addition, CM Productions is known for helping clients maximize their investment by planning and directing shoots to accommodate multiple video as well as print projects. A media asset management system allows the CM Productions team to easily access clients’ video and still images for years to come, again using budgets and time wisely.

“BNSF chooses us for their high-level, high-pressure work involving the C-level executives because of our professionalism, flexibility, attention to detail, and sensitivity to their culture. We also produce large-scale shoots—often including helicopters—which require a significant amount of planning, talent, and resources. BNSF Railway’s expectation is that we do our work and get our award-winning footage without impacting the railroad’s operations,” Martinez proudly shares.

CM Productions became WBENC-Certified in 2010 as the result of a suggestion from one of Martinez’s corporate clients and the buzz about the importance of using minority and women contractors for the Super Bowl when it came to Dallas. Since its certification, her company has grown to include an amazing team of former journalists. The involvement of Martinez and her team in the many programs that the WBENC network offers has allowed her revenue to grow more than 250 percent since her certification five years ago.

Martinez is a member of the Women’s Enterprise Forum, is second vice chair for the Marketing Committee, attended the Tuck-WBENC Executive Leadership Program, received a Dorothy B. Brothers scholarship, and won the WBCS Lily Knox award for growth. She currently does business with WBENC Corporate Members in the transportation, energy, and construction industries and is in discussion with another WBE to pursue business contracts together. Carrie testifies that “business education opportunities through the formal Tuck-WBENC program, as well as the programming at WBENC and WBCS events, is a great way to leverage the network and get immersed in a wonderful peer group from whom you can learn and collaborate to increase capacity and capabilities.”

A proud member of the 2015 National Conference & Business Fair Host Committee, Martinez wants to help promote the pro-business attitude of Texas and help fellow Texas WBEs achieve positive recognition for the great products and services they offer. “I believe women have a lot to contribute in the business world. Connecting my fellow members in ways to drive success for WBEs and corporations is one of the most rewarding parts of being a part of the WBENC community.”

http://www.cmproductions.tv/
Lindsay Stroh is Regional Vice President of KellyMitchell Group, Inc., a nationally recognized flexible workforce solutions firm. KellyMitchell provides technical and business professional talent that augments its Fortune 500 clients’ staffing needs, including IT and Engineering Staff Augmentation, Business/Professional Staff Augmentation, IT Project Services, PMO solutions, and PEO/Payroll Services. KellyMitchell began in 1998 with just 3 employees and $10,000 in personal funding and equipment in St. Louis, MO. Today, still headquartered in St. Louis, KellyMitchell serves all 50 states and employs over 2,000 people with offices in 16 cities.

“With a strong staffing, supply chain, and software engineering background, we believed we could provide staffing services at a higher level of service and lower cost value proposition than the big four consulting firms,” Stroh affirms.

In a highly technical and digital era, KellyMitchell works to stay innovative to answer the demand for high-tech talent across the globe.

“We equip our recruiters with the latest tools, smart devices, and software to be able to source, screen, and communicate with job seekers through traditional and non-traditional means, from any location around the globe, using any internet-enabled device.”

KellyMitchell became WBENC-Certified in 2003 through the Women’s Business Development Center in Chicago. Through WBENC, their CEO and Co-Founder, Cassandra Sanford, received the Dorothy B. Brothers scholarship and used it to attend training at Harvard University. KellyMitchell also currently participates in the Monsanto Supplier Diversity Mentorship Program and participated in The Coca-Cola Company’s Supplier Training & Empowerment Program (STEP), a web-based business skills training program.

Additionally, in 2014, KellyMitchell was named for the 5th time to Inc. 5000 and recognized as one of the Top 50 Fastest Growing Women-Owned Businesses by WPO, recognized as a TAPFIN 100 Suppliers, and Halliburton Supplier of the Year. Certification, along with involvement in these development programs, has led KellyMitchell to numerous partnerships with WBENC Corporate members, including AT&T, Target, Starbucks, Cargill, Monsanto, Express Scripts, BNSF Railway, Abbvie, PG&E, Xcel Energy, American Express, Capital One, Kelly OCG, Manpower Inc., Federal Reserve Bank, Johnson & Johnson, Tyco International, and more. KellyMitchell has also partnered with other WBENC-Certified WBEs on contracts.

