JOIN WBE TRI-CHAIRS AND CORPORATE TRI-CHAIRS CHEVRON, DELL, AND PEPSICO AT 2015 NCBF

FEATURES
FAMILIES IN BUSINESS
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.

JUNE 2015

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

17 NAMC 46th Annual National Conference
Las Vegas, Nev.
Click here for details.

20 WBDC Early Childhood Education Entrepreneurship Expo
Chicago, Ill.
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.
Click here for details.

30 WBDC Connection Points: Conversation and Dinner with Chef Brian, Mark, and Lema
Chicago, Ill.
Click here for details.

JULY 2015

7 WBCS Table Topics Series
Dallas, Tex.
Click here for details.

8 WBEC-West Going Global Webinar
Click here for details.

9 WPEO-DC Brown Bag Lunch with AT&T
Washington, D.C.
Click here for details.

9 WPEO-DC & CVMSDC Inaugural Procurement Fair & Matchmaker
Richmon, Va.
Click here for details.

13 MGM Resorts 2015 Women’s Leadership Conference
Las Vegas, Nev.
Click here for details.

14 Astra Washington WBE Economic Summit
Seattle, Wash.
Click here for details.

17 LATINA Style Business Series
Raleigh, N.C.
Click here for details.

17 WBEC-West Arizona Platinum Supplier Program
Tempe, Ariz.
Click here for details.

17 CWE Coffee & Connections
Nashua, N.H.
Click here for details.

14 WBCS Executive Insights / Corporate Connections
Richarson, Tex.
Click here for details.

21 WBEC-West: How to Deliver a Winning Capability Briefing via Webinar
Click here for details.

22 Office of Minority and Women Inclusion (OMWI) - Technical Assistance Event
Washington, D.C.
Click here for details.

22 WBEA CEO Roundtables
Click here for details.

29 WBEC-PA-DE-sNJ Women’s Business Enterprise Program/MatchMaker Meetings
Wilmington, Del.
Click here for details.

29 WBEC-West Insider Tips to Doing Business with Union Bank Webinar
Click here for details.

30 WPEO-NY Brown Bag Lunch with Pitney Bowes
New York, N.Y.
Click here for details.

30 WPEO Annual Access Reception
McLean, Va.
Click here for details.
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**NEW CORPORATE MEMBERS:** CA Inc., Halyard Health, Kraft Foods Group, Orlando Health

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DEAR FRIENDS,
This month our WBENC family and friends will be gathering for a Texas-style homecoming in Austin, TX. Hosted by WBENC Regional Partner Organization, Women’s Business Council – Southwest, the event will kick off with an old-fashioned family reunion picnic. Join us in the WBENC backyard garden to network, hear from tremendous speakers and enjoy local cuisine.

Chevron, Dell, and PepsiCo, this year’s event Corporate Tri-chairs, have taken the lead to ensure that WBEs will experience the very best in programming and networking opportunities. So many corporate sponsors have contributed time and effort to provide talented colleagues from their organizations to allow WBENC to achieve our mission to be the best at developing Women’s Business Enterprises. During your time at meal functions, workshops, and 1:1 MatchMaking meetings, be sure to take notice of the wonderful corporations who make supporting inclusion of women and minorities in their supply chains a priority.

Pinnacle, Techway Services, and TransExpedite, this year’s event WBE Tri-chairs, have taken the lead in ensuring the needs of all WBEs are understood and that the value of WBEs in supply chains is shared. They are joined by a large number of WBE sponsors who will be sharing their stories and capabilities to further inspire others.

Both our corporate and WBE sponsors make it a point to look for every opportunity to support the WBENC network as WBENC and the RPOs certify, develop, provide opportunities, provide resources, and actively seek to reduce growth barriers for Women’s Business Enterprises. I encourage all of us in the women’s business community to remember these wonderful companies as we make our own buying decisions. Additionally, we should understand market and environmental dynamics impacting those who support US so we are knowledgeable of how best to be successful in every industry.

The new WBENC #ACT Intentionally Program launches in Austin and will be a major focus throughout WBENC. We believe that by understanding the market dynamics and issues within major industries, WBENC-Certified WBEs will be able to both “support those who support us,” as well as prepare ourselves to best compete, bringing to the market the most relevant and innovative quality products and services.

We will be sharing more on the advancement of our Women Owned logo initiative. March store results indicated strong results from the performance of our Women Owned products on the shelves of many retailers. I look forward to additional retailers joining Walmart in promoting products that carry the Women Owned Logo.

I am honored that we will have many of our partners who support the inclusion and advancement of diverse suppliers in corporate and government supply chains. I hope you will be able to join the National Women’s Business Council during their Public Meeting and also that you will be able to hold conversations with leaders from NMSDC, NGLCC, USHCC, USBLN, WEConnect International and officials from the Canadian Ministry.

I know you will find the entire conference to be informative, educational, and enjoyable, and I look forward to hearing your feedback.

FROM THE ENTIRE WBENC TEAM; “WE LOOK FORWARD TO SEEING Y’ALL IN AUSTIN!”

Sincerely,
PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
COMING TO AUSTIN? ATTEND NWBC’S OPEN PUBLIC MEETING

NATIONAL WOMEN’S BUSINESS COUNCIL (NWBC) WILL BE HOSTING THEIR NEXT PUBLIC MEETING ON TUESDAY, JUNE 23 FROM 9:45 – 11:45AM AT THE AUSTIN CONVENTION CENTER PRECEDING WBENC’S NATIONAL CONFERENCE & BUSINESS FAIR.

The meeting will include a panel of experts discussing the newest trends for women in business and sharing their expertise and success stories on how women can launch, grow, and scale their businesses. This panel will feature Christie Barany and Courtney Turich, the female pair who founded Monkey Mat and also winners of ABC’s Shark Tank, Whitney Johns Martin, cofounder of Texas Women Ventures, a fund managed by women and for women and a former Council Member and Gary Lindner, the President of PeopleFund, a community advantage lender and Community Development Financial Institution based in Austin-area with a strong reputation for lending to women-owned and women-led ventures.

“It is a great time to be a woman with entrepreneurial ambitions thanks to historically low interest rates, a diversity of sources of capital, policies to stimulate small business growth and a growing entrepreneurship ecosystem to support women,” said Carla Harris, Presidentially-appointed Chair of the NWBC. “Thanks to a combination of supportive initiatives, committed local government and a strong entrepreneurial spirit – there are more and more women-owned and women-led businesses that call Austin home.”

WBENC IS PLEASED TO CONGRATULATE THE FOLLOWING MEMBERS OF THE WBENC FAMILY WHO WERE RECOGNIZED BY NMSDC AT THE 2015 LEADERSHIP AWARDS GALA ON MAY 20 WITH THE FOLLOWING DISTINGUISHED AWARDS:

BENITA FORTNER Clarion Award
FRED LONA Trailblazer Award, Corporate
NINA VACA Trailblazer Award, MBE
JOHN MUNSON Catalyst Award, Corporate
SHELLEY STEWART, JR. CPO of the Year Award

CLICK HERE TO LEARN MORE.

