MICHAEL ROBINSON AWARDED ALCORN AWARD

A LEADER OF #Hes4Shes
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.

AUGUST 2015

18-19  GWBC Power of Partnering Marketplace & Golf Scholarship Tournament
        Atlanta, Ga.
        Click here for details.

19    DIR Luncheon Featuring Keynote Speaker, the Honorable Eric H. Holder, Jr.
        Detroit, Mich.
        Click here for details.

25    WPEO-NY Program with PepsiCo
        Click here for details.

26    BMW-PROCON Business Matchmaking & Procurement Conference
        Garden Grove, Calif.
        Click here for details.

26    6th Annual LBA Minority Women’s Business Conference
        Burbank, Calif.
        Click here for details.

SEPTEMBER 2015

2    WBDC Annual Entrepreneurial Woman’s Conference
        Chicago, Ill.
        Click here for details.

3    The Power Conference Co-hosted by WPEO
        North Bethesda, Md.
        Click here for details.

8    WPEO-DC WBE to WBE – 15th Anniversary Celebration
        Washington, D.C.
        Click here for details.

10   WBC-Southwest Harvesting Partnerships
        DFW Airport, Tex.
        Click here for details.

10   Latina Style 12th Annual National Latina Symposium
        Arlington, Va
        Click here for details.

11   SoCalGas Mastering Business Growth 2015 (Thru November 13)
        Redlands, Calif.
        Click here for details.

15-17 WBEW West Strategic Procurement Opportunity Conference
        Santa Barbara, Calif.
        Click here for details.

16-19 NAMWOLF Annual Meeting
        Hollywood, Calif.
        Click here for details.

17    WBEC-DC Brown Bag Lunch with Accenture Commercial & Government
        Washington, D.C.
        Click here for details.

17-19 Go for the Greens 2015: A World of Opportunity
        Lake Buena Vista, Fla.
        Click here for details.

18    WPEO-NY Brown Bag Lunch with The Hartford
        New York, N.Y.
        Click here for details.

18    WBEC-PA-DE-sNJ Annual Awards Luncheon
        Click here for details.

19    2015 U.S. Hispanic Chamber of Commerce’s Annual Convention
        Houston, Tex.
        Click here for details.

20-22 2015 USBLN 18th Annual National Conference & Biz2Biz Expo
        Click here for details.

27-29 National Women’s Business Conference Hosted by NAWBO
        San Antonio, Tex.
        Click here for details.

28    WBEA Annual Golf Classic & Silent Auction
        Sugarland, Tex.
        Click here for details.

28-1  2015 USBLN 18th Annual National Conference & Biz2Biz Expo
        Click here for details.

29-30 WBEC-PA-DE-sNJ Annual Awards Luncheon
        Click here for details.
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## EDITORIAL TEAM

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**NEW CORPORATE MEMBERS:** Liberty Mutual Insurance, Ortho Clinical Diagnostics, S.C. Johnson & Son, Inc. VWR International

WWW.WBENC.ORG // AUGUST EDITION 2015
DEAR FRIENDS,

In the June President’s message I shared my excitement of our upcoming National Conference & Business Fair. Our Tri-Chairs, sponsors, host council, host committee, and WBENC team planned for a meaningful experience for all attendees and from June 23 to 25, 2015 we delivered a full agenda of education, matchmaking, and networking. With almost 4,000 attendees in Austin, the feedback has been overwhelmingly positive, and we are proud to have joined forces for this success. I hope you will enjoy reviewing the highlights included in this issue.

We were honored to host three special events before our conference began. The National Women’s Business Council held their quarterly meeting at our venue with our National WBE Leadership Forum providing valuable input regarding the NWBC’s work that is advancing the growth of women’s business enterprises and breaking down legislative barriers facing WBE growth. The second event, hosted by Microsoft, was a special opportunity for attendees to experience innovation. And finally, WBENC Board Chair Benita Fortner hosted our first National Corporate Member Meeting with two leaders from each Corporate Member in attendance, reviewing WBENC’s progress.

The kick-off of the conference held many highlights; however, those in attendance were inspired by yet another group of three. Our youngest entrepreneur, Mikaila Ulmer of BeeSweet Lemonade, was followed by Carla Harris, Vice Chairman of Global Wealth Management, Managing Director, and Senior Client Advisor at Morgan Stanley and Chair of the National Women’s Business Council, who shared her “Pearls of Wisdom” before leading our WBE Tri-Chairs in a panel that showed the leadership demonstrated by each of these successful business owners. All week long, Shell and all the Student Entrepreneur Program mentors provided an outstanding program that included our most successful group of young entrepreneurs from colleges across the U.S.

Danica Patrick, NASCAR driver of Car 10, sponsored by Nationwide, waved the green flag to open our largest Business Fair ever. We began the day at the starting line and ended a successful “Race Day” at the finish line, where we were able to relax and celebrate after a long day of making connections and building business opportunities. Only one thing is better than a successful Business Fair, and we had that as well, when 127 corporations met with WBEs for almost 1,000 20-minute matchmaker meetings. Corporate Member participants commented that our new MatchMaking process led to the most meaningful matchmaking to date, and the WBEs commented they felt they have access to immediate opportunities.