“Our most recent partnership was with none other than our Host Committee Chair, Patti Winstanley of Aztec Promotional Group,” Stroh shares.

Stroh is thrilled to be a member of the 2015 NCBF Host Committee and to welcome the conference to Austin, Texas. She highlights that, “the energy and attitude of Austin and the Host Council, WBCS, is undeniable.” KellyMitchell has always had a strong presence in Texas, and 2 years ago it became a strategic focus and home to one of their national recruitment centers. Stroh is excited to strengthen her involvement with WBCS, where KellyMitchell is an affiliate member, and “showcase that KellyMitchell Texas is here to stay!”

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.

Now Available

WomenPower by ManpowerGroup

Doing Business With Allstate

wbenc.mobilepaks.com
**MATCHMAKERS 101**

**MATCHMAKER PREP**

- Plan your travel accordingly – if you are unable to attend your appointment, inform WBENC and the corporation.
- Register on the supplier diversity website of the corporation you will be meeting with. If possible, upload your capabilities statement into your supplier profile on the company’s website. This allows contract managers and end users to view your info.
- Research what the company buys, commodities, and procurement strategies. Reference the corporation’s website, annual reports, and corporate social responsibility reports.
- Prepare for success. In addition to business cards and capabilities statement, provide hardcopies and email any collateral or presentation materials. Ensure updated contact information on all items.
- Practice clearly articulating your value proposition. Prepare a 1-minute elevator speech about what you do and how you can bring value as a supplier.
- If you know the name of the person who you are going to meet with, use a contact or social media to do your homework and establish a connection with the person you will meet with by sending a short message introducing yourself prior to the initial meeting.
- Prepare questions in advance that you may have about the corporation, supply chain, or procurement cycles that could not be answered through research.

**MATCHMAKER MEETING**

- Arrive 30 minutes early to check-in. Be prepared for additional meetings should a WBE cancel and the opportunity to meet with a corporation arises.
- Listen and take notes. Pay attention to industry trends, key contacts, changes in procurement cycles, or supply chain.
- Ask about Tier II opportunities.
- Make sure to respect the interviewers time and the WBENC appointment schedule.
- Actively network with other WBEs in your open time between your meetings.
- Focus on what you are there to do: build relationships and business. Set aside time outside of the meetings to address e-mail, phone calls, or other everyday duties.
- Communicate effectively. Body language such as facial expression, eye contact, and posture is important to the latitude of the conversation.
- Should a scheduling conflict occur, find a WBENC staff member to address the issue. How you respond to the situation is noticed.
- Ask how the corporate member would like you to follow-up.

**MATCHMAKER FOLLOW-UP**

- Handwritten thank you notes are often appreciated.
- Remember emails sometime go to spam folders due to firewalls.
- When calling to leave a message, be specific so your return call can be productive.
- Cross selling—let the contact know if you increase your capabilities, participate in a joint ventures, warranties, etc.
- Patience with persistence. Bring value each time you reach out.
- Identify opportunities to follow-up and engage outside the Matchmakers session and throughout the event—other trade shows, conferences, trade associations, and Regional Partner Organization events, etc.
- Participation in networking activities and receptions is critical—relationship building goes on after 5 p.m.
- Matchmakers are about building relationships, not necessarily a bid opportunity; stay engaged through the Forum, WBENC and Regional Partner Organization events to continue developing the relationship.

**MAKE SURE YOU MAKE THE MOST OF YOUR 1:1 MATCHMAKER MEETINGS THIS JUNE. USE THE ABOVE INFORMATION TO HELP PREPARE.**
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.

- Pebble Grain Zippered Portfolio W/ Calculator
- Executive Rhinestone Pens
- Wine Carrier & Purse
- Alexis Nylon Purse Style
- Wine Tote Bag
- Sling Backpacks
- 16 Oz Tervis Tumbler
- Tervis Water Bottle
- Bling Mugs
- Shopwbenc.com
WHAT IS SUSTAINABILITY? AND WHAT IS A SUSTAINABILITY AUDIT? MANY THINK SUSTAINABILITY IS THE SAME THING AS “ENVIRONMENTALISM.” BUT THIS IS FAR FROM THE TRUTH. SUSTAINABILITY EXTENDS FAR BEYOND ENVIRONMENTAL ISSUES. SUSTAINABILITY ADDRESSES EFFICIENCY, RISK, REPUTATION, MATERIAL USAGE, COMMUNICATIONS AS WELL AS THE PROPER USE OF THE ENVIRONMENT. IN A COUPLE WORDS, SUSTAINABILITY MEANS SMART BUSINESS.