RSVP HERE. VISIT NWBC.GOV FOR MORE INFORMATION.
FAMILIES IN BUSINESS MONTH
THIS MONTH, THE WBENC PRESIDENT’S REPORT SPOKE WITH SEVERAL WOMEN’S BUSINESS ENTERPRISES (WBES) ABOUT THE JOYS AND CHALLENGES OF WORKING IN A FAMILY BUSINESS.

BUILDING OUT AN INVENTOR’S CREATION

Pamela Kan, President of Bishop-Wisecarver Group, started working at the family company in 1991. Her father, Bud Wisecarver, created the patented bearing and rail systems that were the foundation of the WBENC-Certified family of companies that enabled manufacturers to engineer, manufacture, and build linear and rotary motion solutions.

Kan and her three older brothers had been involved in the company to varying degrees. When it came time to expand, Kan had the skill set needed to put the company on a growth trajectory.

After attending a program together at the Kellogg School of Business, Kan proved to her parents that she had the vision and will to run the company, which she took over in 2001. She became President and embarked on a course that would broaden the array of businesses and, despite the economic downturn in 2009, result in doubling the company’s revenues.

Originally certified by Astra Women’s Business Alliance in 2011, Kan has gotten affiliations with every one of WBENC’s 14 Regional Partner Organizations (RPOs). “RPO affiliations help me reach strategically across the country. On a national level, my first WBENC conference was in Orlando in 2012 and I have been to every one since then,” Kan says.

Bishop-Wisecarver is currently benefiting from WBENC introductions as a Tier II supplier. Their products — such as industrial wheel components, assembly and embedded intelligence systems — can be used by companies from bottlers to automobile manufacturers to pharmaceutical companies, and are sold to manufacturers through distribution partners across the country and in Asia from a sales office in Shanghai.

“Our technology and processes allow us to customize and modify orders from 100,000 pieces down to one unit, and we can do it more efficiently than our competition,” Kan says. Additionally, their products work well in “dirty” environments like paper or textile factories, or critical environments like low-noise, pristine laboratories, Kan explains.

“www.bwc.com

1 Bishop-Wisecarver Group Founder Bud Wisecarver and his daughter, President Pamela Kan.
2 Bishop-Wisecarver Group President Pamela Kan
GROWING A 5TH GENERATION ENTERPRISE

Peggy Del Fabbro is CEO of M. Davis & Sons, Inc., a fifth-generation industrial construction company that builds, installs, and maintains corporate plants and facilities for national and international companies. M. Davis brings together the best of both worlds: a long-standing reputation for integrity, and 21st century capabilities.

Del Fabbro has a loving respect for her father, M. Davis Chairman Charles Davis, and grandfather, Marcellus “Pete” Davis, who each built out the business and began teaching her the basics of the company when she was 12 years old. Her grandfather showed her how to stay safe near razor-sharp sheet metal; she learned how to manage the books when she was in high school, and now she leads the company with the strategic foresight that has enabled it to reach the highest revenue and employment levels in its 145-year history.

After graduating from University of Delaware and working four years at another company, Del Fabbro came back to M. Davis. She earned her co-workers’ respect and eventually became a majority owner in 2009, the same year M. Davis became WBENC-Certified. Today, M. Davis tops $53 million in revenues and provides jobs to 330 people.

Del Fabbro has built a strong C-suite team to manage the day-to-day business so that she can focus on business development. In addition, her RPO, the Women’s Business Enterprise Council – PA, DE, sNJ, and President Geri Swift have helped with opportunities to take leadership roles, says Del Fabbro. Today, she is a second vice chair of the WBENC Forum U.S. Programs group. She was honored to participate in a panel run by WBENC President and CEO Pamela Prince-Eason in conjunction with the National Women’s Business Council.

www.mdavisinc.com

THE NEXT CHAPTER: BRINGING CHILDREN INTO THE BUSINESS

When Icy Williams retired from Proctor & Gamble after a distinguished career spanning 29 years, four locations and a variety of management roles culminating with Corporate Supplier Diversity Leader with a $2.2 billion spend, she didn’t know what the next chapter would hold.

Her experience working with engineers, and understanding manufacturing and supplier diversity prepared her to realize the vision she had for herself as an African American businesswoman and mother.

“I was looking for an opportunity for my generation and the next generation to be makers of products. I wanted to know how we could make products that impact our GDP, our economic inclusion and the communities where our products are being used,” Williams says.

Williams was looking on LinkedIn and saw a message from an owner of a company specializing in industrial air cleaning systems. She began a conversation that led to meetings and ultimately to her purchasing the company. ATMOS360, Inc. is a dust control technology leader whose innovations have been adopted as the industry standard in manufacturing environments. Serving a broad spectrum of industrial clients, ATMOS360 engineers, designs, and fabricates equipment that collects and contains dust.

www.wbenc.org // JUNE EDITION 2015
A strategic part of Williams’ vision was to have her children participate in the company. Williams and her husband, who is also an entrepreneur and former professional athlete, were delighted that all three children, who are ages 36-44 and successful in their varying professions, jumped on board.

To ensure a smooth transition, she started to bring them into board meetings. She shared her expectations and also explained the company’s commitments and financials. Williams says she wanted her children to understand “what it will take to be where we want to be to create a legacy.”

ATMOS360 became WBENC-Certified in 2014, through Ohio River Valley Women’s Business Council.

“With my supplier diversity experience I particularly value WBENC for the connections and MatchMaker opportunity it affords,” Williams says.

SISTERS STRONGER TOGETHER

Cidalia Luis-Akbar, CEO and Co-Chairman, and Natalia Luis, COO and Co-Chairman of 30-year-old M. Luis Construction have seen their fair share of challenges.

Both women grew up in the business founded by their parents. They took the reins in 2008 and led growth for the company, which serves the greater Washington, D.C. and Baltimore region with private and public sector construction projects.

In December 2010, at a point when M. Luis had purchased an asphalt plant and ordered inventory for the next six months to fulfill upcoming contracts, a major fire in the new plant destroyed seven-figures-worth of inventory. Adding to that catastrophe was an unusually rainy year that curtailed or eliminated 94 days of work, as well as a tight bank loan environment and the threat of a government shutdown.

“We faced a perfect storm; but we acted quickly and decisively to reposition the company,” Luis-Akbar says. The sisters resized the company, eliminated business that was not profitable, and brought in a new president to advance rigorous business practices.

Today, the asphalt business is thriving. M. Luis is also planning to establish a recycling operation to reuse materials from the construction sites. They say that WBENC helped them connect with a resilient network of peers who have opened doors to capital and contracts.

Luis credits the power of WBENC and Women President’s Educational Organization – DC for guiding them through that time. The sisters have indeed become stronger by complementing each other’s strengths and valuing the family. Last Thanksgiving, they climbed Mt. Kilimanjaro to raise $300,000 for the Children’s National Medical Center (DC).
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.

