MEET LORRAINE BERGMAN
PRESIDENT/CEO OF CALIENTE CONSTRUCTION

FEATURES
#ACTINTENTIONALLY
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.

MAY 2015

27 WPEO-DC Brown Bag Lunch with Verizon and Prime Supplier JLL
Washington, D.C.
Click here for details.

27 SDSDC & WBEC-West Presents: Operation Opportunity – Roadmap to Contracting Success
San Diego, Calif.
Click here for details.

27 WBC Great Lakes Entrepreneur Roundtable: Opportunities in the Construction Industry
Detroit, Mich.
Click here for details.

27-28 WBEA Business EXPO
Houston, Texas
Click here for details.

28 NGLCC 3rd LGBT Summit of the Americas
Lima, Peru
Click here for details.

JUNE 2015

2 WPEO-DC What A Corporate Wants
Springfield, Va.
Click here for details.

2 WBDC-MN and NCMSDC JOINT Procurement Meeting Hosted by Best Buy
Richfield, Minn.
Click here for details.

2 WBCS Convey & Connect
Plano, Texas
Click here for details.

2-3 CelebrAsian 2015 Procurement Conference
Bethesda, Md.
Click here for details.

4 WBCS Ladies Who Launch
Dallas, Texas
Click here for details.

5 Aurora: Make a Connection – Doing Business with State of Illinois
Aurora, Ill.
Click here for details.

5 WPEO-NY Brown Bag Lunch with Guggenheim Partners
New York, N.Y.
Click here for details.

5 Future Trends Impacting WBES: Environment and Cyber Security
San Francisco, Calif.
Click here for details.

9 Great Lakes WBC Corporate Connections & Awards
Indianapolis, Ind.
Click here for details.

9 WBEC-West Meet the Buyers of Henkel Corporation
Scottsdale, Ariz.
Click here for details.

10 WBCS Convey & Connect
Plano, Texas
Click here for details.

10 WBEC-South Regional Forum: Mississippi
Jackson, Miss.
Click here for details.

10 The Latino Coalition 2015 Small Business Summit
Washington, D.C.
Click here for details.

11 WBDC-MN and NCMSDC JOINT Procurement Meeting Hosted by Cummins Power
Shoreview, Minn.
Click here for details.

11 San Diego WBEC-West Platinum Supplier Program
Click here for details.

11 Nevada WBEC-West Platinum Supplier Program
Las Vegas, Nev.
Click here for details.

12-16 2015 AMAC Airport Business Diversity Conference - FL
Fort Lauderdale, Fla.
Click here for details.

16-18 14th Annual DOE Small Business Forum & Expo
Phoenix, Ariz.
Click here for details.

23-25 WBENC 2015 National Conference & Business Fair
Austin, Texas
Click here for details.

24 WBEC-West Insider Tips to Doing Business with Cox Communications – Webinar
Click here for details.

30 WBDC-MN and NCMSDC JOINT Procurement Meeting Hosted by SUPERVALU INC
Eden Prairie, Minn.
Click here for details.

30 WPEO-DC Brown Bag Lunch with MGM Resorts & Casinos
Washington, D.C.
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### NEW CORPORATE MEMBERS:

DEAR FRIENDS,

Just a few weeks from now many of you will be packing your bags to head to Austin, Texas. The National Conference & Business Fair brings us an energizing opportunity to come together, in person, and accomplish many things. Throughout the conference there will be many networking opportunities and scheduled 1:1 MatchMakers. To bring more and more value to our constituents, the exciting line-up of programming is focused on industries as part of our planned strategic focus. The descriptions of the programming is now available to peruse on the event’s website.

Keeping with the famous saying ‘everything is bigger in Texas,’ we have three keynote speakers, one for each day of the conference. The first day of the conference will feature Carla Harris, the Chair of the National Women’s Business Council and the Vice Chairman of Global Wealth Management, Managing Director, and Senior Client Advisor at Morgan Stanley. Carla is a tremendous writer and speaker and she will share her insights as well as guide a conversation with our three WBE Tri-Chairs.

On the day of the Business Fair get ready to strap in and rev your engines! Thanks to our Diamond Sponsor Nationwide, our soon-to-be-announced keynote is an inspiration with an exciting story to share during the Business Fair Breakfast. Make sure to arrive on time to get the best seat in the house. You won’t want to miss it!

Thursday during the Conference Luncheon Jonathan Sprinkles’ high-energy presentation will leave you inspired. An author, television personality, and award-winning speaker, Sprinkles is different, down-to-earth, and quick-witted.

In addition to hearing from so many leaders in our network, the National Conference provides time for us to celebrate with our community while doing the hard work of networking and learning. Throughout the week we’ll celebrate and stop to thank a few deserving members of WBENC presenting the Applause, Alcorn, and Crystal Leadership awards.

I LOOK FORWARD TO SEEING EACH OF YOU DURING ONE OF MY FAVORITE WEEKS OF THE YEAR!

Sincerely,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
#ACT Intentionally

As a community focused on supplier diversity, we are all aware of the considerable buying power women have in the economy. As a network of over 12,000 certified WBES and 269 corporate members, our community’s collective buying power is immense and forms the foundation of joining forces to succeed together. As each member of our network looks for services or suppliers they look within the WBENC network, whether it be a WBE or a corporate member, and choose to support those who support us.

The concept is not limited to large contracts. Every day as business owners, employees, and consumers you make purchasing decisions when you are fueling up your vehicle, feeding your family, mailing packages, staying at hotels and flying around the world. In each of those instances we can begin to #ACT Intentionally, and show our support for the companies that have steadfastly supported the development of women-owned businesses. A natural place to start is by supporting our considerable list of National Corporate Members.

Each month this column will explore the products and brands associated with each of these corporations to help educate each of you as consumers and enable you to #ACT Intentionally in your spending habits. You’ll learn more about what each company offers and how you, as both a consumer and a business owner, can potentially support them. The first of the brand overviews will be America’s Top Corporations for Women’s Business Enterprises, the leaders in supporting women’s business development.

SHARE ON FACEBOOK OR TWITTER HOW YOU #ACT Intentionally.

PAMELA PRINCE-EASON HONORED WITH ADRIENNE HALL AWARD FOR BREAKING DOWN BARRIERS

The Women Presidents’ Organization (WPO) presented the Adrienne Hall Award for Breaking Down Barriers to Pamela Prince-Eason, WBENC President and CEO, a role she assumed in 2011.

Esteemed WPO Board Chair Adrienne Hall, who died in 2008, started the first women-owned advertising company in the United States. A pioneer who broke down barriers and was a strong advocate of women’s rights, Adrienne contributed to the success and growth of the WPO by making connections that still enable the organization to provide superior programming and continued expansion. Her namesake award goes to a member, organization or sponsor who has gone out of the way to collaborate with the WPO, to forge an alliance that has proved helpful to the organization.

“Pam has repeatedly confirmed her belief in what the WPO does and how important our mission is to the growth and development of second-stage women business leaders.”

“Pam has repeatedly confirmed her belief in what the WPO does and how important our mission is to the growth and development of second-stage women business leaders,” said Marsha Firestone, Ph.D., WPO President & Founder.
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.

Now Available

WomenPower by ManpowerGroup

Doing Business With Allstate

wbenc.mobilepaks.com
CASTING OUR OWN ROLE MODELS:
WBENC PRESIDENT SPEAKS TO ECONOMIC EMPOWERMENT AT THE BENTONVILLE FILM FESTIVAL

DESPITE THE PERCEPTION THAT MORE ROLES ARE AVAILABLE FOR WOMEN AND GIRLS IN TODAY’S ENTERTAINMENT INDUSTRY, ACADEMY AWARD-WINNING ACTRESS GEENA DAVIS HAS RESEARCH TO PROVE THE NEEDLE HAS NOT MOVED IN 20 YEARS. IN FACT, SPEAKING ROLES FOR WOMEN IN FILMS COMPRISING ONLY 30% OF ALL SPEAKING ROLES.

This month, the Geena Davis Institute on Gender in Media, a nonprofit founded by Davis and focused on improving gender balance in the entertainment industry, partnered with corporate sponsors Walmart and Coca-Cola to present the inaugural Bentonville Film Festival.

From May 5 to 9, filmmakers, screenwriters, movie stars, and diversity advocacy leaders gathered in Bentonville, Ark., for the largest film festival dedicated to women and diversity in film. In addition to screening films written, directed, and starring women and girls, the festival offered education sessions on gender and diversity topics to help attendees learn more about the challenges facing women and minority filmmakers and artists.

WBENC President and CEO Pamela Prince-Eason participated on an education panel session entitled “Supporting Women’s Economic Empowerment,” featuring Davis; Helene Gayle, CEO of CARE USA; Abigail Wozniak, Senior Economist on White House Council of Economic Advisors; and moderated by Kathleen McLaughlin, President of the Walmart Foundation.