A sustainability audit is not an exercise in counting carbon or tallying financial implications of sustainability initiatives. An audit is a highly effective tool organizations can use to determine sustainability performance across a range of business categories. An audit takes a current inventory of an organization’s sustainability policies, procedure, and practices and compares these to industry best practices. From this exercise, your organization will have a complete to-do list of individual sustainability actions to be completed to improve performance.

YOUR ORGANIZATION CAN EXPECT SOME GREAT BENEFITS:

1. LOWER COSTS. One of the largest, most immediate benefits of a sustainability audit is cost effectiveness. Gone are the days of expensive environmental projects with more visibility than real value. As costs of fuel, natural resources, and waste streams rise, finding ways to cut waste and increase efficiencies saves real money, helps the environment, and delivers real financial results. Expect your audit to identify several ways to cut costs and improve efficiencies.

2. REDUCED RISKS. A sustainability audit identifies initiatives and tasks to reduce or eliminate several kinds of risk. As international, national, and regional regulations become more complex, companies can find themselves at risk of failing to comply until they develop methods to monitor and ensure compliance. Facing mounting pressure to be transparent, more organizations are choosing to report widely on sustainability—helping stakeholders, customers, and the public better understand how well they’re doing on the triple bottom line. CFOs need to clearly grasp the financial implications of their sustainability efforts. A business’s life hinges more and more on its sustainability reputation. Behind financial and litigation risk, reputation risk stands as one of the greatest long-term threats to a company’s long-term success. Overall corporate strategy needs now to consider sustainability-related risks and opportunities both short-term and long-term. A sound sustainability audit can help improve the reporting and the reputation of organizations.

3. IMPROVED INNOVATION. As they move toward better sustainability performance, organizations need to take a fresh look at how they conduct business, what is going into their products, and how their products affect the environment and society. A good sustainability audit can act as a catalyst for innovating current practices.

4. MORE COMPETITIVE ADVANTAGE. Sustainable practices can deliver competitive advantages in reputation, lower costs, better compliance, greater levels of innovation, and beyond. A sustainability audit can help organizations become more efficient and more innovative.

5. A LOOK IN THE ‘BEST PRACTICES’ MIRROR. No corporate sustainability manager has the time to stay on top of all of the latest developments. The right sustainability audit—a truly comprehensive venture—will let your organization know how it compares to the industry leaders in sustainability.
IMPROVED PLANNING, STRUCTURE, AND ACCOUNTABILITY. A huge challenge for many businesses: They want a comprehensive sustainability plan, but sustainability initiatives often get buried into operations, facilities, or IT initiatives. A sound sustainability audit helps with effective planning, a structured approach, and accountability reaching across organizational boundaries.

NEW SUSTAINABILITY INITIATIVES. A sustainability audit will, for a typical organization, identify dozens of possible initiatives in areas never before considered. Raised awareness will translate to enthusiasm, innovation, and unexpected benefits across the company.

BETTER TRACKING. One major problem in sustainability management is the lack of ‘period to period’ and ‘business to business’ tracking and accountability. Your sustainability audit will give your organization a comprehensive picture of all your ‘green’ activities. The audit can help you develop uniform criteria, methods, and tools to track across locations and time periods.

BETTER BRANDING. Big-business purchasers increasingly are spending their dollars sustainably. WBEs, as suppliers of goods and services to corporate America, must beef up their own sustainability goals and efforts. WBEs want their brands to be known for sustainability. A comprehensive sustainability audit, performed with the company’s business, customers, and aspirations in mind, can point the way.

EMPLOYEE ENGAGEMENT. People do their best work and deliver their highest commitment when they feel connected to company, to community, to product and business value. There’s a clear correlation. It is those employees—not policies—which make a business truly sustainable. The best sustainability audits will show concrete opportunities to enhance employees’ commitment and effort toward real sustainability.