It is always important to step back and reflect on those who contribute to business successes. During this year’s event, we were able to honor several individuals for their personal service and long-time commitment to the inclusion of Women’s Business Enterprises in the supply chains of corporate America. Please take time to read more about our Applause Award winners and our Alcorn Award winner, who mean so much to the WBENC network.

There were strong messages from Dell’s Mark Pringle, motivational speaker Jonathan Sprinkles, and so many others who reinforced our advancement with the Women Owned logo and #ACTIntentionally programs. Further in this August President’s Report, you will be able to continue to review the advancement of both programs.

Before I close, I would like to recognize the tremendous partnership WBENC has with its RPOs and to recognize the success of our host council, Women’s Business Council – Southwest (WBCS), who has been a leader in women’s business development for the past 20 years.

Again, thank you to our Corporate Tri-Chairs: Chevron, Dell, and PepsiCo and to our WBE Tri-Chairs: The Pinnacle Group, Techway Services, and Trans-Expedite. Thank you as well to all our sponsors, exhibitors, host council, host committee, RPO partners, and YOU! Team WBENC wishes to thank you for your role in advancing Women’s Business Enterprise growth.

Sincerely,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
THANK YOU TO THE 2015 NATIONAL CONFERENCE & BUSINESS FAIR SPONSORS

CO-CHAIRS

DIAMOND SPONSORS

RUBY SPONSORS

HOST COMMITTEE

EMERALD

SAPPHIRE

FEATURES // WWW.WBENC.ORG // AUGUST EDITION 2015
On Monday, June 22 in Austin, the WBENC Forum members successfully partnered with the local Dress for Success chapter to donate professional clothing and accessories to assist women in the Austin community preparing for job interviews and pursue career advancement. Judy Chambers, Executive Director of Dress for Success Austin, Texas, joined attendees during the Forum Meeting and spoke to the WBEs about the importance of empowering women in the Austin area who are looking to join the workforce.

The kickoff event ended in donation of almost 90 items, including full suits, dresses, cosmetics, shoes and briefcases.

“To partner with an organization such a WBENC is an honor,” says Chambers. “This type of cooperative effort not only helps disadvantaged women with additional resources from WBENC members, but also illustrates to the community-at-large that women helping women is a strong and vibrant initiative.”

Thank you to all who participated in this purposeful and positive event, and a special thanks to organizing Forum members Sharon Mahin, Sharon Olzerowicz, and Cindy Towers.

WOMEN’S ENTERPRISE FORUM MAKES A LOCAL IMPACT

WBENC BRINGS THOUSANDS OF PARTICIPANTS TO NATIONAL EVENTS LIKE THE SUMMIT & SALUTE AND NATIONAL CONFERENCE & BUSINESS FAIR EACH YEAR. THIS YEAR, WBENC KICKED OFF THE INAUGURAL #ACTINTENTIONALLY GIVE BACK CAMPAIGN AT NCBF TO HIGHLIGHT HOW PARTICIPANTS CAN MAKE A GREATER LOCAL IMPACT IN THE HOST CITIES AND COMMUNITIES WE VISIT.

austin.dressforsuccess.org/
Pamela Prince-Eason, President and CEO of WBENC, and Benita Fortner, Chair of the WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company, gave a warm Texas welcome to attendees.

Dr. Mae Jemison, an astronaut and the first African-American woman to travel into space joined the panel discussion, led by Fernando Hernandez, on innovation.

Carla Harris, Chair of the National Women’s Business Council gave an exciting and motivating keynote speech before leading a panel featuring the three WBE Tri-Chairs: Nina Vaca, The Pinnacle Group; Cathi Coan, Techway Services; Keeli Jernigan, Trans-Expedita.

Michelle Boggs, McKinley Marketing Partners; Pamela O’Rourke, ICON Information Consultants; Lindsay Stroh, Kelly Mitchell Group; Rosa Santana, Integrated Human Capital; Stephanie Point, Point to Point Global Security, Inc.; Betty Maretta, Argent Associates; Billie Bryant Schultz, Cesco, Inc.; Carrie Martinez, CM Productions; Rachel Sanchez, Prestige Maintenance USA; Roylyn Reid, Consumer & Market Insights; (not pictured: Sharon Evans, CFJ Manufacturing)

Debbie Hurst, President of the Women’s Business Council – Southwest the 2015 Host Council, and Patti Winstanley, Chair of the Host Committee and President of Aztec Promotional Group, welcome everyone to Austin.
THE 2015 CO-CHAIRS INCREDIBLE SUPPORT HELPS MAKE THE NATIONAL CONFERENCE A HUGE SUCCESS

Grace Puma, Senior VP and Chief Procurement Officer, PepsiCo

Kim Brown, VP – Global Fulfillment & Logistics at Dell

Betsy Hosick, Chevron Corporation, General Manager, Procurement, Downstream, Midstream & Services

Nina Vaca, CEO & Founder, The Pinnacle Group

Cathi Coan, President and CEO, Techway Services, Inc.