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so sign up today
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- Moffitt Cancer Center
- CHEP
- Florida Blue (Blue Cross/Blue Shield)
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- JM Family Enterprises
- Orange County (Florida) Public Schools
- Florida Department of Transportation
- Orlando Utilities Commission
- Polk County Government

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- Women and sustainability: A global force
- Crisis communications: When things go wrong
- Write your best capability statement
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- Mediate your way out of any conflict
- Global protocol for business
- Automation for financial operations

Space is limited to the first 250 attendees
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See what the buzz is all about!

Go for the Greens is produced by Go for the Greens Foundation Inc., a Florida nonprofit operated by volunteers.

Business on the links:
Golf networking event for players at any level - options of 9 and 18 holes
“I love the quote that says: ‘If your dreams don’t scare you, you’re not dreaming big enough,’” says Prenger. “I am most excited about being a part of the Forum to help women business owners set goals to elevate their businesses. I want our WBEs to think: ‘I can be the next $500 million dollar company.’”

The collaborative spirit of the National Conference & Business Fair drew Prenger to more WBENC events, and she got certified in 2007. As she starts her first term on the Forum, Prenger remembers what she has learned from numerous conference opportunities.

“You can’t be a wallflower at WBENC events,” says Prenger. “You are there to learn. Meet other people. Find others who might be at similar levels and industries, and attend workshops together. I learned so much by comparing notes and listening to other perspectives.”

Prenger advises first-time attendees to consider that other women-owned businesses in the same industry may not always be direct competition. Instead, other WBEs can act as potential business-to-business opportunities, she says.

“You can’t be a wallflower at WBENC events. You are there to learn.”

Prenger says she has faced many challenges over the last 20 years, and she is committed to sharing the lessons she has had to learn the hard way. “We yearn for women who have bounced back from challenges and reached higher levels of success,” says Prenger. “What is great about the Forum is that we can share what works, and share what we purposefully invested in. For example, I would love to share what worked as we got into government contracting—and what was a challenge in terms of time and money.”

Prenger’s Forum participation coincides with a pivotal growth spurt for her company. For herself, she is excited about getting advice from Forum members.

“ECCO Select is at a great point in our history,” says Prenger. “We’ve had rapid growth in the last couple of years. It’s a testament to our team that we really keep a culture that is cohesive and collaborative, even as we expand. It comes back to learning about how I can elevate our business to the next level. I love WBENC because we can tackle these struggles and engage with each other to solve problems.”
#BuyWomenOwned

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Bringing consumer recognition to products supplied by Women Owned companies

Learn more at www.womenownedlogo.com
ABOUT THE PRODUCTS

NonyX Nail Gel (pronounced “Non-X”) clears out discoloring keratin debris under the nail. Apply to dark or yellowed nails. Nail discoloration is actually keratin debris build-up under the nail. NonyX Nail Gel breaks down and removes this yellow or darkened build-up and keeps nails looking clear and attractive with regular use.

- Clears out yellowing keratin debris build-up from under toenails and fingernails
- NonyX Nail Gel is safe, even for diabetics
- Used by podiatrists and clinically tested by dermatologists
- One bottle is a six-month supply - 4 oz.

Callex Ointment thins and softens hardened skin and exfoliates dry, cracked heels. Its patented enzymes selectively exfoliate only dry, cracked, thickened and scaly skin while its hydrating base retains natural skin moisture.

- Enzyme-rich exfoliating ointment for dry feet
- Keeps feet soft and supple
- Paraben-Free
- Preservative-Free
- Fragranced with natural peppermint oil
- One jar is a 1 – 2 month supply – 1.75 oz.

ABOUT THE COMPANY

In 1996, Carol J. Buck started making her personal care products that today are sold across the country to millions.

Buck had begun experimenting with a natural curl relaxer to tame her frizzy hair, which she successfully launched in Walgreens. Her hair relaxer research led to an in-depth understanding of keratin protein as well as how to create a successful retail brand.

Since toenails and fingernails are also mostly keratin, Buck did testing on family members and discovered that another formulation could clear toenails of keratin debris, the unsightly, discolored build-up under nails. Branded NonyX® Nail Gel for Clear, Healthy-looking Nails, this discovery put Xenna on the map. The company’s success grew as they added Callex® Ointment for Smooth, Soft Feet in 2004 which was also picked up by mass retailers such as Rite Aid, Walgreens, and Walmart.com.
DEBBIE LYNN STATIONERY BRANDS HELP CREATE THE WORLD YOU WANT

When she was growing up, Debbie Lynn Melnick often followed her father into work at the Magic Marker Factory. Instead of being intent on the finished product, she was transfixed by the process behind constructing each brightly colored pen.

“W hen you watch a pen being made on a machine, it’s mind-blowing,” says Melnick. “With every ounce of my life, I loved watching my father work on creating and producing these products.”

Her father, Norman Melnick, founded Pentech International, Inc. After studying neuroscience and working as an EMT in the 1990s, she took a year off to accompany her father on a trip to China. That’s where she rediscovered her love for production and problem solving.

“Every minute of every day, I was asking myself, how do you take an everyday problem and fix it creatively? How can you make a product better? I couldn’t avoid this business—it’s in my blood.”

In 1998, she founded Debbie Lynn, Inc. with her first product—a musical pen. “I bought a booth at the largest stationery trade show, and I just sat there drawing and playing music,” say Melnick. “I’d start up conversations and I got a couple of orders. That’s how Debbie Lynn, Inc. got started.”

Melnick says women business owners often have to know who they are and what they enjoy before choosing to be an entrepreneur. “I could have done a corporate job in this industry, doing a very specific thing from 9 to 5,” says Melnick. “I made a decision to follow my own song. I had some ideas for my own products, and I felt strongly and clearly that I knew what I wanted.”

Debbie Lynn, Inc. grew in the next six years, and the company established solid brands in back-to-school, office, stationery, and creativity product lines.

“I’ve always wanted our products to help children create a brighter, happier world,” says Melnick. “I love to give people the tools to make their world better. Our mission has always been to ‘Create the world you want around you.’”

In hindsight, Melnick thinks her positive mindset and determination helped her with the biggest challenge of her life and business: being diagnosed with multiple sclerosis in 2005 at the age of 28.

“Entrepreneurs wear all the hats,” says Melnick. “What happens when you’re faced with a challenge?
You have a responsibility—due diligence—to your employees and to your customers. Can I go to my factories in China if I am sick? Can I give the customers the support they need?"

Melnick knew she needed help to make her business survive this new hurdle. She hired a consultant, drafted a new business plan, and developed a direct import efficiency model that helped her business achieve sustainability as she learned how to handle her illness.

“In consumer products, [the CEO’s] role is sandwiched between the factories and the store,” says Melnick. “We have to deal with the production at the factory level and performance of our products in the stores. I saw that we had a ‘leaky pipe’ when dealing with shipping, insurance, and getting our products to the warehouse. You also have to worry about theft and turnaround.”

So, to keep the company stable, Melnick started direct importing and designing for many company’s private label brands. Once they were produced, she no longer had to ship or insure them on the way to the store. The business choice led her to downsize her workforce, but upsize her brainpower. As hard of a choice as it was, Melnick says it was the key to keeping the company going during challenging times.

Eventually, Melnick was able to hire a chief operational officer to deal with the day-to-day decision-making and she expanded her company to include more brands.