MARY SINGER

Mary Singer has been awarded WBENC’s Women Business Enterprise Star 2013, the WBEC South Champion award 2014, and is a WBEC South Regional Director. Her company, CRG Sustainable Solutions, performed the baseline sustainability report for WBENC. Mary, with CRGss and FedEx, created the First Annual Earth Month business Conference, April 2015, where organizations large and small met to share sustainability methods. With close colleague Tony Gilbreath, author of the innovative CurrentStateTM Sustainability Audit tool, Mary Singer helps organizations develop comprehensive sustainability programs, saving clients critical time and money. Contact Mary at her company’s website: http://crgss.snack.ws/
Q: How can women mentor each other as they grow their businesses?

Answer:

STOP mentoring! Women are over mentored and under sponsored. Women have been being told what to do for years. Do this. Look like this. Think like that. Sponsors are much more invested in their protégés because they believe in them and both have skin in the game. Instead of telling a woman what to do, introduce [her] to a meaningful contact or partner for an opportunity, [for] real business growth.

Julie Sue Auslander
cSubs | Subscriptions Simplified
www.csubs.com

[WBE] Wendy Wilson from AC Flag and Banner and I met through the Go for the Greens Board. Any time we need a little push, we have what we call “driveway time.” Since she is in Denver and I am in Austin, we call each other on our way home, and sit in our driveways and discuss issues. We have been there for each other, more times than we can count.

Patti Winstanley
Aztec Promotional
Family of Companies
www.aztecworld.com
Actively helping women-owned businesses is what makes the real difference in women helping women get ahead. Helping other companies grow their business via:

- shadowing
- providing infrastructure (e.g., logistics)
- assisting in business plan development
- financing
- marketing/social media promotion
- introducing to companies that can provide contracts
- teaching and assisting in WBE certification

The above can be done at no cost to help other women launch their business.

Betty Manetta
Argent Associates
www.ArgentAssociates.com

I find mentoring younger women is a win-win scenario and very rewarding. They gain from my experience, and I learn current technology and ideas from them. Often I acquire creative new ways to do business or solve a problem from these women because they don’t have strong paradigms as to how business should be done.

Pamela Kan
Bishop-Wisecarver Group
www.bwc.com

We become like the people we admire and the models we follow. For that reason, we should take great care when determining which people we ask to mentor us. They must not only display professional excellence and possess skill sets from which we can learn, [but also] must demonstrate character worthy of emulating. WBENC has a wealth of mentors.

Imelda Alejandrino
AP42
www.ap42.com

We know the importance of evangelizing who we are and what we do; however, it is just as important to get to know our fellow WBEs and learn what goods and services they provide. We are then able to refer them to our customers providing not only a lead to the WBE, but also a solution to our customer. Mentoring…Leading by example.

Susie Galyardt
Xioss
www.xioss.com

Ask questions to learn about each other’s businesses. Listen genuinely and speak thoughtfully. Seek diverse relationships built on mutual respect. Age, cultural and gender differences, diverse industry experience, all bring a fresh perspective to the challenges of building a business. Make relationships mutually beneficial and celebrate each other’s success. Build the relationship based on trust and accountability. Be an advocate, collaborate, inspire and encourage one another.

Brenda Loube
Corporate Fitness Works
www.corporatefitnessworks.com

Mentoring other WBEs is my absolute favorite thing to do, both formally and informally. In addition to mentoring ‘up”—helping younger or less experienced women become more successful—my best mentoring relationships have had more of a peer-to-peer focus.

When you surround yourself with peers who face similar challenges and are willing to be transparent in sharing tough issues, both parties benefit from the “mentoring”—and exponential growth can occur.

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

How can we help mentor each other? Let me count the ways!

1. Find out what each other needs.
2. Be transparent.
3. Be a good listener.
4. Meet regularly by phone or in person.
5. Introduce each other to appropriate contacts.
6. Make sure you follow up with any introductions.
7. Partner with each other if appropriate.
8. Cheer them on.
9. Give good advice.
10. Repeat the steps.

Christine Hammerlund
Assured Healthcare Staffing
www.assuredhealthcare.com

Upcoming Question:

“Why is it important to attend WBENC events like the National Conference & Business Fair?”