Keelie Jernigan, CEO & President, Trans-Expedite Inc.

Mikaila Ulmer, founder of BeeSweet Lemonade, helped kickoff the luncheon on Tuesday.

The variety of panels throughout the week touched on many topics for both WBES and Corporate attendees.

Laura Yamanaka, President of teamCFO, Inc. addressing the public as part of the NWBC public meeting.
The winner of the SEP pitch competition, Fon Powell, addresses the Tribute! Dinner audience. Jonathan Sprinkles gave an energizing keynote speech on Thursday, encouraging each attendee to chase his or her purpose.

The Silent Auction featured many items including products from Women-Owned businesses. The race to the Business Fair started with an engaging keynote and Q&A with Danica Patrick, the race car driver who continues to break down barriers for women in racing. Attendees had fun in the variety of sponsored areas. Learning how to line dance.

Debra Stewart, Manager, Supplier Diversity, Workforce Development & Diversity Outreach at Shell, speaks to the importance of building the pipeline of future entrepreneurs through the Student Entrepreneur Program. The winner of the SEP pitch competition, Fon Powell, addresses the Tribute! Dinner audience. Jonathan Sprinkles gave an energizing keynote speech on Thursday, encouraging each attendee to chase his or her purpose.

THE WELCOME RECEPTION AND SILENT AUCTION FEATURED DANCING, BIDDING, AND AMPLE OPPORTUNITY FOR NETWORKING
THE 2015 BUSINESS FAIR FEATURED OVER 330 EXHIBITORS AND CREATED COUNTLESS OPPORTUNITIES FOR ATTENDEES TO MAKE NEW CONNECTIONS
THE WOMEN OWNED BOOTH FEATURED 30 DIFFERENT BRANDS AND DEMOS THROUGHOUT THE DAY

THREE INCREDIBLE MEMBERS FROM THE WBENC FAMILY ARE RETIRING THIS YEAR, AND WE THANKED EACH OF THEM FOR THEIR INCREDIBLE SERVICE TO THE DEVELOPMENT OF WBES.

Howard Thompson, VP, Purchasing/Supplier Diversity, Macy’s Inc.
Kathy Homeyer, Director, Supplier Diversity, UPS
Cheryl Stevens, VP of Supplier Diversity, Energy Future Holdings

The leadership from the 14 Regional Partner Organizations
AFTER A LONG DAY OF NETWORKING, ATTENDEES HEADED OVER TO THE PALMER CENTER FOR AN EVENING OF DANCING, ARMADILLO RACES, KARAOKE, LINE DANCING, AND DELICIOUS FOOD FROM AUSTIN’S RENOWNED FOOD TRUCKS.
CELEBRATING INCREDIBLE INDIVIDUALS IN OUR NETWORK

Kathy Mazon, Sr. Business Development Lead, Supplier Diversity, Target Corporation presented with the Applause Award by Pamela Prince-Eason (right), President & CEO of WBENC, and Benita Fortner (left), Chair, WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company

Shari Francis, Merchandising Manager, Tier 2 Diversity Merchant, Office Depot, Inc. presented with the Applause Award by Kathy Homeyer, Director, Supplier Diversity, UPS (right) and Pamela Prince-Eason (second from left), President & CEO of WBENC, and Benita Fortner (left), Chair, WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company

Frantz Tiffeau, Director of Supplier Diversity and Development, Nationwide Insurance presented with the Applause Award by Pamela Prince-Eason (left), President & CEO of WBENC, and Benita Fortner (right), Chair, WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company

Beverly Jennings, Head, Office of Global Supplier Diversity & Inclusion, Johnson & Johnson presented with the Applause Award by Pamela Prince-Eason (left), President & CEO of WBENC, Pat Birmingham (second from the right), Vice President of Marketing & IT, WBENC and Benita Fortner (right), Chair, WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company

Michael K. Robinson, Program Director, Global Supplier Diversity, IBM presented with the William J. Alcorn Award by Pamela Prince-Eason (left), President & CEO of WBENC, Benita Fortner (right), Chair, WBENC Board of Directors and Director, Supplier Diversity, Raytheon Company, and William Alcorn, retired Senior Vice President and Chief Purchasing Officer, J.C. Penney Company (second from the right)

Michael K. Robinson, Program Director, Global Supplier Diversity, IBM makes remarks after receiving the William J. Alcorn Award
1:1 MATCHMAKERS PROVIDE AN OPPORTUNITY FOR CORPORATE MEMBERS TO HAVE TARGETED MEETINGS WITH WBES

THANK YOU ALL FOR MAKING THE 2015 NATIONAL CONFERENCE & BUSINESS FAIR A SUCCESS!
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.
S
ince its inception in 2008, nearly 150 students have graduated from WBENC’s Student Entrepreneur Program (SEP) sponsored by Shell.

“The SEP program proactively encourages future WBEs of all backgrounds to see the possibilities in opening their own businesses,” says Pamela Prince-Eason, WBENC’s President & CEO. “We are intentional in the development of young women, and we are committed to providing them with an experience that truly shapes their future.”