“I was honored to serve as the expert on economic empowerment on this important panel,” says Prince-Eason. “What Geena’s institute’s research shows is that our unconscious bias towards women and little girls is directly reflected in media. The real value of Geena’s work is that it addresses the visualization of gender balance, which addresses both male and female roles. At WBENC, we celebrate our allied men who work for gender equality with our #Hes4Shes movement, and Geena’s work aligns with our view of parity and the desire to include all representations in the best decisions, advancement of our economy, job creation, and so much more.”

Read The Geena Davis Institute on Gender in Media report: “Gender Bias Without Borders”

“What really struck me was the idea that ‘if she can see it, she can be it.’ In the film industry, they can put whatever they want on the screen. What Geena is trying to do is to start the change there—have films change images to better reflect what women and girls can do,” says Prince-Eason.

“When we talk to women who are starting businesses or building their careers, they often are looking for role models and cannot always find them. Every day women continue to breakout into new roles, but it takes time; in the meantime we have artistic ways to provide inspiration to young women.”

bentonvillefilmfestival.com

1 Panelists, including WBENC President and CEO Pamela Prince-Eason (far left) and Academy Award-winning actress Geena Davis (middle), pose with audience members after their session at the Bentonville Film Festival.

2 From L to R: Panelists Geena Davis, Pamela Prince-Eason, Helen Gayle, and Abigail Wozniak take questions from the audience.
Born in India and educated in the United States, Sangari is an energetic and ambitious woman who embraces the entrepreneurial opportunities in the United States. She is appreciative of her family, who she describes as hard-working business people who sent all five children to college in the U.S. and the U.K. She is proud to be nationally-recognized for her company’s performance.

She and her business partner built AriesPro to analyze data, identify solutions to client problems, and implement them with their expert team. “We use the power of data-driven technologies to see where the truths and the lies are,” she points out. “The data provides us with the information we need to locate leaks or inefficiencies. Then, we typically correct them for the client.”

For example, speed in responsiveness is crucial in cyber-security. “If a hacker gets into a client’s systems, it is a zero-day threat with immediate compromise to the system. We will jump in immediately to patch it,” she says.

AriesPro was founded in 2011. Since then the company has grown dramatically, doubling from 2013 to 2014 and already achieving its annual revenue in the first quarter of 2015.

The company bridges the United States and India, with locations in California, Texas and Delhi. The India office is also intended to serve global companies based in the United States that are growing their overseas footprints.

“We provide our U.S.-based global clients with excellent research, development and managed support services, increasing overall efficiency and decreasing their project cost tremendously,” says Sangari.

Certified last year, Sangari has embraced WBENC, attending the 2014 Summit & Salute and National Conference & Business Fair, and the 2015 Summit & Salute in Baltimore. She also regularly attends the Women’s Business Enterprise Alliance (WBEA) events in the Houston area.

“If a hacker gets into a client’s systems, it is a zero-day threat with immediate compromise to the system. We will jump in immediately to patch it.”

“Our business expansion has been enormous since then,” she says. “I am proud to be connected with Asian heritage. My family’s faith in me supported me every step of the way. Now, WBENC is a major source of support as AriesPro is growing and succeeding in this country.”
S&R PROFESSIONALS LP: LONG-TERM SUCCESS IN THE UNITED STATES

Rama Gorjala is CEO of S&R Professionals LP, an Information Technology company that provides cutting-edge IT, and engineering solutions to companies such as American Airlines; Kinder Morgan, MD Anderson Cancer Center; and Corner Bakery. S&R Professionals provide the IT staffing resources to corporations across platforms, as well as turnkey solutions to convert IT systems, execute the programming, and provide testing and implementation.

Gorjala arrived in the United States at a young age with small children. She completed high school and college here, and then embarked on a successful career. She worked at leading corporations such as Gulf Oil, which later merged with Chevron. At Gulf she advanced in the corporation, taking on more responsibility in IT-related technical and management positions.

Passionate about computers, Gorjala launched her own business in 1996, then again with S&R Professionals in 2001. With two offices in Houston, one in the Dallas area and one in Hyderabad, India, the company has been growing by double digits – 20 to 30 percent per year – for the last three years.

“When I came here I was very naïve, but along the way I learned and grew. I learned from my mother that you have to have the foundation in place to succeed,” she says. She laid that foundation with knowledge in IT and forged strong relationships that have supported S&R Professionals’ business growth.

As she adds employees, Gorjala is adamant about ensuring that those employees are amply incented and happy to be working at S&R Professionals, both in terms of compensation and in terms of challenge and recognition. This characteristic of generosity extends to her interest in working with other women in business.

Gorjala participates in WBENC and Women’s Business Enterprise Alliance (WBEA) events and has contributed her IT skills to the organization.
Drawing upon Curtis’ 20-year experience and her in-house team of skilled professionals, CW Solutions eliminates obstacles and provides its clients with the support to move forward with their wireless telecommunications, utility, public works, and oil and gas projects throughout the United States. This includes specialties such as site and right-of-way acquisition, leasing, title research, permitting, and zoning.

For example, CW Solutions enables a wireless carrier to acquire the rights or documentation for a land acquisition, or add antennas to existing sites. It also assists a utility to lay an electric or oil and gas line through a neighborhood. CW Solutions’ clients include PSE&G, T-Mobile, and Verizon Wireless.

“My WBENC Certification is worth its weight in gold.”

With a background in commercial and retail real estate and wireless telecommunication acquisitions, Curtis decided to launch her own business in 2002.

The business grew; but in 2008, when wireless carrier acquisitions were slowing, she branched out into utilities work and won a major project to provide title services and secure right of way easements. She started adding to her array of services, adding GIS and construction project management services. Next, she is considering adding appraisal and survey services.

Given her drive to continually expand with value-adding services and specialties, it is no surprise that over the last four years CW Solutions has dramatically increased its revenues by 30-40% per year.
Curtis has taken leadership positions in the industry drawing upon her expertise in nationwide governmental affairs and regulatory compliance. As President of the New Jersey Wireless Association, she pushed for Senate Bill 2989 to pass the New Jersey State Senate to make it easier for wireless carriers to construct, modify and install their networks.

“I am passionate about networking and supporting my WBE sisters. We learn from each other, and they provide advice and support you unconditionally.”

Curtis works with WBENC-Certified WBEs as vendors to CW Solutions. These include Loreley Fortin, President of Daystar Promotions, Inc.; Katherin Nukk-Freeman, Co-Founding Partner, CEO, Nukk-Freeman & Cerra, P.C.; and Jean Oursler, President and CEO of Alden Management Consulting Group.


Curtis is a major proponent of the power of the network. “My WBENC Certification is worth its weight in gold,” she says. She regularly attends the WBENC Summit & Salute and National Conference & Business Fair, and has been an active participant in MatchMaker meetings. In 2014, Curtis participated in the Tuck-WBENC Executive Program.

“CW Solutions President Stacie Curtis and Vice President Robert Weible onsite. 2 Curtis onsite with her client from PGS&E. 3 Curtis preparing to go up in a bucket truck for an aerial of a substation to view encroachments.

Curtis is a licensed real estate agent in New Jersey, a member of the National Association of Realtors, and a member of The Women’s President Organization of Monmouth County. She is a Board member of the International Right of Way Association, Supplier Diversity Development Council and Associate Member of the New Jersey Utilities Association. In 2014, she was selected as one of the top 25 Leading Women Entrepreneurs by Leading Women Entrepreneurs and New Jersey Monthly magazine. Curtis was honored as one of the 2014 Enterprising Women of the Year by Enterprising Women magazine.

She also founded the New Jersey Wireless Association, which has grown from a handful of members to more than 2,000 professional members. She served the State Wireless Association from 2007-2012, as the first woman President, and as an Executive Committee member. She was instrumental in overseeing monetary donations to numerous charitable groups.
COMPANY AT-A-GLANCE

Company Name: SKIN-EEZ®
Founded: 2007
WBENC-Certified: 2014
Headquartered: Sudbury, MA
Website: www.myskineez.com
Social Media: @Skineez,
    www.facebook.com/pages/Skineez-by-Michelle-Moran/276377574215
Slogan: Be More In Your Skin™
Retail: SKIN-EEZ Skincarewear is launching in Target.com and in select stores across the country beginning in May 2015. The product line has been featured on HSN and in other retailers such as Macy's, Pharmasave, and numerous others.

ABOUT THE PRODUCTS

SKIN-EEZ® Skincarewear are garments that provide natural cosmetic ingredients to your skin while you wear them. They contain anti-aging ingredients such as retinol, red algae extract, shea butter, apricot kernel oil, and rose hip oil. SKIN-EEZ Skincarewear garments feature Skin Logic, a patented technology that encompasses weaved garments filled with microcapsules that moisturize the skin when worn. The suggested use for these garments are eight hours a day for four to six weeks. SKIN-EEZ Skincarewear products are pretreated with a timed-release process that lasts over several wash and wears, but additional spray bottles are available for purchase and are sold separately.

ABOUT THE COMPANY

Michelle Moran created SKIN-EEZ Skincarewear in 2007. This product uses patented microencapsulation technology to deliver natural cosmetic ingredients to firm, tone, and slim. Moran was inspired to develop SKIN-EEZ after recognizing a gap in the shape wear and compression garment markets. Her own experience in wearing these items was uncomfortable and painful, which lead her to recognize the opportunity for the industry to benefit from cosmetotextiles. Moran has since expanded the brand to offer everyday shapers and active wear that slim the body while moisturizing the skin underneath the fabric.