“It took a couple of years until I found the right people,” says Melnick. “When you’re sick, you’re in a vulnerable position. You’ve got to be very careful. I thought about what I did, and I allowed myself to have that space.”

In 2012, Melnick became WBENC-Certified, and she quickly realized that there was a community of women, or “a core group” as she calls them, ready to help her. From meetings with Corporate Members to connections with other WBEs, Melnick saw a bump from business-to-business collaborations. Melnick says the biggest opportunity came with the debut of the Women Owned logo.

“I’ve always wanted our products to help children create a brighter, happier world. I love to give people the tools to make their world better.”

Melnick says her products make people feel happy. “It’s a choice to be happy. You make a choice to make life better or not. I live for my son. I want to make his world to be better. I want his environment to be more inviting,” says Melnick, who believes strongly in the importance of laughter.

“As long as you’re laughing, you’re doing OK,” she says.

Debbie Melnick, Inc. has 10 items with Women Owned logo on the Walmart shelves, including the popular High Voltage line, a personal favorite of Melnick’s. With its vibrant colors, Melnick says High Voltage personifies her spirit.

Melnick says her products make people feel happy. “It’s a choice to be happy. You make a choice to make life better or not. I live for my son. I want to make his world to be better. I want his environment to be more inviting,” says Melnick, who believes strongly in the importance of laughter.

“As long as you’re laughing, you’re doing OK,” she says.

Debbie Melnick sits at her home office, surrounded by her products, with her son, Aaron.

**WWW.DEBBIELYNN.NET**

Debbie Melnick sits at her home office, surrounded by her products, with her son, Aaron.

**2-4 High Voltage products are available at Walmart.**
If your answer is ‘yes’ to any of the questions, then you may be in luck. The SBA created the 7a loan program to entice lenders to grant loans of up to $5M to small businesses for such reasons.

Lenders are more inclined to offer the funds since the SBA will guarantee up to 85% of the loan amount, which reduces the risk to lenders when dealing with applicants who do not meet the standard criteria for financing. In order to be eligible to participate in this program, the company must meet the following criteria:

- For profit
- Small by SBA standards
- Conducting business in the US or its territories
- Equity in the company
- Used and exhausted personal financial resources
- Demonstrate a need for loan proceeds
- Use funds for sound business purpose
- Current on any existing debt obligation to the US government

In addition to the above requirements, all owners of 20% or more of the business will be required to personally guarantee the loan, which can also be required of owners of less ownership. The 7a loan is more attractive to business owners with its capped fixed interest rate and lower percentage of capital infusion required from the applicant as compared to conventional loans. The interest rates are negotiated between the SBA and the lender and are subject to the SBA maximums. Currently, the SBA base rate is 5.16% and the lender can charge up to an additional 2.25% on loans with a maturity of less than 7 years.

If this seems like a viable option for your company’s success, it is important to be prepared to supply all of the required documents upon applying. All applicants should be able submit the following:

- SBA Loan Application
- Personal Background & Financial Statement
- Year-To-Date Business Financial Statements (i.e., Profit & Loss, Projected Financial Statements)
- Business Affiliations & the Ownership in the applicant company
- Business Overview/History (Business plan)
- Business Licenses/Certificates
- Business Organization Documents
- Loan Application History

In addition to the above requirements, all owners of 20% or more of the business will be required to personally guarantee the loan, which can also

- 2-3 years Income Tax Returns (Personal & Business)
- Resumes of key personnel
- Business Lease
- Inventory of available collateral

As a rule of thumb, preparation is key when deciding to borrow money. Here are additional tips to consider that will assist in making your loan package more appealing to lenders:

- Monitor your credit score since lenders will work with borrowers with a score of 680 or higher
- Be ready to put up 15-25% of your own cash to seal the deal which shows the lender you are serious and have a vested interest
- Have all documents ready for the lender at your initial meeting which exhibits preparation and professionalism
- Be able to exhibit your company’s ability to maintain positive cash flow over the terms of the agreement after incorporating the monthly loan payment

For additional details regarding the 7a Loan Program, please visit https://www.sba.gov/7a-loan-program, as well as review the listing of the top lenders.

GOVERNMENT SPOTLIGHT
FUND YOUR FUTURE: SBA 7a LOAN PROGRAM

THE MIDDLE OF 2015 IS ALREADY UPON US, WHICH MEANS IT IS TIME TO CONDUCT A MID-YEAR EVALUATION OF YOUR COMPANY’S GOALS AND IDENTIFY ANY GAPS IN PLANNING. IS FUNDING NEEDED TO FINANCE A NEWLY OBTAINED CONTRACT? DO YOU NEED ADDITIONAL FUNDS TO HIRE ADDITIONAL STAFF TO FULFILL THE CONTRACT? OR DO YOU SIMPLY NEED ADDITIONAL CASH TO COVER CAPITAL EXPENSES?
SEE YOU IN AUSTIN!
WBENC 2015 NATIONAL CONFERENCE & BUSINESS FAIR
AUSTIN, TEXAS
JUNE 23 - 25, 2015

FOR MORE INFORMATION, PLEASE VISIT http://conf.wbenc.org/
The honor was bestowed on Vaca by Marsha Firestone, Ph.D., Founder and President of WPO and the Women Presidents’ Educational Organization, at the finale of a ceremony celebrating each of the top 50 Fastest-Growing Women-Owned/Led Companies.

“It was magical and moving to hear the story of each woman’s achievement in beating the odds and growing her company,” Vaca says. “Thanks to Marsha and WPO, it was a remarkable experience for all of us.”

This year, Vaca’s company is rebranding as Pinnacle Group, a workplace powerhouse with a suite of business lines designed to cultivate, procure, deliver, and process the human capital that companies need now. The announcement coincides with the WBENC 2015 National Conference & Business Fair, for which Vaca serves as a Conference Co-Chair, and is a fitting tribute to the opportunities WBENC ignites.

“WBENC unleashes the potential for women’s business growth with the most revered corporate brands in the nation,” she says. “WBENC and the [Women’s Business Council–Southwest] have enabled us to fuel our growth in Dallas, across the U.S., and the world.”
An ardent supporter of women and girls, Vaca is an inaugural member of the Presidential Ambassadors for Global Entrepreneurship, and she travels to Rwanda and Afghanistan to inspire their business development.

Vaca’s advocacy of women in business is matched by the entrepreneurial mindset that has placed her company on the front lines of IT and workplace trends for 19 years. Pinnacle’s value system is grounded in impeccable service to its clients, which include Fortune 10 companies, as well as her resolve to become their number one supplier.

The result is spectacular growth, which has accelerated the company to $650 million in revenues today. The company is on a trajectory to $1 billion in the next year. This growth has been driven by the company’s astute and ongoing anticipation of clients’ needs.

When Pinnacle saw a shift from contingent workplace trends in the wake of 9/11, it moved into project work, although contingent services remains a major part of its business today. In the mid-2000’s, when the need for Managed Services Providers (MSP) emerged to deliver fully outsourced network management for major corporations, Pinnacle seized that space. Also, when the nation was experiencing an economic downturn in 2009, Vaca’s company branched out into Canada.