The 2015 SEP cohort featured 22 students with diverse industry and geographical backgrounds, as well as impressive representative racial diversity, including students who identify as Black or African American; Asian or Pacific Islander; Hispanic or Latina; or Caucasian.

In addition, WBENC broadened the application pool in 2015 from the former focus on STEM to include the Arts, including creativity and design. By centering on Science, Technology, Engineering, Arts, and Math (STEAM), the program underscores the importance of bringing diverse women from various academic interests together at the developmental stages of their career to build a support network for future women business owners and leaders.

During their week in Austin, the 2015 SEP Cohort visited venture capital offices in Austin, including Techstars and Capital Factory, as well as the IBM and T3 corporate campuses. The cohort met with WBEs to learn about entrepreneurial marketing strategies and finance.

“Being part of the 2015 cohort was a once lifetime experience,” says Naomi Thomas. “My favorite part was the off-campus visits to accelerators, incubators, and tech companies. The Capital Factory visit was eye opening, and I was attracted to their unique startup culture. It definitely motivated me to continue pursuing an entrepreneurial path.”

Each cohort member had the opportunity to be paired with a WBENC-Certified WBE mentor and a Fortune 500 Corporate Member. The students used the time to learn more about building their brand and understanding the WBENC community.

Jasmine Curtis, a 2015 SEP cohort member, was enthusiastic about the opportunity to learn from professionals and entrepreneurs who shared positive energy and expertise.
“Having mentors taught me how valuable it is to build relationships and to be surrounded by like-minded people,” says Curtis. “I felt lucky because I had awesome mentors who were willing to make room in their busy schedules and allocate time to helping me during and outside of the program.”

The program culminated on Thursday, June 25, with a pitch competition with $10,000 in prizes awarded in seed capital. Of the 22 young women in the cohort, 10 chose to pitch their ideas to the panel of judges, comprised of Prince-Eason; Benita Fortner, WBENC Board Chair and Director, Supplier Diversity, Raytheon Company; and angel investors Jason Seats and Gordon Daugherty.

The stage was set for the student entrepreneurs to put their new business savvy to the test, and yet the atmosphere in the room was one of camaraderie, not competition. Many of the presenting cohort members noted that the support bonds made during the week were powerful during the nerve-wracking presentations.

“We were all saying good luck to each other,” says cohort member Fon Powell. “I wasn’t pitching against somebody; we were pitching together.”

In the first round, participants each had two minutes to complete an initial elevator pitch. The judges selected five participants to move on to the next round, where each participant had 10 minutes to not only present her idea, but also receive and answer questions from the panel judges. In the end, three winners were announced:

**IN FIRST PLACE:**

Fon Powell, a PhD candidate at Cornell, pitched her line of natural hair care products, AvoCurl. The products are designed for men and women to moisturize, condition, strengthen, define curls, provide shine, and improve the overall health of naturally curly and textured hair. The formula encompasses mainly edible ingredients, which are chemical free.

**IN SECOND PLACE:**

Jasmine Curtis, a recent graduate from Cornell, pitched her Sodium Analyte Level Test (S.A.L.T), a medical device used at home to manage conditions including hypertension, chronic kidney disease, and kidney stones by measuring urine salt levels using a disposable stick and mobile app.

**IN THIRD PLACE:**

Naomi Thomas, a rising junior at the University of North Carolina Greensboro, pitched her educational program mytechlife, which offers an eight-week technology workshop series for K-12 students to learn STEM in a fun and interactive way using modern educational technology products.

Powell was overwhelmed with the standing ovation she received at the end of her pitch, and she commented on the difference between this pitch competition and others in which she had participated.

“In all of the other pitches I’ve done, I’ve been the solo female presenter,” says Powell. “I had no idea there was such a huge, active women-owned business community, and I felt so warm and elated by this experience. It is not what these events usually are like. WBENC was more than people assembling; it was people truly communicating.”

“Programs like this one give women tremendous opportunities,” says Curtis. “What I appreciate most is that money was not a factor in each student participating. It is rare to find programs that attempt to level the playing field in such a way and make it a priority to empower participants with resources, access to professionals, and experiences that we couldn’t get in a week anywhere else.”

www.wbenc.org/student-entrepreneur-program

Join the conversation on Twitter
https://twitter.com/wbencsep
Today, her dad is retired and Courtney and her sisters, along with their mother, President Kathleen B. Thibodeaux, proudly run the company with a strategic business focus and collaborative approach that they attribute to their women’s leadership skills.

Bart’s is a commercial moving company that serves major corporations such as Entergy, Shell, and Enterprise Rent-A-Car. The company provides everything from an inventory of office furnishings to move coordinators who can manage any project from start to finish, including IT installation and utilities start-up. Bart’s also offers an innovative online inventory system that allows users to identify comprehensive or very specific requests for furnishings.

“We know that nothing happens overnight. It’s important to meet the supplier diversity executives and get to know them over time.”