“I am so thrilled to be a Certified-WBE through WBENC. The Women Owned initiative is brilliant and as women make up the majority of consumers – it’s wonderful that products made by women will be called out on the packaging so consumers know they’re supporting a Woman Owned business.”
Fieldman and her business partner cofounded COVERPLAY in 2007, after realizing play yards and cribs, where infants and toddlers can spend hours both awake and asleep, are a breeding ground for germs. Due to the fact that they are hard to clean after spills, accidents, and teething, play yards and cribs are often also thrown away far too soon.

COVERPLAY slipcovers solve the problem by creating a washable barrier for germs and stains. Not only does a slipcover make a mess easier to clean up, but also it helps preserve the play yard or crib for future children.

In 2008, Fieldman and her partner couldn’t believe their luck when Target selected their slipcover as part of the Target Parent Inventions program. In August 2008, COVERPLAY slipcovers were shipped to Target stores nationwide as part of the three-month program. They sold out within three weeks.

Unfortunately, the autumn of 2008 had another surprise in store for COVERPLAY as well as the nation. When the stock market crashed and the recession began in September 2008, Target shelved the program, leaving the fledgling company with plenty of purchase orders, but without any merchandising guarantees to secure capital.

“It’s absolutely terrible to go from that first order to losing all the business,” says Fieldman. “That’s when you have to be tenacious. Banks would see the purchase orders and still turn us down; we just couldn’t get the resources we needed.”

Rather than give up, Fieldman realized the company had to pivot industries to seize the opportunity.

According to the U.S. Small Business Administration, lack of access to credit is a significant barrier to growth for women-owned and minority-owned businesses. Learn More.

“I felt like we were wobbling, but I was not ready to fall down,” says Fieldman. “By sticking to our core principles and being flexible, we refocused and turned our attention to hotels.”
The hospitality industry, which had taken a direct hit in business travel during the recession, was looking at ways to reach the family traveler. Feldman seized the opportunity to pitch COVERPLAY slipcovers to family-oriented marketing teams at major chains such as Marriott, Hilton, Disney, and Wyndham.

“By the nature of the hotel industry, we realized that customers were going to use the product, abuse the product, and then the hotels would have to reorder,” says Feldman. She adds that this provided a great way to market the product to customers who could buy the product for their homes.

It was a meeting with a Hilton procurement representative that got Feldman thinking about WBENC Certification.

“The Hilton representative] asked if we were certified as a women-owned business,” says Feldman. “I immediately started researching the benefits, and it was obvious it was something we should do.”

While she continued growing COVERPLAY, she learned about a new TV show called Shark Tank that was looking for startups to pitch their ideas to angel investors. She filled out a casting application. When called for the show, Feldman admitted she was nervous.

“By this time we had two patents, we had distribution, we were certified as a women-owned business, but we had no money,” says Feldman. “It was nerve-wracking to put it all on the line. But we were so excited with the outcome.”

Feldman and her partner appeared on Season 1, Episode 4 of Shark Tank, and were offered a $350,000 capital offer from shark Barbara Corcoran.

Shortly after the show, despite being inundated with offers, they decided to focus on a partnership with Marriott, which was interested in rebranding their hotel chains as more family-friendly.

“Marriott is an amazing company to work with, and I believe they went that extra yard by developing a whole marketing program around my company COVERPLAY,” says Feldman. “Without support from a company that genuinely appreciates women-owned businesses, I am not sure where we would be.”

COVERPLAY slipcovers are now mandated in many hotel chains, including Wyndham Vacation Clubs, Marriott Vacation Clubs, and used throughout Caesars Entertainment Group, Disney Cruise Ships, Courtyard, Fairfield Inn, Residence Inn, SpringHill Suites, TownePlace Suites, Carnival Cruise Lines, and Disney Cruise Lines.

Today, COVERPLAY has just started to re-launch to retailers. In addition to being listed in the largest baby catalog, One Step Ahead, you can find COVERPLAY on Babies “R” Us.com, Amazon.com, and Diapers.com.

Read More about COVERPLAY on Shark Tank.
#BuyWomenOwned

Proudly supporting those who support Women Owned businesses
**GOVERNMENT SPOTLIGHT**

**TO BID OR NOT TO BID?**

On any given day there are numerous federal government opportunities on which small businesses may bid. Often times, as a small business, owners are dealing with the lack of staff, time and resources needed to compile a comprehensive proposal for the opportunity on the table.

A good practice is to have the owner(s) and any staff member designated for procurement meet once a week for a couple of hours to discuss identified contracting opportunities. To make the most of time and resources, here are some tips to determine whether it would be right to bid or simply pass.

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<th>ARE THE REQUIRED RESOURCES IN PLACE TO EXECUTE THE PROJECT?</th>
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<tr>
<td>Again, this could be staffing, financial resources and time. The business should have financing on hand to cover at least two to four months of expenses. It is also important to consider current customers and deliverables before taking on new business.</td>
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<tr>
<th>IS THERE AN ESTABLISHED RELATIONSHIP WITH THE CUSTOMER?</th>
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<tr>
<td>Relationships play a major role in business decisions. If there are opportunities with potential customers where a relationship has not been established, it may be time to network, network, network!</td>
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<th>WILL THE COMPANY MEET AND/OR EXCEED ALL THE REQUIREMENTS OF THE CONTRACT?</th>
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<td>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.)</td>
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<th>DOES THE COMPANY POSSESS THE REQUIRED QUALIFICATIONS, PERMITS, AND LICENSES?</th>
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<td>Success is more probable when pursuing projects where the company has the required past performance and appropriate credentialing.</td>
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<th>DOES A RELATIONSHIP EXIST WITH POTENTIAL STRATEGIC PARTNERS?</th>
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<td>If the company does not have the past performance needed, it is not automatically precluded from competition. Teaming with another business can help better position the company for success when there is a gap in critical areas.</td>
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<th>DOES THE OPPORTUNITY FIT THE COMPANY’S BUSINESS MODEL?</th>
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<tr>
<td>If the opportunity does not align with the company’s current vision and goals, it may fall in the NO BID zone.</td>
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Once all questions have been answered and options considered, it is time to estimate the company’s probability of actually winning the contract. Remember, contracting in the government space requires time, patience and financial resources. Do not get overwhelmed. Proceed with caution and knowledge. By implementing a clear bid selection process, you can save time, maximize opportunities and achieve success.
REGISTER NOW!
WBENC 2015 NATIONAL CONFERENCE & BUSINESS FAIR
AUSTIN, TEXAS
JUNE 23 - 25, 2015

FOR MORE INFORMATION, PLEASE VISIT http://conf.wbenc.org/
After retiring from Delta in 2008, Galyardt founded XIOSS, Inc., an IT data storage solutions firm, with her husband, Mark. In the midst of the recession, Galyardt realized the company’s reputation and success depended on hiring talented engineers, ensuring consistent messaging about her value proposition, and building relationships.

On those tenets, XIOSS (pronounced zye-ose) quickly began specializing in data management and storage solutions for Fortune 500 clients. Because she launched XIOSS from the beginning as a WBENC-Certified company, Galyardt took advantage of national and regional WBENC events immediately, which allowed her to cultivate relationships with current and prospective corporate clients while networking with fellow WBEs with whom she wanted to work.

It was at the WBENC National Conference & Business Fair where Galyardt garnered her best business advice in a session led by WBENC-Certified WBE Judy Bradt, Founder of Summit Insight.

“Judy had us refine our pitch in a five-word statement,” says Galyardt. “XIOSS...‘We’re data storage experts.’ Adding to that five-word statement became easy by adding a memorable tag. “We help our Fortune 500 clients take the pain out of their...
data PMS: That is the Protection, Management, and Storage of their data.” And that consistent pitch has really helped us get our message across in a succinct and memorable way.”

“Susie is a delight to work with, and she has a passion for helping other women business owners,” says Balkcom. “I often remind other WBEs that certification is about the community we bring as women business owners. We have to look to each other to partner and collaborate to take our businesses to the next level.”

“When it comes to diversity, you have to think of your own company’s supply chain, as well,” says Galyardt. “If you’re working with Fortune 500 clients, your own internal suppliers are expected to be diverse. Our supply chain should reflect our customers just as much as their supply chain reflects their own customers. I want to do business with women I know, like, and trust, so it was easy to start right here in my [Regional Partner Organization].”

Galyardt currently serves on WBENC’s Forum, GWBC’s Board of Directors, Voice Committee, Chairs Woman 2 Woman, and the Georgia Mentor Protégé program.

Mentoring is something she takes seriously. At next month’s National Conference & Business Fair in Austin, Galyardt will work with the cohort of young women in WBENC’s Student Entrepreneurship Program (SEP), sponsored by Shell. Galyardt, who served on SEP’s advisory board, is excited to be part of an emerging supplier development program, especially when she can help participants focus on launching, building, and networking their businesses.