“A game-changing move came in 2011 when Pinnacle acquired Provade, a Vendor Management System (VMS) software that enables clients to manage their contingent workforce procurement spend in 60 countries across languages and currencies. This positioned Pinnacle as the largest woman- and minority-owned provider of VMS in the world — an enviable spot given that it can use the software itself in offering MSP services while also offering it to other MSP providers.

At its heart, Pinnacle is a business of people. Vaca believes in performance-based entrepreneurship.

“Our growth is rooted in our people. It is vital that they feel as empowered and impassioned as possible.”

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“Our employees are ‘associates.’ They build their expertise around our clients’ needs both professionally and culturally. They become thought leaders in their own fields, from the technologies our clients require, to the HR and management skills we need to attract the best talent in a hotly competitive marketplace,” says Vaca.

Similarly, Pinnacle was ahead of the curve in measuring success in terms of outcomes, not face time. Pinnacle associates are encouraged to pursue rewarding lives, both with their families and in the community.

“Our growth is rooted in our people,” Vaca says. “It is vital that they feel as empowered and impassioned as possible.”

“1 Pinnacle Group’s 18-year Anniversary celebration, with Pinnacle team members. 2 Nina Vaca (white dress) surrounded by some of Pinnacle’s sales team at the 2015 NMSDC Leadership awards where Nina was honored with the Trailblazer of the Year award. 3 Nina Vaca with President Barack Obama at the White House during a meeting with members of The Presidential Ambassadors for Global Entrepreneurship (PAGE) initiative
BEST WAYS TO ENJOY AUSTIN

WBENC’S NCBF HOST COMMITTEE WELCOMES YOU TO THE CITY OF AUSTIN. HERE’S THE INSIDE SCOOP FROM THE WOMEN BUSINESS OWNERS WHO ENJOY THE CITY EVERY DAY.

SONGS ABOUT AUSTIN

Austinbound by Kalu James — PATTI WINSTANLEY
Austin, Texas by Big Sky — SHARON EVANS
Austin by Blake Shelton — STEPHANIE POINT

LOCAL SHOP

CO-OP on the Drag (Guadalupe) — BILLIE BRYANT SCHULTZ
Austin Books & Comics — PATTI WINSTANLEY
Allen Boots — RACHEL SANCHEZ

MUSIC VENUE

Continental Club — PATTI WINSTANLEY
Elephant Room — RACHEL SANCHEZ
ACL Live at the Moody Theater — BILLIE BRYANT SCHULTZ

OVERLOOKED ATTRACTION

Cathedral of Junk — BETTY MANETTA
Mt. Bonnell — BILLIE BRYANT SCHULTZ & PATTI WINSTANLEY

DANCE VENUE

Maggie Maes — BETTY MANETTA

LOCAL TRADITION

“Keep Austin Weird” — LINDSAY STROH
First Thursdays on SoCo — PATTI WINSTANLEY
Watch the Congress Bridge Bats — RACHEL SANCHEZ & WBCS

HISTORIC ATTRACTION

The Driskill Hotel — BETTY MANETTA
The Tavern est. 1916 — PATTI WINSTANLEY

MUSEUM

Bullock Museum — BILLIE BRYANT SCHULTZ
Thinkery — PATTI WINSTANLEY

BEST KEPT SECRET

Ski Shores on Lake Austin — RACHEL SANCHEZ
Moonshine Patio Bar & Grill — WBCS
Star Seeds Café Legendary Late Night — PATTI WINSTANLEY

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BUSINESS FAIR PREPARATION AND INSPIRATION

Music has been shown to increase memory and promote a positive outlook—essential for entrepreneurs. For the first time, the WBENC Business Fair Tip Book will feature an inspirational Spotify playlist collected from some of our sponsors throughout the day of the Business Fair, the co-chairs, and staff. After you collect your registration bag, take some time to review the tips and best practices for the Business Fair—while getting pumped to our first official playlist.

LEARN MORE ABOUT THE FLOOR PLAN HERE.

VISIT THE WBENC WELLNESS LOUNGE

Located directly outside Hall 2/3, make health and wellness part of your Business Fair experience!

Tuesday
9:30am-3:00pm Fitness Challenge Wheel

Wednesday
10:00am-5:00pm Fitness Challenge Wheel

Thursday
11:00am-4:00pm CVS Health Screenings

Fitness Challenge Wheel: Attendees can spin the fitness challenge wheel for a challenge such as do 15 jumping jacks or hold a yoga pose for 30 seconds. Once completed they will receive a prize such as a fruit infuser water bottle, phone arm band, or a protein powder shaker.

Health Screenings: Comprehensive health screenings offer attendees health risk assessments including blood pressure, body mass index (BMI), glucose and total cholesterol screenings.

SPONSORED BY

VISIT THE WBENC WELLNESS LOUNGE

BID IN THE SILENT AUCTION ON TUESDAY, JUNE 23

Attendees are encouraged to participate in the silent auction from 4 to 6:30 p.m. on Tuesday, June 23 in Exhibit Hall 1 at the Austin Convention Center. In addition to dozens of specialty items, WBENC-Certified WBEs will have a chance to bid on power meetings with C-Suite executives.

Highlights of auction items include the following:

Travel: A (3) three-day /(2) two-night’s stay in a Penthouse Suite at Delano at Mandalay Bay with complimentary round trip limousine transfers to and from the airport, dinner for two at any of the outstanding restaurants located in the Mandalay Bay Resort & Casino, $500 credit at one (1) location, $250 spa credit to be used at Bathhouse at Delano, and two complimentary tickets to the hit Michael Jackson tribute show “One,” compliments of MGM Resorts Int.

Electronics: Apple Watches with Retina Display provided by Allstate Insurance Company and Bishop-Wisecarver Group.

Accessories: Kate Spade Travel Pack including a tote, wallet, and passport holder courtesy of Palco Telecom.

FOR MORE INFORMATION AND TO KEEP UP-TO-DATE, CLICK HERE.
Stroll Down the Women Owned Row

As you plan your strategy for engagement on the business fair floor, remember to stop at Booth 1039 to learn more about the Women Owned Logo. Launched last year, the logo raises awareness for women-owned consumer products and continues to catch attention from retailers. More than 25 demonstrations will be held at the main booth, but make sure to stop by individual women owned businesses’ booths.

Learn more about the floor plan here.

www.womenownedlogo.com

facebook.com/buywomenowned @BuyWomenOwned
Stephanie Point is Founder and CEO of Point 2 Point Global Security, Inc., a U.S.-based security company protecting major corporations, high-profile executives, and government entities from physical and reputational risk.

“We pride ourselves on our carefully screened and impeccably trained armed and unarmed security personnel as well as our team of off-duty and retired police officers, government agency, and military professionals. Our variety of experts, managed centrally, deliver comprehensive and specific client-centered programs nationwide—24/7,” says Point.

Point founded her company in 2004 to create jobs, enhance people’s lives, and make a difference for her employees, both personally and professionally.