Yet, according to Davis, its Bart’s money-saving efficiency that is the company’s most important offering. Its trusted team delivers the high quality customer attention and agile turnaround that enable its customers to move seamlessly and quickly. They can reduce or eliminate costly downtime between the expiration of a lease and the start of the next one.

This reputation has helped Bart’s grow its corporate clients, fortified by WBENC certification. Longtime client Entergy encouraged Bart’s to...
“[WBE Star Theresa Lawrence’s] enthusiasm for working with WBENC-Certified WBEs is just infectious. I started working with her to contract for her personnel and we will do more with Delta in the future,” says Davis.

This has also led to her hiring companies like NANO LLC, a WBENC-Certified architect firm, to provide the drawings for their recent warehouse and office remodel.

While Bart’s is accustomed to facilitating moves for major corporations, Davis recalls one particularly intense job her company did. Her team transferred the labor, delivery, and NICU (Pediatric ICU) rooms of Ochsner Health Systems’ hospital from Jefferson Parish to Orleans Parish, where there was only one other hospital delivery room in the Parish.

Bart’s reputation for agile turnaround is well-founded. “We were moving the hospital beds and all the equipment from one location to another when a patient went into labor,” Davis recalls. “We sped the equipment there, while she and the baby were transported in an ambulance. Mother and baby were fine.”

“We were moving the hospital beds and all the equipment from one location to another when a patient went into labor. We sped the equipment there, while she and the baby were transported in an ambulance. Mother and baby were fine.”

www.bartofficemoving.com

1 The Women of Bart’s Office Moving: (L to R) CEO Courtney Thibodeaux-Davis; VP Ashley Thibodeaux Herbert; President Kathleen B. Thibodeaux; Kasie Thibodeaux and Alexie Thibodeaux.

2 Courtney Davis, CEO

3 The distinctive pink moving cartons at Bart’s
Bringing consumer recognition to products supplied by Women Owned companies

#BuyWomenOwned
Proudly supporting those who support Women Owned businesses

Learn more at www.womenownedlogo.com
COMPANY AT-A-GLANCE

Company Name: Oh Baby Foods
Founded: 2009
WBENC-Certified: 2014
Headquartered: Fayetteville, AR
Website: www.ohbabyfoods.com
Social Media: @OhBabyFoods
  www.facebook.com/OhBabyFoods
Slogan: Super-Premium Baby Foods
Retail: 1,000 retail stores nationwide, including Whole Foods Market, and online retailers such as abesmarket.com, diapers.com, and goodeggs.com

ABOUT THE COMPANY

Fran B. Free created Oh Baby Foods after researching ingredients in baby food options available on the shelves and decided to develop more nutritional recipes that were 100% grown in the USA. She visited local farmers’ markets and quickly put her daughter Lucy and her friends to work as the official taste-testers of her new concoctions. Fran comes from a family of cooks and farmers, which meant creating healthy, gourmet baby foods came naturally for her.

ABOUT THE PRODUCTS

The ingredients found in Oh Baby Foods are certified organic, Non-GMO Verified, regionally raised and 100% USA grown. Fran’s creations are available in two levels. Level One consists of the following flavors: Pearfecto, Basil Babe, and Peachy Keen. Level Two consists of LavenBerry, Wise Punkin, and AmazeMint. All six of these product recipes are pureed and sold in BPA-free pouches instead of traditional jars.

“The ‘founder’ side of my title as ‘Mother & Founder of Oh Baby Foods’ has steered the company to national distribution, while the ‘mother’ side of my title has rewarded me with 2.5-year-old Levi Dash, 6-year-old Lucy Mae, and 6-year-old stepdaughter, Lily Lucille. There is plenty of juggling along the way, but I couldn’t do it without my network of other woman business owners.”

Fran B. Free and her kiddos
When I saw the Women Owned logo in Philadelphia at the 2014 WBENC National Conference & Business Fair, I was blown away.

For Petty, whose tea company has grown exponentially since being founded in 1998, the logo also opened a new opportunity. During the spring of 2014, Petty presented to Sam’s Club, resulting in White Lion Coffee single-brew cups being sold in 50 Sam’s Clubs across Arizona, Texas, and California.

“[Our success] isn’t as linear as people assume; it’s been an evolution,” says Petty. “Early on, we built a wholesale sales strategy in the spa industry, where we could cross-merchandise. People drink tea at the spa, and they expect the refined quality we are known for. Marriott is our single largest customer for White Lion Tea. By evolving the brand and introducing a new line with White Bamboo, we’re poised for volume with new markets.”

As the markets are already starting to change, Petty is confident her company will be able to leverage the opportunities ahead thanks to WBENC.

“In 2003, when we got certified, we didn’t have economy of scale,” says Petty, who adds that being certified has led to a more solution-oriented supply chain.

“The benefit of certification isn’t only presenting to the corporations; it’s the access to building relationships with other WBEs and economies of scale,” she says.

Whether building relationships during the National Conference & Business Fair, increasing
her effective pitching during local Women’s Business Enterprise Council-West (WBEC-West) workshops, or attending Dartmouth’s Tuck School of Business on a WBENC Dorothy B. Brother’s scholarship, Petty maintains that WBENC-Certification has been an essential ingredient in her company’s success.