“I was astounded to learn that less than two percent of women-owned businesses reach one million in revenue. I want these students to succeed and increase that percentage!”

“I was astounded to learn that less than two percent of women-owned businesses reach one million in revenue,” says Galyardt. “I want these students to succeed and increase that percentage! They should come prepared with their pitch, a thirst for knowledge, and a commitment to follow-up. When we have a chance to incubate new entrepreneurs, we ensure they launch their businesses with valuable and executional information.”

Galyardt’s passion to share knowledge and experience has translated to the local level with her involvement in the Greater Women’s Business Council (GWBC). While constantly building relationships with other women-owned businesses, Galyardt also looks for business suppliers and partners.

As a result of her GWBC involvement, she met fellow GWBC Board of Directors Member and WBE Nancy Balkcom, President of My Supplies. Balkcom’s company is XIOSS’s official office supplier.

1 Xioss President and Founder Susie Galyardt (fourth from the left) won the Greater Women’s Business Council’s 2014 WBE Advocate of the Year.

2 Galyardt at the 2013 GWBC Ladies Achieving Continuous Excellence (LACE) dinner.

3 Galyardt receiving her executive certificate from Dartmouth’s Tuck School of Business.

www.xioss.com
WBE SUCCESS STORY

CVS HEALTH AND CALIENTE CONSTRUCTION: A SUCCESS STORY

THE PARTNERSHIP BETWEEN CVS HEALTH AND CALIENTE CONSTRUCTION INC., WHICH IS HEADED BY PRESIDENT/CEO LORRAINE BERGMAN, DEMONSTRATES HOW PREPARATION, CAPACITY, AND ATTENTION TO PROCESS CAN STREAMLINE A QUALIFIED WBE’S PATH TO WINNING AN IMPORTANT CONTRACT WITH A WBENC CORPORATE MEMBER.

W BENC-Certified since 2006, Caliente Construction is one of the largest woman-owned businesses in Arizona and ranks in the top 25 of all Arizona general contractors. With a reputation for integrity, superior performance and the personal touch of a family-owned business, the company conducts construction management, design build and general contracting services for new construction, renovations, and tenant improvements. Caliente serves corporate, municipality, financial, industrial, military, and retail clients in the Western United States.

“While some general contractors work from project to project, we look to take care of our customers as if theirs is our own business. We watch their budgets, emphasize quality, and drive continual improvement.”

“We really focus on the customer relationship,” Bergman says. “While some general contractors work from project to project, we look to take care of our customers as if theirs is our own business. We watch their budgets, emphasize quality, and drive continual improvement.”

Bergman met Raul Suarez-Rodriguez, Manager of Supplier Diversity for CVS Health, at a MatchMaker meeting at the 2014 WBENC National Conference & Business Fair in Philadelphia.

Suarez-Rodriguez and his colleague, Lori Rodrigues, Senior Supplier Diversity Consultant, came to the event prepared with CVS Health’s specific needs. When they met Bergman, they were impressed by her articulate presentation of
her value proposition. Her company was a perfect fit for the kinds of projects they anticipated.

They asked if she would be available to come to Dallas in July for CVS Health’s Business Building Event to meet decision makers for construction projects from across the enterprise. This event, which is one of seven focused on women and diverse suppliers across the country last year, included Tier One Suppliers that might need a subcontractor. Bergman met with Bob Gunter, Area Director of Construction.

When the event was over, Gunter and the CVS Health team determined that there was a high probability of doing business with Caliente Construction. They requested that Caliente Construction be put into CVS Health’s General Contractor (GC) qualification process.

Suarez-Rodriguez said, “We were impressed by her experience and capabilities. Caliente also had the revenues necessary to fulfill our projects and sustain a relationship with a corporation of our size.”

They asked Bergman to be sure to be registered at their Supplier Diversity portal, which then triggered the GC qualification process. They stayed in touch over the next few months, and by November 2014 Caliente Construction was approved as qualified to be a GC.

In March, Bergman received the opportunity to bid as a GC for a CVS/pharmacy store in Scottsdale, AZ. After four weeks she was awarded the contract and started work in April.

For her part, Bergman is enthusiastic about her experience with CVS Health. “The support of CVS Health has been astounding. Their leadership in partnering with WBEs is ingrained in the organization and extends from the national to the regional and the local level,” she says, adding that her local contact has already introduced her to another line of construction opportunities in CVS Health’s commercial campuses in the region.

Bergman is active in WBENC, attending the National Conference & Business Fairs and Women’s Business Enterprise Council-West (WBEC-West) events. She attended the Tuck-WBENC Executive Education Program and appreciates the educational and networking opportunities that WBENC and WBEC-West avail. She has won many awards including WBEC-West Supplier of the Year and encourages subcontractors to become WBENC-Certified.

To guide other WBEs to successful partnerships, CVS Health’s Rodriques offers some take-aways:

1) Register at the Portal. Contrary to the notion that an electronic portal can be a “black hole,” Rodriques checks it regularly to identify prospective WBEs. “We go into our vendor portal on a daily basis to look for the right qualified supplier to include in a bid. We get 8 out of 10 names there,” she says.

2) Attend the WBENC National Conference & Business Fair and regional events and be prepared to stand out in introducing yourself to the decision makers at the Business Fair Booths or at a MatchMaker meeting.

3) Be diligent in your follow up. Rodriques says that only 15% of suppliers she meets follow up on that meeting. That’s a huge wasted opportunity for the other 85%.

4) Be patient. In areas of construction where multi-year contracts are often in place, timing can play an important role.
JUSTINBRADLEY WINS INAVERO’S 2015 BEST OF STAFFING® AWARD

For the sixth year in a row, Inavero, a leading provider of client service quality research for staffing agencies, honored WBE JustinBradley with its Best of Staffing Award®, recognizing them in the top two percent of all staffing agencies in the United States and Canada.

“It’s all about people,” said CEO Beth Monroe. “At JustinBradley, we build great relationships with hiring managers and candidates. Our staff genuinely cares about the people we serve. We spend a great deal of time asking the right questions and listening carefully to our clients for a thorough understanding of their culture and priorities.”

JustinBradley is an award-winning recruiting, staffing and contingent workforce firm specializing in accounting and financial talent. They find and place the right people for their clients’ needs – from entry-level to CFO – for the financial services, legal, professional service, real estate, and nonprofit sectors. With an organization’s success dependent on the capabilities and fit of the people they hire, JustinBradley’s recruiters take on fewer searches to focus on their clients’ needs and specialize by industry where they know the issues, technologies and talent.

JustinBradley
www.justinbradley.com

UBICARE AND INTERBIT DATA PARTNER TO SEAMLESSLY DRIVE POPULATION HEALTH

WBENC-Certified UbiCare, a digital patient engagement solutions company, and Interbit Data, a healthcare IT software solutions company, have partnered, enabling the expectant and new parent population at Beth Israel Deaconess Hospital–Plymouth (BID-Plymouth) to confidently manage their care, form strong connections with BID-Plymouth, and recommend the hospital to friends and family.

Here’s how it works: Select patient data that exists within the hospital’s electronic health record (EHR) is sent through Interbit Data’s NetDelivery data distribution solution into UbiCare’s SmarteXp™ patient engagement solution. From there, SmarteXp (for “Smart Experience”) automatically creates unique subscriptions based on each patient’s due date and starts delivering a targeted messaging series to each patient.

“An informed patient is a successful and loyal patient,” says UbiCare CEO Betsy Weaver. “In proving we can automatically create digital connections to provide patients the right information at the right time, we truly allow our hospital clients to put patients at the center of their care, improve outcomes and increase satisfaction and referrals.”

UbiCare
www.ubicare.com
**Xcution CEO and Co-Founder Jane Henry Named to Upstart Business Journal’s Inaugural Upstart 100 List**

Upstart Business Journal profiled WBE Jane Henry for their inaugural list of 100 leaders who are “rebels, dreamers, contrarians, and big thinkers.” Henry developed her consulting company’s models for success by learning from the challenges of her former employer—Enron.

*Upstart Business Journal*

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**WBE Julie Copeland Listed on Real Leaders 100 Visionary Leaders**

Julie Copeland, President and CEO of Arbill, a leading provider of workplace safety products, services and training is listed as one of Real Leader’s 100 Visionary Leaders.

The Real Leaders 2015 list of 100 visionary leaders was chosen with a simple question in mind: Do they inspire us to lead toward a better world? Copeland (#97) was recognized for her vision and commitment to an accident-free workplace.

*Real Leaders 2015 100 Visionary Leaders List*

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**Vision 3000 Business Solutions and Pan-Pacific Partner Through WBENC Certification**

When WBE Rose Gramme, owner of Vision 3000 Business Solutions, a full service strategic placement solutions company, attended a 2013 Women’s Business Enterprise Council-West holiday event hosted by fellow WBE Cindy McKawin, President and CEO of Pan-Pacific Mechanical, she didn’t know the collaboration would result in Vision 3000 being named Pan-Pacific Mechanical’s #1 vendor in 2014.