Drive, purpose and passion are central to Point 2 Point. The leaders’ deep experience and the company’s national network of security personnel allows Point 2 Point to anticipate and manage the full range of potential risks that could threaten their clients.

“We are proud to say that wherever you see Point 2 Point personnel, from our executive team to individual officers throughout the country, you will find that we are all passionate about the clients we serve,” says Point.

Point 2 Point strives to deliver unmatched service by fostering an atmosphere where employees feel inspired, encouraged, and rewarded. The leaders come from diverse backgrounds and experiences, allowing innovation from personal experience at Point 2 Point and the industry at large. “We seek to learn from tenured C-suite executives as well as Millennials with fresh mindsets,” says Point.

Thoroughly exploring their industry from technology to business processes as well as broader markets helps Point 2 Point drive business and stay on the leading edge of the security industry.

“Being on the host committee further serves the DNA of Point 2 Point by allowing us to serve through purpose and passion. Teamwork and fostering purpose and passion in other WBE businesses is a small contribution for the success we have seen at Point 2 Point.”

Point 2 Point was WBENC-Certified in 2009. “[Certification] has played a strong role in our growth through access and relationships, opening doors for Point 2 Point with many Fortune 500 companies,” says Point.

In six years of certification, Point 2 Point has increased revenues to more than $45 million for 2015, and increased its workforce to more than 900 employees. In addition, the company maintains a network of more than 8,000 police officers across the country.

Point is a current Forum Committee Representative and has participated in the Ernst & Young Winning Women program as well as the Monsanto Supplier Diversity Mentoring Program. She has received numerous awards including the Gold Star Supplier Award from Energy Future Holdings in 2013, the Ernst & Young Entrepreneurial Winning Women Award in 2011, and the Dallas 100 Award presented by The Caruth Institute for Entrepreneurship at the Cox School of Business at SMU in 2014.

Point was named one of the Inc. 5,000 America’s Fastest Growing Private Companies in 2014, and one of the 50 Fastest Growing Women-Owned/Led Company by the Women Presidents’ Organization and American Express OPEN in 2010 and 2012.

Point explains that she became a member of the 2015 National Conference & Business Fair Host Committee to serve WBENC and help other women-owned businesses expand and grow.

“Being on the host committee further serves the DNA of Point 2 Point by allowing us to serve through purpose and passion,” says Point. “Teamwork and fostering purpose and passion in other WBE businesses is a small contribution for the success we have seen at Point 2 Point.”

Point offers attendees a bit of advice: be proactive, participate, prepare, and follow up to gain the access that WBENC provides.
Royalyn Reid is President and CEO of Consumer & Market Insights (CMI), a premier management consulting firm specializing in customized market research, project management, and training program development and implementation.

Reid began her career as a scientist at Mary Kay cosmetics, working in consumer testing as well as consultant and medical relations for 10 years. After starting a family, Reid transitioned to working as a contractor. She realized that her talent in consumer testing and market research led to insights that helped improve her clients’ products.

Reid decided to grow her own business to continue to make a difference. “Now my company is impacting communities, businesses and programs across the nation, particularly as it relates to women and minorities,” says Reid.

To meet the individual needs and identified goals of CMI’s diverse client base, the company tailors its approach by utilizing the “Discovery, Design, Delivery” method.

Using their extensive experience in market research, they implement accurate, reliable, and cost-effective research methods to measure employee performance, assess customer satisfaction, identify opportunities for improvement, and guide resource allocation (Discovery).

Next, this insight allows CMI to identify viable solutions, develop customized employee training programs, and create multi-phase plans for improvement (Design).

Finally, CMI implements and manages these programs, tracks progress, and reports results back to management in a clear and concise manner to help meet identified goals (Delivery).

Getting to know clients is a top priority for CMI, and doing so allows them to design a comprehensive program to effectively meet clients’ goals and business objectives.

“At the end of the day, it is all about positioning WBEs to be more successful in their businesses through corporate and WBE connections.”

“Anyone can do marketing research, but CMI has evolved into niche markets,” says Reid. “We merge our other core competencies, training and project management, with our marketing research programs to create synergy.”

Certified since 2004, Reid uses her WBENC-Certification to take advantage of the opportunities and relationships the network has to offer. She has been actively involved on the Forum for more than two years, including serving on the Global Services and Government Contracting Committees.

“It is rewarding being an active member on the Forum; [it] has given me the opportunity to serve, learn, and form meaningful relationships with great WBEs, committed Corporate Members and WBENC staff,” says Reid.

CMI has also worked with numerous MBEs and WBEs on contracts to achieve their goal to subcontract at least 15% of contracts with MBEs and WBEs each year.

“WBENC support has truly allowed me to take my business to another level,” she says. “Having the support and encouragement from like-minded women is invaluable.”

Reid has participated in numerous educational and developmental programs, including using the WBENC Dorothy B. Brothers scholarship to attend “Aligning Strategy and Sales,” at Harvard Business School.

She has also won awards that highlight her advocacy and achievement, including WBENC WBE Star in 2014, WBCS WBE of the Year, MBE Supplier of the Year by DFW Minority Supplier Development Council, WBCS Advocate of the Year, SBA Women in Business Champion of the Year, and many others.

A member of the 2015 WBENC National Conference & Business Fair Host Committee, Reid loves working with the team that is devoted and passionate about setting the foundation for a successful conference. She encourages attendees to take a few days before or after the conference to enjoy the beautiful city of Austin.

“At the end of the day, it is all about positioning WBEs to be more successful in their businesses through corporate and WBE connections,” says Reid.
Rosa Santana is Founder and CEO of Human Capital International, LLC dba Integrated Human Capital and Forma Automotive, LLC. Integrated Human Capital (IHC) is a staffing services company whose team offers a combined 120 years of industry expertise.

Based in Texas, IHC caters to the needs of medium-sized businesses to Fortune 500 companies throughout the United States and Mexico, and offers a broad range of flexible and customizable staffing solutions that help companies manage their workforce needs. Through a well-defined process, IHC enables clients to efficiently meet business demands and create optimal bottom line results.

IHC was formed in 2002 when Santana was approached by a former client to launch a staffing company. She had acquired 20 years of staffing industry experience as an executive with two international corporations and the opportunity to form a joint venture company sparked Santana’s entrepreneurial spirit.

After three years, Santana assumed full ownership of IHC. In 2014, at the invitation of Toyota, Santana launched Forma Automotive, LLC, which assembles truck beds for the Toyota Tacoma. As owner and CEO of Forma Automotive, Santana holds the proud distinction of serving as the first Female Hispanic Direct Tier 1 supplier in Toyota’s history.

IHC’s service capabilities include temporary, temporary-to-hire, direct placement, on-premise workforce management, recruitment process outsourcing, and managed services. IHC serves companies within various industry segments, including administrative services, insurance, manufacturing, logistics, healthcare, government, information technology, marketing, and contact center.

“The company’s ability] to operate with a portable business model allows IHC to efficiently adjust our service delivery system to deliver quality results anywhere,” says Santana.

IHC’s organizational structure allows for leaders to make prompt decisions and swiftly deploy resources in response to the rapidly evolving business demands of clients.