Petty always wanted to bring her passion for social change to bear. By ensuring her “garden-to-cup” social mission is her company standard, Petty also shares a commitment to spreading economic empowerment. For years, Petty has worked with U.S. labor providers to support adult disabled workers in her production. Recently, she wanted to expand her scope to include the global workforce.

Last year, she planned, vetted, and established a Pride Mission scholarship program for young women in the tea and coffee-growing regions on the foothills of Mount Kenya. Girls at critical high school entry age, who often drop out of school due to prohibitive costs, are offered a four-year scholarship at the Mwalimu Girl’s High School, a boarding school near Nairobi. The school town in which the scholarships are being provided is close to the family-owned coffee gardens that supply White Lion coffee.

“We’re a for-profit company, and we’re strong in our brand—but I wanted us to reach the heart and soul,” says Petty. “I’ve been looking for an opportunity to give back. With both White Lion Coffee and White Bamboo, we structured the product to fund this program.”

This year, the program will give out five scholarships, with additional scholarships being given thanks to a generous contribution to the Pride Mission from fellow WBE Lisa Michele Chretien.

“I related to the logo not only as a woman business owner, but also because I want to see other WBEs, especially commodity business owners, with this logo on their products,” says Petty. “It starts an important conversation about brand loyalty.”

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In late July of this year, Petty headed to Nairobi, Kenya, to visit the girls in her program. Although the scholarship program has been successful, Petty says its current funding model is not sustainable.

“We are deeply appreciative of Lisa Michelle’s generous contribution, but we realize over time, this program is not sustainable through contributions,” says Petty. “We need consumer demand for the product to continue to fund this project. If there is ongoing demand for the product, there will be ongoing revenue for the scholarship program. Women who buy this Women Owned product can directly impact the lives of young women. It really comes back to us joining forces to succeed together.”

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“I’m an advocate for women having financial independence, which I believe is best obtained through education, and which everyone should have access to,” says Chretien. “Obtaining an education will help build these young women’s self-confidence and encourage them to pursue their own interests.”

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Kathryn Petty, President and Founder
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RELATIONSHIP BUILDING: GET TO KNOW YOUR SMALL BUSINESS SPECIALIST

SB Specialists are typically the first point of contact for vendors. They monitor the progress of the agency in achieving their small business contracting goals, perform market research to identify small businesses for opportunities worth more than $10,000, and provide advice and training to contracting officers regarding small business issues and concerns. They invite small businesses to participate in 30-minute capabilities briefings where they can pitch their products and services to potential customers and learn more about doing business with that agency.

If your business is selected to participate in a briefing, use these tips to optimize the opportunity.

**TIP #1: ASK ABOUT CURRENT OPPORTUNITIES**

At any given time, there are many contract opportunities available for bid and the SB Specialist can guide you in the right direction.

**TIP #2: IDENTIFY CUSTOMER CONTACTS**

You may request that the SB Specialist organize a meeting with the appropriate person responsible for the purchase of your products and services within the agency. If the meeting comes to fruition, then you will be able to give a final pitch to the final decision-maker.

**TIP #3: ASK ABOUT UPCOMING CONTRACT OPPORTUNITIES**

Just as the SB Specialist is aware of current contract opportunities, she is also in the know regarding future contracts that will be coming down the pipeline. Although, this information is available through research, the specialist may know about new contracts being created due to new requirements. As a result, you would have a head-start on preparing to bid by securing financing and hiring additional staff.

The SB Specialist is also tasked with ensuring vendors are prepared to do business with her respective agency. It is important to have your SAM registration and Dynamic Small Business Search (DSBS) profile active and complete.

Every contact within the government space is valuable. If you have not reached out to the SB Specialists at your target government agencies, then do so today.

www.osdbu.gov/members.html
Lotze started Philosophy IB with co-founder Rosa Cho and Kaveh Naficy in her home in 2000. The company was founded on changing the way businesses do work by combining human capital savvy with business processes to build successful internal brands. Lotze quickly leveraged the opportunities she saw around the changing landscape in business consulting by winning a contract with her former employer. “We had a $10,000 contract for work with PWC, and we did well,” says Lotze. “We won little assignments here and there with other firms, too. The tipping point was when we won a big contract to harmonize global new product development processes between two newly merged pharma companies. That was when we realized that we had to staff up.”

With a contract worth $1.4 million in revenue, the team went into mission mode. They quickly recruited people and moved into an office space.

Then came 9/11. As quickly as the consulting work had started to come their way, projects halted or dried up entirely. Lotze remembers agonizing over the reality of letting go of her staff.

During this challenging time, unlike many entrepreneurs, Lotze pivoted to stay relevant. Although they had been working with Fortune 500 clients, they weren’t getting the meetings that would result in business. Instead, they shifted their focus to the education and non-profit spaces. They kept knocking on doors and relentlessly sold their Philosophy IB consulting model, which works to enable teams to deliver by developing a strong operating model and internal brand. Slowly, doors started to open again. Although she had been WBENC-Certified in 2009, Lotze still wasn’t sure how certification could help her business.