“It is critically important to be in the right places to gain the insight and make connections if you are a business owner seeking to expand and grow your relationships,” says Gramme. “Cindy took a chance on us which we are truly grateful for, we look forward to an on-going partnership with Pan-Pacific.”

“Not only did Vision 3000 Business Solutions meet our needs, their team out-paced a host of suppliers to be our top vendor,” says McKawin.

*Vision 3000*  
[www.vision-3000.com](http://www.vision-3000.com)

*Pan-Pacific Mechanical*  
[ppmechanical.com](http://ppmechanical.com)

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**Baker Creative Wins Graphic Design USA Awards**

Baker Creative, a WBENC-Certified business, was recently selected as a winner of Graphic Design USA (GDUSA) magazine’s 2014 American Graphic Design Awards in two categories: Creative Use of Stock Images and Internet Design. Only nine percent of the 9,000 entries submitted were awarded these Certificates of Excellence.

“We are honored that Graphic Design USA recognized our website with two prestigious awards,” said Michele Cuthbert, owner and Creative Director of Baker Creative. “We’re especially honored that this recognition came from our industry peers.”

*Baker Creative*  
[baker-creative.com](http://baker-creative.com)

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**JANCOA Janitorial Services CEO, Mary Miller, Named Enterprising Women of the Year Award Recipient**

JANCOA CEO, Mary Miller, was among the winners in the Over $10 Million and Up to $25 Million in Annual Revenues categories at the 2015 Enterprising Women of the Year Awards, an annual tribute to top women entrepreneurs from around the globe. JANCOA Janitorial Services is an award-winning, family owned and operated, commercial cleaning service established in 1972.

Widely considered one of the most prestigious recognition programs for women business owners, nominees must demonstrate they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship, and stand out as leaders in their communities.

“I appreciate the opportunity to celebrate the success of my past,” says Miller. “I’m more excited to meet so many great women from around the world and to focus on creating a greater future.”

The award honorees were recognized at the 13th Annual Enterprising Women of the Year Awards & Conference from March 29 to 31, 2015 at Disney’s Grand Floridian Resort & Spa in Lake Buena Vista, Florida.

*JANCOA*  
[www.JANCOA.com](http://www.JANCOA.com)

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*Vision 3000*  
[www.vision-3000.com](http://www.vision-3000.com)

*Pan-Pacific Mechanical*  
[ppmechanical.com](http://ppmechanical.com)
THE BEST THINGS TO DO IN AUSTIN

CHECK OUT THESE RECOMMENDATIONS FROM THE 2015 HOST COMMITTEE ON WHAT TO DO WITH YOUR SPARE TIME YOU THIS JUNE.

RELAXATION

Stand Up Paddle Boarding
“Right near Downtown on the Colorado River. People-watching is great. Water is always smooth.” — LINDSAY STROH

Three Springs Spa at Barton Creek Resort
“The shower gel and lotion is great and reminds me of this wonderful place.” — RACHEL SANCHEZ

LAKES AND LAKEFRONTS

Walk, water bike, or canoe on Town Lake
“If you go under the Congress bridge around sunset, you might be able to hear and/or see the bats!” — BILLIE BRYANT SCHULTZ & STEPHANIE POINT

Drinks on Lake Austin at Hula Hut
“It’s a fun, vacation type atmosphere. Try the beerita.” — RACHEL SANCHEZ

The Oasis for sunset
“Amazing view of Lake Travis and the Hills-Great drinks. They ring a bell as soon as the sun goes down.” — BILLIE BRYANT SCHULTZ

HISTORY BUFFS

LBJ Presidential Library
“Great history, neat exhibits, good movies from that time period.” — PATTI WINSTANLEY

Tour the State Capital
“Parking is difficult — walk if possible. It’s free and worth seeing all the history from Texas.” — LINDSAY STROH

SHOPPING

South Congress
“Shop the antiques, vintage shops, hit the food trucks, have brunch, and see all the “Austin” stereotypes.” — LINDSAY STROH

NIGHT LIFE

Visit 6th Street
“Great live music and cold beer.” — STEPHANIE POINT

Shop and Dine on 6th Street
“Park on a side street and walk the full length. Have a drink at a bar where you like the sound and then move onto the next.” — BILLIE BRYANT SCHULTZ & BETTY MANETTA
Sharon Evans is Chief Executive Officer of CFJ Manufacturing, a global, full service provider of employee recognition, marketing and advertising specialties, uniforms, and fine jewelry. CFJ Manufacturing enables its clientele to effectively engage their customers through brand recognition and incent their most valuable assets— their employees. CFJ Manufacturing’s many capabilities include total recognition programs, brand identity solutions, uniforms, product development, base manufacturing, warehousing, kitting, distribution, and fulfillment.

“Our end-to-end services from design to distribution assure our clients of quality, cost efficiency, and customized processes to meet their operational needs,” says Evans. CFJ Manufacturing excels and differentiates from the competition in their methodology in developing, implementing, administering, and fulfilling those services, ultimately minimizing their clients’ expenses throughout the process.

“We handle our clients in the same manner we approach our own company requirements,” says Evans. “[We become] an extension of their workforce and understand who they are in our own thinking and execution of their projects.”

Evans explains that a creative team coupled with worldwide facilities allows internal efficiency experts to work closely and create comprehensive solutions that are unique to each client.

CFJ Manufacturing’s name comes from the company that started it all: Collections Fine Jewelry. Originally founded to fulfill the need to support a family, Evans says, “As a single mother of two, failure was not in the vocabulary.”

The jewelry business flourished, while the company expanded to include branded product, uniforms, and employee recognition in the late 1980’s. This “need to succeed” philosophy dug its roots into the foundation of the company, where it continues to be the focus decades later.

CFJ Manufacturing remains successful and innovative. Evans attributes that success to employees who know that “excellence is the difference between what they do and what they are capable of doing.” Evans says her employees are “pushing the envelope in every aspect of creation, knowledge, and imagination of our product and services.”

WBENC-Certification brought a new facet of differentiation to CFJ Manufacturing in 1997. Evans says that 80% to 85% of the company’s current and potential business has come from being WBENC-Certified.

“WBENC-Certification opens the door to working with corporations that have strong beliefs in WBE diversity,” says Evans.

Evans strives to take full advantage of the many opportunities and resources WBENC provides after certification. As a member of the Forum Leadership Team, Evans has attended the Tuck-WBENC Executive Leadership Program, as well as the Ernst & Young Winning Women Program.

CFJ Manufacturing currently does business with numerous WBENC Corporate Members, including American Express; Amtrak; BNSF Railway; BP America Inc.; Energy Future Holdings; Ericsson, Inc.; Exxon Mobil Corporation; Kimberly-Clark Corporation; Marriott International, Inc.; PepsiCo, Inc.; Prudential; United Airlines; UPS; Time Warner; and W. W. Grainger.


Other awards earned by Evans and CFJ Manufacturing include Minority/Women Business Development by Frito Lay; 2011 Presidents Club for Outstanding Sales Excellence; 2003 WBE of the Year by WBCS; Award of Excellence for 2004 and 2005 by Boy Scouts of America; 2003 Procurement Collaboration Award by JCPenny’s Corporation; and 2006 Inner City 100 Winner by ICIC Inc.

“WBENC-Certification is important because without this organization, our company would not be where it is today,” says Evans. Almost 20 years ago, Evans first learned about WBENC-Certification from Billie Bryant, now a fellow 2015 NCBF Host Committee member, and the WBCS current NCBF Host Council. Evans proudly serves on the 2015 NCBF Host Committee to help promote WBENC and her personal council in Texas. She advises first-time attendees to “relax, enjoy, and engage,” and she encourages all attendees to maximize their conference experience by being organized and focused.
Betty Manetta is President and CEO of Argent Associates, Inc., an award-winning systems integrator that provides technology, products, services, and supply chain solutions to enterprise and government customers. Specializing in delivering solutions in logistics, warehousing, and monitoring through state-of-the-art quality systems that provide real-time information, Argent Associates is an industry leader.

Manetta created the company in 1998 in a room over her garage with a computer, a tech-savvy 14-year-old cousin, and an idea to fulfill unaddressed needs in the telecommunications industry.

“I always had the entrepreneurial spirit; I had other businesses on the side but never took the plunge until I knew there was stability at home and the children were old enough,” Manetta remembers.

Manetta has established Argent Associates as a company that others come to for innovative ideas and creative products and services. Innovation is important for the telecommunications industry because of technology’s rapid evolution.

“We attend industry events, have creative and innovative workers, and utilize the internet to keep abreast of how the industry is changing,” Manetta explains. She emphasizes the need to stay informed, do research and continuously look for opportunities to learn.

Manetta has a Bachelor of Science in Marketing and Accounting from Rutgers University and a Master of International Studies from Seton Hall University. She recently received the Beta Gama Sigma Recognition for the Entrepreneur Excellence Award for “contributing significantly to the vitality and strength of the economy, combining business achievement with service to humanity.”

“Network, network, network! The biggest thing about the National Conference is that everyone is together in one place. There are numerous opportunities to network with corporate companies, and it’s a great place to begin new relationships and foster existing ones.”