With encouragement from its clients, IHC became WBENC-Certified in 2007. Certification has brought a strategic advantage to IHC. It has enabled the company to retain large corporate clients, compete for high profile contracts, and leverage opportunities for business and jobs growth. Santana says certification has also provided important opportunities to participate in events and get involved in the network.

Santana currently serves on the Women’s Business Council–Southwest board and participates in the WBENC Forum. She and her staff regularly attend WBENC’s national events as well, which provide great networking opportunities. “We are able to participate with women like us who own and run their businesses,” says Santana.

Santana has partnered with WBEs on past contracts and currently does business with several WBENC Corporate Members including Toyota, Dell, Johnson Controls, and Adecco. She has participated in numerous educational and developmental programs for diverse suppliers, including the “Growing the Minority Business to Scale” program in 2010, and the “Building a High Performance Minority Business” program in 2007 at Dartmouth College Tuck School of Business.

Throughout her professional career, Santana has achieved numerous awards highlighting her advocacy, leadership, and work in the MBE and WBE communities. This year alone, Santana attained statewide and national recognition that includes the Entrepreneurial Spirit of the Year Award from the El Paso Hispanic Chamber of Commerce, MBE of the Year Award from Southwest Minority Supplier Development Council, Hispanic Business Elite at USHCC National Convention by Toyota, and The Patricia Pliego Stout Entrepreneur Award by San Antonio Hispanic Chamber of Commerce.

In 2015, Santana joined the 2015 NCBF Host Committee in order to gain additional exposure at both the national level and locally in one of the many cities where her company operates, Austin, Texas. She is excited to contribute to a conference that showcases Texas.

“Texas has been privileged with business and job growth as well as corporate relocations and it’s time we showcase it!” Santana says.

www.ihcus.com
THE WBENC SHOP

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
- Sling Backpacks
- 16 Oz Tervis Tumbler
- Tervis Water Bottle
- Alexis Nylon Purse Style Wine Tote Bag
- Bling Mugs

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NATIONAL CONFERENCE & BUSINESS FAIR

WORKSHOP HIGHLIGHTS

NEXT WEEK, WE’LL GATHER IN AUSTIN FOR THE NATIONAL CONFERENCE & BUSINESS FAIR. HERE ARE A FEW HIGHLIGHTED WORKSHOPS. FOR A FULL LIST OF WORKSHOP DESCRIPTIONS, VISIT HTTP://CONF.WBENC.ORG/WORKSHOP-DESCRIPTIONS

Tuesday, June 23 2:15–3:45 p.m. | EXPANDING YOUR GOVERNMENT BUSINESS: POWER TOOLS FOR GROWTH

Move beyond your first federal wins, and get ready for changes you’ll need to make to support federal contract growth. You’ll know when and how to seek expert help, and become adept in five essential skills. This session also cracks the code to navigating recent changes to key federal market intelligence sources!

Thursday, June 25 10:00–11:00 a.m. | TRANSFORMATIONAL CONTENT AND COMMUNICATION STRATEGIES

How do you cut through the digital noise — ads, posts, texts, emails, photos, and videos — bombard your customers? One of the leading communication experts and content marketing gurus, Michele Ruiz explains how to engage current customers and get the attention of potential customers with proven content strategies leveraging social media, email and offline strategies.

With in-depth case studies, secrets from pros, and proven strategies this 60 minute workshop will provide you actionable steps to tell your compelling story, break through the clutter and win more business. Whether you own a private company or represent a large corporation, Michele’s guidance and communication strategies will help you connect in a meaningful way with your target audiences — internal and external, engender trust, and most important, be memorable for the right reasons.

Thursday, June 25 11:15 a.m.–12:30 p.m. | THE BOTTOM LINE OF PERCEPTION AND PERFORMANCE

Are you living up to your full potential? Learn how self-perception can influence performance. A strong self-identity can be leveraged to drive business and increase your evaluation of self-worth. In this pivotal session, you will learn and practice proven techniques to improve one’s sense of personal identity and explore life goals inside and outside of the workplace that can bolster the bottom line.
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

CHASE IS AWARDING 20 GRANTS OF $100,000 TO SMALL BUSINESSES ACROSS AMERICA

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

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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Patrick burst onto the scene in May 2005 when she stunned the world by leading 19 laps and finishing fourth in her first Indianapolis 500, becoming the first woman to lead laps and score a top-five finish in the historic race. One week later, she graced the cover of Sports Illustrated, becoming the first IndyCar Series driver to be featured on the front page in 20 years.

Patrick’s story begins in Roscoe, Illinois, 90 miles northwest of Chicago and 5 miles south of the Illinois-Wisconsin state line, where she was raised. Like many of today’s successful drivers, including SHR co-owner Tony Stewart, Patrick began competing in go-karts at a young age.

From there, Patrick made a career-changing decision, leaving the comfort of friends and family in the Midwest to move to Europe to compete in the cutthroat world of European road racing. After spending the 1998 and 1999 seasons driving in the British Formula Vauxhall series, Patrick moved to the British Zetec Formula Ford series for 2000 and 2001.

After opening the 2002 season by winning the professional portion of the Toyota Pro/Celebrity race from the pole at the Long Beach (Calif.) Grand Prix, Patrick competed in five Barber Dodge Pro Series events for Rahal Letterman Racing (RLR). She again impressed by scoring a season-best fourth-place result at the Vancouver Grand Prix in Canada.

In 2005, Patrick moved up with RLR to the IndyCar Series. It didn’t take long for her to become a factor. In just her fourth career start, she qualified second and led 32 laps en route to an impressive fourth-place finish at Twin Ring Motegi.

In 2007, Patrick switched to Andretti-Green Racing (now Andretti Autosport). With her skills improving each year, it was only a matter of time before Patrick found victory lane. It finally came in April 2008 at Motegi. It was a win that was heard around the sports world and helped propel Patrick to her best-yet points finish, as she ended the year sixth in the standings on the strength of nine top-10 results.

While the IndyCar Series continued to be Patrick’s main focus, she began dabbling in stock cars in 2010.

In her first full season of Sprint Cup racing in 2013, Patrick made her presence known in the year’s first race. In the 55th running of the Daytona 500, Patrick won the pole by setting the fastest time in qualifying and then finished eighth in the race, the highest finishing position ever for a woman in the “Great American Race.” That season Patrick made history by competing in every race on the 2013 schedule. No other woman raced a full Sprint Cup schedule in the more than 60-year history of NASCAR.

One of the most recognizable athletes in the world, Patrick has graced the cover of ESPN: The Magazine and TV Guide and was featured in pictorials in the 2008 and 2009 Sports Illustrated Swimsuit Issue. She has appeared in 13 Super Bowl commercials, more than any other celebrity.
Q: How do you build time into your schedule for creative projects?

Answer:

At Welcome Events, we build creative time into our daily work week. We have a sandbox full of sand and buckets and shovels and “drawing sticks.” Many of our staff meetings take place around the sandbox as we design events and get input from team members who draw concepts in the sand or just play around to get all of our creative juices flowing.