“During a site visit for my recertification with [my RPO] WPEO-NY, I just asked ‘How do I really use this certification?’” says Lotze. “The volunteer who was visiting simply told me I had to attend the national conference that year.”

After dragging her feet at first, Lotze attended the 2012 WBENC National Conference & Business Fair in Orlando. The meeting was a revelation to Lotze, who immediately created a staff role for supplier diversity management in her company.

Despite being told it took 18 months to two years to develop relationships, Lotze again saw the potential and opportunity. A year after attending the conference, her company leveraged a connection made at WBENC’s conference to win a mentorship with the pharmaceutical industry.

“We spent a year flying around and getting critiqued on our pitch and refining our language,” says Lotze. “And then we started getting RFP

\textbf{WBE SUCCESS STORY}

\textbf{WATERSHED MOMENTS THAT LEAD TO GLOBAL CONTRACTS}

Even after more than 15 years as an entrepreneur, Christine Lotze can still recall the moment she saw the writing on the wall as a director of global executive development at PriceWaterhouseCoopers (PWC). “I loved my job, but I was taking a break from the consulting work I loved after being on the road five days a week for seven years. The consulting unit was being spun off. I knew things would have to change for the industry—and for me,” says Lotze.

\textbf{ENGAGEMENT}

“We have a lot of young people who have done amazing things, but there is an experience gap. […] By pairing seasoned former senior execs with bright, high-potential consultants, we are able to deliver extraordinary value.”
opportunities with leading global organizations. Six months ago, we had a watershed moment when we won a global contract with a Fortune 500 pharmaceutical client for executive coaching.”

Now equipped with a preferred vendor status with that client and several other pharma and life science clients in the Fortune 500, Lotze has just moved the company into new office space.

Philosophy IB also employs an “Executives in Residence” program, in which retired executives are part-time consultants on client projects or act as in-house advisors. “We have a lot of young people who have done amazing things, but there is an experience gap. For instance, when you have a consultant helping a chief medical officer overseeing all clinical trials at a global pharmaceutical company,” says Lotze. “By pairing seasoned former senior execs with bright, high-potential consultants, we are able to deliver extraordinary value.”

“At the end of the day, Lotze says she strives to promote a culture of high performance, respect, and deep appreciation of the individual in combination with a “learn from your colleagues” approach. “I wanted to create a place where people felt they could be themselves. It’s just happenstance we have incredible racial and ethnic diversity,” says Lotze. “When I come here every day, I feel like it is privilege to be around my team.”

New office space at Philosophy IB headquarters

WWW.WBENC.ORG // AUGUST EDITION 2015
Using a consultative approach that starts with the business goals of its clients, VMG distinguishes itself with its in-house team of professionals whose synchronized, efficient collaboration delivers a cost-effective world-class range of services.

The Emmy won by Sparks for Directing – plus another won by the studio’s Director of Photography, Brian Stevenson – were for a video produced for Teatro ZinZanni, a Seattle acrobatic dinner theatre company that had just made the transition from non-profit to for-profit. Not only did the troupe need to establish its new brand, but it also faced the challenge of filling its seats when the globally-known competitor Cirque du Soleil came to town.

Applying its trademark “above and beyond” dedication to excellence, VMG’s team developed a stunning video with strong visual effects, sound design, and graphics.

“We set out to create a campaign around the idea the tagline “Words cannot describe” that would take Teatro ZinZanni’s marketing to a new level,” Sparks says.
Not only did Teatro ZinZanni fill the seats the week the commercial aired, but, as the theater’s Director of Sales and Marketing Michelle Haines said, “We exceeded our revenue goals for the month and had more visitors to our site than we did last year.”

In addition to the Emmy wins, in the last five years, VMG has amassed 22 Telly Awards for marketing and advertising.

In another example of excellence, VMG was selected through a rigorous RFP process to produce videos of the 2015 WBE Stars presented at the Summit & Salute. Then, during the 2015 National Conference & Business Fair, with barely more than 48 hours to do so, the company produced three videos honoring retiring WBENC Board members Cheryl Stevens from Energy Future Holdings, Kathy Homeyer from UPS, and Howard Thompson from Macy’s. To gather a wide range of personalized well-wishes from WBENC leaders, VMG’s two crew members shot and edited the videos the first two days of the event so they could be presented later that week.

VMG has been WBENC-Certified for three years, and Sparks has jumped all-in to the opportunities that this affords. In the last six months, she has developed relationships that gained her invitations to the AT&T Foundry, Lowe’s Small Business Buying Days Event, Verizon Premier Supplier Academy, and Walt Disney Supplier Diversity Summit.

“We had the chance to sit down with major decision-makers and really hear what was on their minds and then present our business capabilities,” says Sparks, who also attends the WBENC National Conference & Business Fair and Summit & Salute events annually.

VMG’s commitment to Astra Women’s Business Alliance, its Regional Partner Organization, is demonstrated by Sparks’ involvement as the Washington State Forum Co-Lead and VMG’s sponsorship of several Astra events.