In 2015, Manetta and Argent Associates received various prestigious recognitions, including: 2015 Minority Business Leadership Award-Dallas Business Journal; 2015 AT&T Supplier Award; 2015 Enterprising Women Award, Over $100 Million; 2015 Best 50 Women in Business-NJBIZ; and the JFK University’s 2015 Institute of Entrepreneurial Leadership Emerging Entrepreneur Award. Her company was named one the 50 Fastest-Growing Women Owned Companies Worldwide by the Women’s Presidents’ Organization and American Express Corporate Payments.

Certified since 2002, Manetta knows first-hand how WBENC-Certification helps companies grow and gain new clients. A few years ago, Argent Associates moved headquarters from New Jersey to Texas, leaving the area where they spent many years cultivating relationships. The WBENC network, specifically Women’s Business Council-Southwest (WBCS) staff and WBE members made the transition easy.

“They always treated me like I was part of the family,” says Manetta.

She has partnered with other WBEs for both internal procurement and partnering opportunities and currently does business with numerous WBENC Corporate members.

Manetta is excited to be a member of the 2015 NCBF Host Committee welcoming the National Conference & Business Fair in Austin, Texas. “It’s exhilarating to be part of this group of talented women who are all converging for the good of the economy and the country,” says Manetta.

She offers first-time conference attendees a bit of advice: “Network, network, network! The biggest thing about the National Conference is that everyone is together in one place. There are numerous opportunities to network with corporate companies, and it’s a great place to begin new relationships and foster existing ones,” says Manetta.

www.argentassociates.com
Pamela O’Rourke is President and CEO of ICON Information Consultants, LP, a company that specializes in recruitment consulting, payrolling, independent contractor management, and specialized IT project management solutions. The ICON talent acquisition team specializes in providing information technology, accounting, finance, human resources, and procurement professionals at all skills and levels. The team completes annual updated recruitment tactics training and accepts the internal methodology, termed the ‘ICON Way.’

O’Rourke explains that the ‘ICON Way’ was born from her belief that clients deserve more. The ICON Way ultimately means, “make the client happy while always doing the right thing, [for example,] staying late, providing outstanding service internally and out, and doing the best job the first time. This philosophy is the cornerstone of our success,” says O’Rourke.

O’Rourke realized while working for other firms that “the level of service [she] wanted to provide was far superior than was requested [of her] from her employers.” ICON Consultants was established in 1998 to deliver O’Rourke’s unique vision for a consulting company that would complement her zeal for service and technology.

O’Rourke, who has many years of practical business experience in the Technology and Consulting field, allows ICON Consultants to “internally utilize technology to effectively and efficiently assist in operations delivery.” ICON annually reviews, suggests, and implements new design enhancements to their Applicant Tracking System, Web-based Onboarding system, and recruitment tools to fully optimize their systems.

ICON takes great pride in their WBENC-Certification. Certified in 2001, ICON has sponsored and attended numerous national, regional, and local events. O’Rourke insists that “the WBENC community is a great example of ‘you get what you put into it.’”

“Enjoy the downtown, the bars, the bands, and the randomness and spontaneity. Go in with an attitude of ‘I’m going to meet people and learn from their experiences.’”

O’Rourke is a member of the Women’s Enterprise Forum. She has served on the WBENC Board of Directors, the WBENC Technology Committee, and the National Certification Committee. In addition, she participated in the Tuck-WBENC Executive Leadership Program, partners with other WBEs on contracts, and does business with quite a few WBENC Corporate Members, including Shell, Hewlett Packard, and UPS. Because of her enthusiastic involvement on all levels of the network, O’Rourke has benefited greatly from WBENC-Certification by making invaluable friends, relationships, and connections that constantly reinforce the importance of being a WBE.

“ICON and I personally have numerous examples of where the participation within this organization has assisted our year-over-year growth,” O’Rourke attests.

O’Rourke’s many awards include Entrepreneur Of The Year 2009-Business Services for the Houston and Gulf Coast Area from Ernst & Young; WBE Star Award 2008; Supplier of the Year (Over $10 Million) WBEA 2010 & 2014; WBE of the Year (Over $5 Million) Women’s Business Council–Southwest (WBCS) 2011 & 2013; and numerous awards recognizing her company’s success and her advocacy for women.

As a member of the Host Committee for the 2015 National Conference & Business Fair, O’Rourke is excited to welcome attendees to Austin. “Enjoy the downtown, the bars, the bands, and the randomness and spontaneity,” she recommends. O’Rourke advises first time attendees to “go in with an attitude of ‘I’m going to meet people and learn from their experiences.’”

O’Rourke says that the best way to benefit from attending the conference is to be flexible and patient and to get out of your comfort zone and make contacts. “Once you have a perspective customer’s undivided attention, be direct with what you do, why you’re great, and what you need to do to get on their radar. Always remember—be yourself, relax, and bring lots of business cards,” says O’Rourke.

O’Rourke is very proud of her home state and takes pride in showing off her Texas hospitality. She cheerfully boasts that “Texas has a very strong economy and a large population of Fortune 100 companies headquartered here. Everything is bigger and better in Texas including business opportunities!”

www.iconconsultants.com
The vast technology industry demands rapid innovation in a regulated and competitive landscape, which naturally slows collaboration among rival companies. Yet, as many firms evolve to MSP business models, they are requiring strengthened security, rigid compliance, and streamlined processes.

This session will address the opportunities and challenges propelling the technology industry as the exchange of information and data continue to increase. Market demands will continue to shift and the advancement of technologies, such as cloud migration, platform alignment, and application development, will increase supplier opportunities in the areas of network construction, installation, repair, and software development.

Networking. Lead generation. Building a reputation as a trusted advisor. These are all the by-products of successfully positioning yourself with a strong social media presence. If you approach people the wrong way in this space, you’ll shut down your prospects before the conversation even gets started. Studies are showing that salespeople who use social smartly are soundly outperforming their non-social peers. Join us for a session on sales and social media to learn more about the right ways to engage and reel in more fish than ever before.

An important aspect of successfully growing and expanding your business into global markets is understanding the competitive landscape from an industry perspective. Join us for a collaborative roundtable discussion with corporate representatives from the Pharmaceutical; Hospitality; Automotive; Energy and Utilities; Technology; Food and Beverage industries. WBECs will leave this workshop with a better understanding of what Fortune 500 corporations are seeking in a partner and how to strategically focus on these sectors.
CONFERENCE KEYNOTE SPEAKERS

TUESDAY SPEAKER: Carla Harris was appointed by President Barack Obama to chair the National Women’s Business Council in August 2013. She is a Vice Chairman of Global Wealth Management, Managing Director, and Senior Client Advisor at Morgan Stanley, where she is responsible for increasing client connectivity and penetration to enhance revenue generation across the firm.

She was recently named to Fortune Magazine’s list of “The 50 Most Powerful Black Executives in Corporate America”, and has a number of other prestigious awards from U.S. Bankers, Black Enterprise, Essence Magazine, Ebony, and Harvard Black Men’s Forum. She is the Chair of the Board of the Morgan Stanley Foundation and sits on the boards of the Food Bank for NYC, The Executive Leadership Council, The Toigo Foundation, Sponsors for Educational Opportunity, A Better Chance, Inc., The Apollo Theatre Foundation, Mt. Sinai Hospital, Xavier University, and is an active member of the St. Charles Gospelles of the St. Charles Borromeo Catholic Church and the Mark Howell Singers. She is co-chair of the National Social Action Commission of Delta Sigma Theta Sorority, Incorporated and was a member of the Board of Overseers’ Committee on University Resources, Harvard University. She has received the Bert King Award from the Harvard Business School African American Alumni Association, the 2005 Women’s Professional Achievement Award from Harvard University, the Pierre Toussaint Medallion from the Office of Black Ministry of the Archdiocese of New York, the Women of Power Award given by the National Urban League, the Women of Influence Award from The Links, Incorporated and many other awards. In her other life, Carla is a world-renowned gospel singer, having released three albums, and author of two books: Expect to Win: 10 Proven Strategies for Thriving in the Workplace, and Strategize to Win: The New Way to Start Out, Step Up, or Start Over in Your Career. She has an MBA from Harvard Business School and an AB from Harvard University.

SURPRISE SPEAKER: Start your engines, attendees! From Indianapolis to Daytona, this keynote speaker has learned about the bumps, rubs, and near misses that can detour your biggest business dreams. Do you know who your competition is before you hit the track? Where do you rank in the pack? And when will you take that risk to win the race? This keynote speaker will speak to the challenges, inspirations, and pit stops on the way to that coveted checkered flag.

Be on the lookout for an exciting announcement - our Wednesday Keynote will certainly get you revved up at breakfast!!

THURSDAY SPEAKER: “Your Connection Coach,” Jonathan Sprinkles, delivers straight talk, ‘sprinkled’ with laughs. He is a television personality, featured columnist, author of 11 books, and a leading authority on teaching capacity building strategies to leaders and achievers who want the system for moving past the stop-and-start cycle, building trust, and motivating your team to achieve their potential.