Lynn J. Griffith, CMP
President & CEO, Welcome Events
www.welcomeevents.com

If things are important to me, I write them down so that I can see them and keep them in front of me. This means I block off creative time otherwise the clutter of the world will have a tendency to creep into my day. Depending on the project, this could be a block of time such as two hours or so. That helps me to own its importance and make sure it happens.

Jennifer Collins
President, The Event Planning Group
www.tepgevents.com
As businesswomen, our time is extremely limited and when we take on more than we can handle, something always suffers. All too often, we make ourselves the last priority. If not us, then it is our families who bear the high cost. There are several ways I try to inject creativity.

First, I find time to inject some creativity into my life by enjoying the things that give me an outlet to be me, yet it limits the amount of time I will be “thinking” about the business/work. I do this by engaging in family activities. My son is a golfer and swimmer and these are things that don’t come easy for me and it allows me to engage in down time when I am with him.

Our family also engages in a few activities that feed a different part of my brain, other than numbers. Our family hobby, turned business venture, is to buy and sell classic and muscle cars. I love motorcycles and fast cars. This family hobby feeds my need for speed and allows me to engage creatively with new people, different perspectives, and experiences.

Lastly, I evaluate the amount of time I dedicate to non-profit work and ensure that I am able to contribute in a creative way to the organization’s mission and goals.

Patricia R. Christian
President & CEO, CRC Group Inc.
www.crcgroupinc.com

Creativity is a spontaneous event for me, not forced or scheduled. Once I have bounced it around mentally, I gather my team to explore. Our meetings are always scheduled early in the day which is when we’ve discovered is our best time mentally to expand the creative thought process.

Jennifer Maier
CEO, WDS, Inc
womends.com

In the wellness and fitness industry, we make a point to incorporate activity into our standard business day. I have found that some of my most creative and innovative ideas have come from a morning or lunch time-power-walk with colleagues. Movement helps to relieve stress and re-energizes the creative spirit in all of us. I also encourage keeping a colorful journal close at hand to record creative ideas.

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

As business owners it is very easy to operate in a reactive scramble mode, especially in a fast-paced industry. In order to have time for creative projects, I use time blocking and actually schedule the time on my calendar just like an appointment with a customer. Being diligent about honoring the time blocking allows me time to think, strategize, and plan proactively versus reactively.

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

I am one of the lucky ones; my work is very creative. My team and I are constantly looking for ways to provide innovative solutions for our industrial clients’ challenges. Everything from how to make 3000 parts weighing 2500 lbs fit in a small footprint long term storage container to working with an engineer to increase a part’s wear life and increase a machine’s efficiency. The better question for me would be “How do you turn off the creative juices so you can schedule a little quiet brain time?” I love what I do because it is so creative and the schedule for it is every work day.

Sandy Hunter
President, Hunter Hawk, Inc.
www.hunterhawk.com

Upcoming Question:

“What’s one resource for your business you wish you had spent money on sooner?”

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

STAYING FIT IN AUSTIN

THE WBENC NATIONAL CONFERENCE & BUSINESS FAIR IN AUSTIN, TEXAS, IS JUST AROUND THE CORNER. WE INVITE YOU TO EXPLORE THESE IDEAS AND TIPS FOR STAYING FIT WHILE IN AUSTIN.

EAT MINDFULLY

There will be plenty of food and unhealthy snacks tempting you throughout the day.

- Try to pay attention to what you’re eating and instead of grabbing that cookie at 3:00 pm, pack a few healthy snack options like nuts, raisins or a power bar that you can munch on when you need a pick-me-up.
- Most likely you’ll be eating more than enough calories during the conference, so cut out a few by skipping dessert.
- Go easy on the alcoholic beverages. While an open bar event might be tempting, remember, you want to feel refreshed and alert the next day so you can get the most out of the annual conference. Try to stick to one alcoholic drink and drink a glass of water to balance out your system before bed.

HYDRATE

Travel, in and of itself, can be dehydrating, so make sure to drink plenty of water while traveling to and from Austin, and while you’re at the conference.

- Drink at least eight ounces of water before you go through the security line at the airport.
- The humidity in the aircraft cabin is much lower than what we’re used to, which can lead to dehydration and result in fatigue. Skip the soda or coffee on the plane and just drink a nice cold glass of refreshing water instead.

WALK WHenever You Can

Most likely you’ll be sitting quite a bit during the conference days, on the plane, in taxis, in sessions, at dinner…so take advantage of walking whenever you can.

- Avoid escalators and elevators and walk up the stairs as much as possible.
- Take walk/stretch breaks in between sessions. Make sure to walk around a little bit to keep your circulation going.
- If you have an opportunity to stand up for a session instead of sitting, take it.
- Track your steps using an application on your phone, wearable or activity trackers or pedometer while you’re at the conference to see how much you walk. Aim for 10,000 steps each day.
SLEEP

Conference events can be quite exhausting, so hit the sheets at a decent hour so you can get the recommended six-eight hours of sleep. It may be tempting to stay up until the wee hours of the night with your colleagues and friends, but in order to keep your stamina up and prevent you from getting sick, make sure to get your ZZZs. Your body will certainly thank you the next day.

HAND HYGIENE

You’re going to come into contact with hundreds of people, which means a lot more germs will cross your path as well. Being in a meeting room with so many people can often be a recipe for a cold or flu. While you’re networking and shaking hands, make sure to wash your hands thoroughly and regularly throughout the day. Also, try using hand sanitizer in between. Finally, avoid touching your face, as this can lead to the increased chance of getting sick. You want to leave Austin as you came: healthy.

USE THE GYM

Your hotel probably has a gym, and what better way to start your day off right than by using it. Wake up early and hit the gym before the day begins. Otherwise, the chances of you going are probably slim to none.

OUTDOOR ACTIVITIES IN AUSTIN

You’re going to come into contact with hundreds of people, which means a lot more germs will cross your path as well. Being in a meeting room with so many people can often be a recipe for a cold or flu. While you’re networking and shaking hands, make sure to wash your hands thoroughly and regularly throughout the day. Also, try using hand sanitizer in between. Finally, avoid touching your face, as this can lead to the increased chance of getting sick. You want to leave Austin as you came: healthy.

• Take a stand up paddleboard lesson on downtown’s Lady Bird Lake. This casual water sport will be a great way for you to work your core and take in the view of Austin’s skyline. Austin Paddle Sports, Texas Rowing Centers, and SUP ATX all offer lessons for beginners and independent hourly rentals via their lakeside docks.
• Visit Red Bud Isle via canoe or kayak on the western waters of Lady Bird Lake. The Rowing Dock rents canoes/kayaks by the hour and you can enjoy Red Bud’s 13 acres of prime lakeside. If you get hot, you might even want to take a leisurely swim.
• Hit the 10-mile Ann and Roy Butler Hike and Bike Trail, commonly known as The Trail. The Trail creates a full circuit around the serene inner-city shores of Lady Bird Lake and is Austin’s most popular recreational attraction, with more than 1.5 million annual visitors. Go for a morning or evening walk/jog and enjoy Austin’s finest scenery.

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