VMG is also affiliated with the Women’s Business Council–Southwest (WBCS). Sparks encourages other WBEs to immerse themselves in the WBENC experience as well. “I tell other WBEs, ‘Let me help you understand how this works so that you can get the same benefit that I am enjoying.’”

Watch the Emmy Award-winning commercial at: vmgstudio520.com/our-work/proj-teatro

www.vmgstudio520.com
Q: What’s one resource for your business you wish you had invested in sooner?

Answer:

Strategic planning ensures your business remains agile, efficient, and able to adapt to an evolving marketplace. Without it, your business will suffer from its own success, becoming reactionary in dealing with urgent and increasingly demanding aspects of the day-to-day operations that are critical for continued success. No one plans to fail. They fail to plan.

Cathi Coan  
President and CEO, Techway Services, Inc.  
www.techwayservices.com

I would have hired a marketing expert. If you are stronger in marketing, find someone who understands and gets the sales process. If you are better at sales find someone to strengthen your marketing message. It takes multiple contacts using both sales and marketing to move the prospect from one level to the next. Make sure that you’ve integrated marketing and sales. They are not separate.

Maureen O’Connor  
CEO, LEM Products Inc.  
www.lemproductsinc.com
The most important document you need for a start-up is a very detailed business plan with projections for three years. Also, you must have worked in or have knowledge of the industry. You should never take a salary. You can pay yourself commission only as you must to get up every day to start bringing in business before you ever hire anyone. Your goal is to exceed your business plan every month to be successful and have one year of salary saved so you can eat and live indoors.

Pamela O’Rourke
Owner, ICON Information Consultants, LP
www.iconconsultants.com

Before you launch, read Ben Horowitz’s book The Hard Thing about Hard Things and Peter Thiel’s book Zero to One. Launch focusing on your core competencies…outsource the rest. Marketing, accounting, human resources, and CRM can be left to the professionals. There are numerous WBENC WBEs who are experts in these areas and have these as their core competencies. Hire them. In addition, you will be diversifying your own supply chain.

Susie Galyardt
Founder and CEO, Xioss
www.xioss.com

If I only knew the many resources that provide grants and make seminars and workshops to small businesses available at very little to no cost. I learned about these hidden gems long after I started my business. Be sure to surround yourself with smart mentors. Network at professional, industry, and non-industry events, and please be sure to take time for yourself.

Gayle Piraino
President and Founder, GAP Promo
www.gappromo.com

Hire an office manager and a bookkeeper as soon as you can afford one.

Bev Thomas
Graphic Matter Inc
www.graphicmatter.com

Myself. For the first years, I ran myself too hard. I worked day and night to get ALOM off the ground. It impacted my creativity and ability to develop vision for the company. It also impacted my health and my relationships. I am now investing heavily in my well-being and my relationships.

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

I wish that I would have sought out a mentor sooner in my career. When I first started in my business, I was young, and probably too proud and intimidated to seek help. Having a mentor to bounce ideas off of and learn best practices from could have helped me and helped my business to grow faster.

Kimberly Lawton Koon
President, Lawton Connect
www.lawtonconnect.com

I wish I had read and implemented procedures from The E-Myth Revisited by Michael Gerber. Utilizing this information earlier would have been much easier and would have eliminated developing unproductive habits. It helped me develop processes for each function of the business. This was the foundation for flexibility and growth. Regularly working on your business instead of in your business.

Loreley Fortin
President, Daystar Promotions, Inc.
www.daystarpromotions.espwebsite.com

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CONGRATULATIONS TO THE FOLLOWING:

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BRODY Professional Development

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CE Solutions

CHRISTINE TAYLOR
Christine Taylor Collection

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WOMEN ON WELLNESS

CVS HEALTH’S TRAINING PROGRAM FOR DIVERSE SUPPLIERS

As we begin to #ACTINTENTIONALLY, this column will periodically expand to bring you updates on what our corporate members in the healthcare and wellness industry are doing to support the development of diverse suppliers.

For instance, CVS Health partnered with Roger Williams University to establish a unique training program specifically for diverse suppliers. The program kicked off in June, and WBENC is pleased to report that of the 10 suppliers who were chosen to participate from a pool of more than 120 applicants, nine of the finalists are WBENC-Certified WBEs.

The goal of the Executive Learning Series for Diverse Suppliers is to arm participants with the skills needed to succeed in business and flourish in their industry. During the course, training will be offered in the areas of financing and budget; leadership; management and technology; and human resources and communications. At the program’s conclusion, each participant will be assigned a CVS Health mentor to work with on specific business expansion opportunities.

The WBEs in the inaugural Executive Learning Series class include:

- ARTEMIA Communications
- ASAP Solutions Group LLC
- Banneker Industries Inc
- California Fragrance Company
- Five Thousand Forms
- Fremin’s Contractor Services, LLC
- Griesing Law, LLC
- Soft Stuff Distributors, Inc.
- The Media Network dba TMNcorp

Stay tuned to hear more about the success of this new program and how you can participate in 2016.

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