After a thriving career as a top salesperson at Dell Computers during their fastest-growing years, Jonathan opened his own consulting company so that he could take his platform to a national level. Jonathan is now the author of 11 books, including his most recent book, the Amazon #1 Bestseller, Presentation Power. His work has been featured on ABC, CNN, Fox News, USA Today, and he is a contributor to Forbes.com. In 2007, Jonathan founded Presentation Power, one of the top programs that teaches business leaders and entrepreneurs how to connect, engage, and achieve buy-in when they need it most. Jonathan has become known for telling it like it is. Having navigated many of the obstacles that today’s business people face, he knows what looks good on paper, and what works in the real world. In his presentations, he “sprinkles” elements of wisdom, humor, mixed with savvy business strategies to create an upbeat environment that shifts the cultures and creates lasting results.

Jonathan Sprinkles is refreshingly different. His techniques are simple, down-to-earth, and are designed to turn everyday people into extraordinary performers. In a few short minutes, you will feel like you’ve known him your whole life. You will understand what he means by “Connection Is Key!”

WWW.WBENC.ORG // MAY EDITION 2015
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
16 Oz Tervis Tumbler
Tervis Water Bottle
Bling Mugs
Sling Backpacks
THE OHIO RIVER VALLEY WOMEN’S BUSINESS COUNCIL (ORV-WBC)

HOSTED ITS 6TH ANNUAL CATCH THE WAVE CONFERENCE IN CINCINNATI AT THE GREAT WOLF LODGE CONFERENCE CENTER ON APRIL 20-21, 2015. THIS YEAR’S CONFERENCE INCLUDED 322 ATTENDEES FROM ACROSS THE REGION.

CANDACE WATERMAN, WBENC CHIEF OF STAFF, CERTIFICATION, & PROGRAM OPERATIONS, WAS IN ATTENDANCE FOR THIS YEAR’S CONFERENCE. HIGHLIGHTS OF THE CONFERENCE INCLUDED:

• Keynote luncheon with Lisa Price, Founder of Carol’s Daughter;
• Trailblazer Award Dinner honored this year’s trailblazer Howard Thompson, Vice of Supplier Diversity (retired), Macys; and
• ORVBDP Inaugural class graduation with special remarks by P&G’s former CEO, John Pepper.

1. Lisa Price, Founder of Carol’s Daughter beauty products, was the luncheon keynote;
2. Howard Thompson, Vice of Supplier Diversity (retired), Macys, received the Trailblazer Award;
3. ORV-WBC also held an invitation only Pre-Conference Reception with Pamela Prince-Eason, WBENC President & CEO, hosted by corporate members VonLehman and Graydon Head.
The Mission Main Street Grants® program is part of Chase’s commitment to help small businesses thrive.

Take a big step for your business and your community. Don’t miss out. Apply* today at MissionMainStreetGrants.com

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The Mission Main Street Grants® program is part of Chase’s commitment to help small businesses thrive.

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HOW THE PROGRAM WORKS

1 Complete profile and questionnaire
May 4–June 5
Visit MissionMainStreetGrants.com to register, fill out your business profile, and submit a questionnaire.

2 Public voting
May 4–June 19
Anyone can show support by voting with their Facebook account. Businesses must receive at least 250 votes to be considered for a grant.

3 Grants awarded
September 2015
Expert panelists will select the 20 grant recipients from eligible businesses. The results will be announced mid-September.

For eligibility details and to apply*, visit MissionMainStreetGrants.com

*Must be a for-profit business located in the U.S., operating for at least two years prior to this Program launch date, have an owner who is a legal U.S. resident and at or above the age of majority in their state of residence, have a valid U.S. employer identification or taxpayer identification number, and employ less than 100 full-time employees. Additional details and eligibility requirements can be found at MissionMainStreetGrants.com. Void where prohibited or otherwise restricted by law.

No purchase necessary. Internet access required.
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WBEC SOUTH (WOMEN’S BUSINESS ENTERPRISE COUNCIL SOUTH)

HOSTED ITS 15TH ANNUAL WOMEN’S BUSINESS OPPORTUNITY EXPO IN NEW ORLEANS ON APRIL 9-10, 2015. WBE ATTENDEES COLLABORATED AT AN IN DEPTH WORKSHOP FACILITATED BY THE GOLDMAN SACHS 10,000 SMALL BUSINESSES FACULTY.

Participants worked in groups to perfect their value propositions and then participated in a round robin contest. The winning WBE, Yvette Archuleta-Tudury, with Vast Industries, not only won an opportunity to present her pitch at the packed house luncheon, she also won a scholarship to WBENC’s National Conference in Austin, TX. More highlights included the WBE Showcase, featuring over 60 WBE Suppliers. Michele Ruiz, of Ruiz Strategies, delivered an inspirational keynote address. Celebrating success were WBEC South’s 2014 Major Council Award winners:

- **WBE ROLE MODEL OF THE YEAR**: Kristen Preau Moore/Cook Me Somethin’ Mister
- **VOLUNTEER OF THE YEAR**: Kathleen Hunt/Personalized Payroll Services
- **WBE OF THE YEAR**: Pat Thomasson/Thomasson Company
- **WBE SUPPLIER OF THE YEAR UNDER 10M**: Sharon Valverde/Lightning Bolt
- **WBE SUPPLIER OF THE YEAR OVER 10M**: Michele Wink/UP Professional Solutions
- **CORPORATE ADVOCATE OF THE YEAR**: Rivers Fredrick/Entergy Services
- **CORPORATION OF THE YEAR**: BlueCross BlueShield of Louisiana

WBEC South’s 2015 Expo, was presented by BlueCross BlueShield of Louisiana and Entergy Services. Additional sponsors included Nissan, Shell, Toyota, ExxonMobil, Chevron, and numerous others major and local businesses.
Q: Why is it important to attend WBENC events like the National Conference & Business Fair?”

Answer: The WBENC conference gives WBEs a chance to spend quality time with vendors and to see all of the great corporations that could be a fit for their company but more importantly, it gives us a chance to connect with each other to do business and to find incredible mentors. There is no other time that this many possible opportunities are in one place ready to do business.

Patti Winstanley
Aztec Promotional Group LP
www.aztecworld.com

Where to start? There are so many great reasons to attend WBENC National Conference and Business Fair. Expand your networking circle, learn from others, and sharpen your own message. This type of contact with corporates is essential to continually build your relationship. Since most corporate contracts are 2-3 years in length, this is your “dating” period for you to learn about each other and what is valued.

Jennifer Maier
CEO, WDS. Inc.
womends.com
If you are not attending the WBENC national events, you are missing out! The national events provide a great opportunity to connect with corporations that are not typically at your local RPO events. Both the matchmaker and roundtable connection events are great ways to discuss your capabilities in more depth with your prospects. We have had matchmaker sessions turn into actual contracts! I also like the fact that we are able to engage with our current customers at the national events. At our industry trade shows our direct competitors attend; however in the WBENC arena it provides us with a platform free of many competitors. If you are a national provider of products or services it’s important to be at the national events. Before attending make sure you plan ahead so you are able to optimize the event.

Rachel Sanchez
CEO, Prestige Maintenance USA
www.prestigeusa.net

I can sum up why it is important to attend events like the WBENC National Conference in just eight words. It might be too short or too concise but it is 100% true! Face to Face Always Trumps Email or Phone!

Heather Cox
President, Certify My Company
www.certifymycompany.com

Where else can you meet hundreds of potential customers, suppliers, experienced business owners and potential mentors under one roof? The WBENC National Conference and Business Fair is where the networking begins, women business owners share lessons learned and corporations are actively engaged in developing business opportunities.

Maureen O'Connor
CEO, LEM Products Inc.
www.ap42.com

This event attracts thousands of corporate decision makers. Be engaged and build relationships, so you can be the first in mind when an opportunity presents itself!

Brenda Loube
President, Corporate Fitness Works
www.corporatefitnessworks.com

WOW! WBENC National Conference supports women owned businesses in style!

Denise Walthers
DW Group, Inc.
www.thedwgroup.com

WBENC provides an invaluable opportunity to meet Corporate Sponsors and partner with WBEs. I recommend participating in Power Lunches, meeting with purchasing people, listening to their needs and relating your story. Our 7+ year Bank of America relationship started at a Power Lunch. Additionally, WBE relationships enable us to help WBEs with their technology needs and partner on joint projects.

Margaret Marcucci
CEO & President, CorAnet Corp
coranet.com

The WBENC conference offers like-minded attendees to share best practices within the industry. Networking helps build long lasting relationships which lead to future opportunities. Relationships help build our networks and grow our collective businesses. Let’s create the ecosystem which will help all WBEs and Corporate partners work together for the good of our economy and our country.

Betty Manetta
President & CEO, Argent Associates
www.argentassociates.com

My Top 10 Reasons to Attend the WBENC National Conference - that’s easy!!

10. Support the organization that helps us to be successful!
9. See old friends
8. MatchMakers
7. Put a face with a name
6. Let your customers and competitors know you are still in business and thriving
5. Attend The Forum
4. Share the changes/improvements/value add that we have added since last year as we evolve and improve!
3. Make some new contacts
2. Austin is a beautiful city
1. Seeing all your customers in one location saves a ton of travel time and expense!