Send your answer to wbenc-news@wbenc.org. Your response could appear on these pages. Please limit your answer to 60 words.
WOMEN ON WELLNESS

TECHNOLOGY & FITNESS: APPS AND DEVICES TO SUPPORT YOUR HEALTH

APP IS AVAILABLE, AND MANY TIMES FREE, FOR BASICALLY EVERY ASPECT OF HEALTH AND WELLNESS, FROM EXERCISE AND HEALTHY NUTRITION TO SLEEP AND MEDITATION. ALL YOU HAVE TO DO IS DECIDE WHICH APPS MIGHT BENEFIT YOUR HEALTHY LIFESTYLE, DOWNLOAD, AND BEGIN USING THEM TO ASSIST WITH YOUR HEALTH AND WELLNESS GOALS. BELOW IS A LIST OF A FEW TOP-RATED HEALTH AND FITNESS APPS FOR 2015 TO GET YOU STARTED!

**CHARITY MILES:** Charity Miles offers a great way to keep track of your miles and give back to society at the same time! Every mile you walk, bike, or run can earn money for dozens of different charities. Corporate sponsors assist, and Charity Miles donates 10 cents for every mile biked, and 25 cents for every mile walked or run. As miles add up, physical activity can make a difference not only to your health, but to an organization that matters to you! This app is free on iOS and Android.

**C25K:** C25K stands for “Couch to 5K” and provides users with an eight-week training plan designed to get them into shape for their first 5K! The training plan starts slow by alternating between walking and jogging before working up to more intense workouts. The plan includes three 30-minute workouts every week, with rest days in between. If you’re interested in trying your first 5K, this app is for you! This app is free on iOS and Android.

**MYFITNESSPAL:** MyFitnessPal offers an easy, quick way to count calories and keep track of your food plan. Log your meals by searching MyFitnessPal’s database of brand name foods. Or, if you cooked your own recipe, input the recipe, and the app will estimate nutritional information. As you enter meals, the app learns your food intake and saves “favorite foods” that can be easily added to your daily intake. This app is free on iOS and Android.

**CALM:** Calm offers guided meditations to help you breathe easier and focus on releasing anxiety. In the hustle and bustle of daily life, it is often difficult to block out the “noise” in our lives and just breathe. This app helps us tune out the thoughts of the emails you must send or things on your to-do list and find inner peace for a few precious minutes, building your confidence to get you through the day. This app costs $9.99/month on iOS and Android.

**SLEEP BUG:** Sleep Bug helps you fall asleep by providing white noise to block out your neighbors or the street outside your house. Take a mental vacation to the beach, a calm garden, or the middle of a jungle with the push of a button. There’s a custom timer and the ability to add noises, like rain, to the scene. Let the Sleep Bug lull you to sleep at night. This app is free on iOS and Android.
HEART RATE MONITORS

In addition to the abundance of apps available, heart rate monitors are an excellent tool to determine if you are exercising at the ideal intensity level to reach your physical activity or fitness goals. A heart rate monitor will help you find your target zone of heartbeats per minute and acts as a pacer, telling you when to speed up or slow down to achieve the results you want to get with your workout.

There are two types of heart rate monitor models, chest strap and strapless models. Chest strap models tend to be more accurate and are paired with a wristwatch-style receiver, which displays your heart rate. In addition, they can be paired with a foot pod that attaches to your shoelaces to track your speed and distance. Strapless models offer more comfort and have a sensor that is built into the wrist unit’s watchband to detect your pulse. That said, they also can be less accurate than the chest strap model. There are several quality brands to choose from, and Polar, Fitbit, Timex, MIO, and Garmin all make top-rated heart rate monitors for the 2015 exerciser.

Apps and heart rate monitors are just the beginning of the wide variety of technological resources to assist with incorporating your new health habits and healthy living. New technologies are coming out all the time, and in 2015, look for wearable devices to hook around the ear, sweat sensor strips, smart phones doubling as medical devices, prescription-only apps, healthier lighting on your devices, and more!

Sources:
http://greatist.com/fitness/best-health-fitness-apps
http://www.charitymiles.org/
https://www.myfitnesspal.com/
http://c25kfree.com/
http://www.calm.com/
http://www.sleepbug.net/
http://bestreviews.com/5-best-heart-rate-monitors?gclid=CJrP3ZLh18QCFWkS7Aod0WgAdQ
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The Bracelet as individual as you are.

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

Each beautiful hand-crafted sterling silver bead represents different aspects of WBENC that have made it the progressive and respected organization that it is today.

Whether you are new to certification, membership or supplier diversity and women’s entrepreneurship, you can build your own beautiful piece of jewelry that will tell the story of how you’re engaged with WBENC.

Isn’t it time to start your Legacy®?

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