Terri E. McNally
President, Global Capital, Ltd.
www.globalcapitalllc.com

If you are like me, your day is full of conference calls, phone calls, meetings, lunches and more meetings. There is no opportunity to spend the time that you need to connect with all of your contacts in the WBENC world. Attending one of WBENC’s national events takes me out of my busy daily world and allows me to focus all day and all evening on networking, renewing relationships and building new ones – with a group of vibrant, focused, and professional peers.

Lynn Griffith
President & CEO, Welcome Events
www.welcomeevents.com
You should attend the WBENC National Conference to connect, learn and grow! Connect with Corporations who want and need your service! Learn from Corporations and WBE's! Grow your business!

Sandra James
President, Private Eyes, Inc.
www.privateeyesinc.com

WBENC’s Conference and Business Fair is super-inspirational. It is not “just” the speakers. It is a tremendous feeling being with and learning from so many other go-getter WBEs. Also the opportunity to meet and network with the corporate diversity people who are our advocates. For 14 years in a row it has been a highlight on my calendar.

Hannah Kain
President & CEO, ALOM
www.alom.com

At the surface, enormous value in networking with corporations who are there specifically to connect with businesses like yours. And, very informative sessions. But really, so many other layers of opportunity. And, the more you go, the more you know, and the value of the events can skyrocket. Network with other WBEs, get to know the WBENC team, work it!

Gayle Piraino
President, GAP Promo
www.gappromo.com

It’s important for WBEs to attend WBENC events like the National Conference and Business Fair because it’s a great way to take your business to the next level. Showing up and participating allows WBEs to connect with representatives from their target markets, learn the challenges those markets face and provide them with viable solutions.

Lisa Michele Chretien
President, Eventmover, Inc.
www.eventmover.com

There are several reasons why it is so important for WBEs to attend events like the National Conference and Business Fair. Nationals not only provides a platform for getting in front of large corporations but it also provides the opportunity to learn firsthand what the corporations are looking for in a supplier and the preferred method of navigating the procurement process. The matchmaker sessions are invaluable.

One-on-one time during scheduled matchmakers is a great shot at making a significant impact and establishing a relationship with a corporation.

Attending these events also allows WBEs to get to know each other. Not only does this make for great networking, but solid relationships start here. I have seen several WBEs graciously help one another navigate corporate waters while leveraging their diverse certification. These WBE2WBE relationships can assist in growing your business and open up opportunities that may not have presented themselves otherwise.

Finally, one of the biggest benefits of these conferences is “Inspirational ROI”. The return on investment may not be increased revenue but rather increased inspiration to improve the business, inject new ideas, or provide a catalyst for change.

Kelli Vaz
Vice President, Service Point
www.servicepointconsulting.com

Every year when I attend the National Conference it is a totally new experience. I am able to reconnect and grow relationships with the people I only see at national events. Quite often these relationships will grow to a new level and turn into a business opportunity or referral. There are always new Corporate members and people to meet, as well as other WBE’s which make the event fresh and new each year.

For many of us that continually return we know this to be true. It is business and fun all at the same time. A great combination.

Hallie Satz
CEO, HighRoad Press
www.highroadpress.com

Upcoming Question:

“How do you build time in your schedule for creative projects?”

Send your answer to wbenc-news@wbenc.org. Your response could appear on these pages. Please limit your answer to 60 words.
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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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LATEST TRENDS IN FITNESS: HIIT TRAINING

WHAT IS HIIT? HIIT (HIGH INTENSITY INTERVAL TRAINING) IS ONE OF THE TOP 10 FITNESS TRENDS FOR 2015, MOST LIKELY BECAUSE IT BURNS A LARGE NUMBER OF CALORIES IN A SHORTER DURATION, THUS MAXIMIZING THE TIME SPENT EXERCISING. IN OUR HECTIC, HUSTLE AND BUSTLE WORLD, WE NEED ALL OF THE “TIME SAVING” HELP WE CAN GET!

HIIT WORKOUTS ALTERNATE MAXIMUM EFFORT WITH PERIODS OF RECOVERY AND CAN BE PERFORMED IN VARIOUS FORMS OF EXERCISE, INCLUDING CYCLING, WALKING, SWIMMING, AQUA TRAINING, ELLIPTICAL CROSS-TRAINING, AND IN MANY GROUP EXERCISE CLASSES. HIIT TRAINING CAN EASILY BE MODIFIED FOR ALL FITNESS LEVELS AND SPECIAL CONDITIONS. IT IS IMPORTANT TO REMEMBER FOR ANY FORM OF EXERCISE TO WORK AT YOUR OWN PACE AND CONSIDER YOUR HEALTH HISTORY, LIMITATIONS AND ABILITIES.

BURN CALORIES WITH HIIT

One of the main goals of exercise is to burn calories, right? HIIT workouts tend to burn more calories than traditional workouts, both during and after the workout. After each workout, there is a post-exercise period called “EPOC,” standing for excess post-exercise oxygen consumption. This period lasts about two hours after exercising and is where the body restores itself to pre-exercise levels, using more energy, and thus burning more calories. Because of the vigorous nature of HIIT workouts, the EPOC generally tends to be modestly greater, adding about 6 to 15% more calories to the overall workout energy expenditure!

SAFETY CONSIDERATIONS

There are some safety considerations when beginning HIIT training for the first time. If you have been living a relatively sedentary lifestyle or have had a period of physical activity, you may have an increased coronary disease risk to high intensity exercise. Some factors that may also increase your risk include family history of heart disease, smoking, high blood pressure, diabetes (or pre-diabetes), high cholesterol levels and obesity. If you have any of these risk factors, medical clearance from a physician is an appropriate safety measure before starting HIIT, or any exercise training.

In addition, prior to beginning HIIT training, you should establish a base level of fitness, which includes engaging in consistent aerobic (exercise that provides cardiovascular conditioning at a more steady pace “with oxygen”) training (three to five times per week for 20 to 60 minutes per session at a somewhat hard intensity) for several weeks to a month at a minimum. This will create muscular adaptations, which improve oxygen transport to the muscles. Establishing appropriate exercise form and muscle strength are important before engaging in regular HIIT to reduce the risk of musculoskeletal (muscle or joint) injury.

Regardless of age, gender and fitness level, one of the keys to safe participation of HIIT training is for you to modify the intensity of the work interval to a preferred challenging level. Safety in participation should always be your primary priority. Focus more on finding your own optimal training intensity as opposed to keeping up with others around you.

HOW MUCH HIIT?

HIIT workouts are more exhaustive than steady state endurance workouts, so a longer recovery period is often needed. Try starting with one HIIT training workout per week, in addition to your other workouts. As you feel ready for more of a challenge, add a second HIIT workout per week. Make sure you give a couple days in between the...
HIIT workouts to allow for recovery. Ideally a slow progression of introducing more HIIT workouts is recommended.

TRY TABATA

Tabata is one form of HIIT training, named after Japanese researcher Izumi Tabata, who has conducted extensive research on interval training. If you’ve never experienced Tabata, try it once, and you’ll never forget it!

Tabata consists of performing an activity all-out for 20 seconds, resting for 10 seconds, and then repeating this sequence eight times. One of Tabata’s most famous findings demonstrated that 20 seconds of all-out cycling followed by 10 seconds of low intensity cycling for four minutes was as beneficial for VO2 max (maximal aerobic capacity or the maximum rate of oxygen consumption as measured during increments,) as 45 minutes of long, slow cardio performed four times per week. VO2 max is generally considered the best indicator of person’s cardiovascular fitness and aerobic endurance. The study showed that positive health benefits accomplished through traditional aerobic training could be accomplished with a much shorter duration Tabata session. Like other forms of HIIT, Tabata can be done with any form of exercise, cycling, walking, jogging/running, swimming, etc. It can also be done with just a single exercise like squats or burpees (reference photos below).

BENEFITS OF HIIT

The benefits of HIIT training extend beyond just being a time saver and burning more calories. More recently, a study in the “Journal of Obesity” showed that 12 weeks of HIIT reduced body fat and increased muscle mass. There were also substantial reductions in total abdominal and visceral fat (the fat surrounding essential organs like the heart), and increases in lean body mass. Possibly, the most surprising aspect of the results was that the food intake for each person remained constant during the study. Since most weight loss is based on a ratio of about 80% nutrition and 20% exercise, this shows the powerful impact HIIT can have on your health.

- There are several other benefits of HIIT training including:
  - Increased aerobic and anaerobic fitness
  - Decreased blood pressure
  - Improved cardiovascular (heart) health
  - Increased insulin sensitivity (helps the exercising muscles more readily use glucose for fuel to make energy)
  - Improved cholesterol profiles
  - Improved body composition (reduces levels of abdominal fat while maintaining or increasing muscle mass)

Given all the benefits of HIIT, maybe it’s time to trade in your long, steady state cardio routines, for a faster paced HIIT session! Get with one of the latest fitness trends and give it a try!

SQUAT

![Squat Image]

BURPEE

![Burpee Image]