HIGHLIGHTS FROM THE 2016 SUMMIT & SALUTE

ROBYN STREISAND

BUILDING A GROWTH CULTURE WITH WBE COLLABORATION
CALENDAR OF EVENTS

THIS CALENDAR INCLUDES EVENTS HOSTED BY WBENC’S REGIONAL PARTNER ORGANIZATIONS AND STRATEGIC PARTNERS. VISIT WBENC’S ONLINE CALENDAR FOR MORE EVENTS.

APRIL 2016

14  WBEC-West San Diego Platinum Supplier Program - Secrets to Being a Successful WBE in Construction
San Diego, Calif.
Click here for details.

15  WIPP ChallengeHER Miami
North Miami, Fla.
Click here for details.

15  WBEC-West San Diego Platinum Supplier Program: Strategy for Competitive Advantage & the Power of Capability Statements
San Diego, Calif.
Click here for details.

18  Bank of America Supplier Diversity Small Business Institute hosted by WPEO-NY
New York, N.Y.
Click here for details.

18-20 ORV-WBC 2016 Northern Ohio Catch the Wave Conference
Cleveland, Ohio
Click here for details.

19  Johnson Controls Supplier Diversity Event
Milwaukee, Wis.
Click here for details.

19  WBCS Business Works Expo 2016
Novi, Mich.
Click here for details.

21  GL-WBC 32nd Annual Awards Celebration
Cincinnati, Ohio
Click here for details.

25  WIPP ChallengeHER New Orleans
New Orleans, La.
Click here for details.

26  DiversityBusiness.com 16th Annual National Business Summit
New York, N.Y.
Click here for details.

26  SBA How to Prepare for a Government Matchmaker
Buffalo, N.Y.
Click here for details.

26  National Business Inclusion Consortium Best-of-the-Best Awards Dinner
Washington, District of Columbia
Click here for details.

27  WBEC-West Insider Tips to Doing Business with Metro Los Angeles Webinar
Click here for details.

MAY 2016

10  WBENClink Database Training Webinar
Click here for details.

11  GL-WBC 2016 Executive Leadership Institute for Women
Indianapolis, Ind.
Click here for details.

16-18 Diversity Alliance for Science Networking Conference and EXPO
Elizabeth, N.J.
Click here for details.

17-18 Sonoco 2016 Supplier Diversity Business Conference & Golf Tournament
Hartsville, S.C.
Click here for details.

18  GL-WBC 2016 Executive Leadership Institute for Women
Grand Rapids, Mich.
Click here for details.

19  WPEO DC Brown Bag Lunch with PepsiCo Holdings Inc.
Washington, District of Columbia
Click here for details.

Atlanta, Ga.
Click here for details.

24  GL-WBC 2016 Executive Leadership Institute for Women
Southfield, Mich.
Click here for details.

24-27 EEI Business Diversity Conference
Phoenix, Ariz.
Click here for details.

25  WPEO-NY – Brown Bag Lunch with Morgan Stanley
New York, N.Y.
Click here for details.

25-26 WBEA 2016 Business EXPO
Houston, Texas
Click here for details.

26  Latina Style Business Series
Seattle, Wash.
Click here for details.

JUNE 2016

1-3 USPAACC CelebrAsian Procurement Conference
Atlanta, Ga.
Click here for details.

8  GWBC TOP Corporations Awards 2016
Atlanta, Ga.
Click here for details.

8  WBEC-West WBE Expert Series: Winning Corporate Clients: What Are They Looking For?
Webinar
Click here for details.

8  Astra Best Practices Supplier Diversity Summit hosted by Brocade
San Jose, Calif.
Click here for details.

15-18 NAMC 47th Annual National Conference
Atlanta, Ga.
Click here for details.

16  Suntrust Supplier Diversity 2nd Annual Tier II Conference
Atlanta, Ga.
Click here for details.

20  WEConnect International Day and Evening Reception
Orlando, Fla.
Click here for details.

21-23 WBENC National Conference & Business Fair 2016
Orlando, Fla.
Click here for details.
# PRESIDENT’S MESSAGE

## FEATURES

7 Summit & Salute Wrap-Up
12 Congratulations to Our 2016 WBE Stars
14 WBENC Blog Round-Up
15 Around the Town in Orlando for the National Conference & Business Fair
16 WBE2WBE Success Story: Robyn Streisand: Cultivating a Growth Culture By Pursuing Collaboration
19 Corporate Corner

## CERTIFICATION

20 WBE Success Story: Spend the Time to Establish a Track Record: T3 and Capital One
23 WBE Success Story: Constructing New Opportunities for Women
24 When Mann Packing Became a Woman’s Work

## ENGAGEMENT

2016 Enterprising Women of the Year Awards

## OPPORTUNITIES

Meet the 2016 Host Committee for the National Conference & Business Fair
Opportunities Open Doors

## RESOURCES

Your Advice: What Advice Would You Give Your ‘Younger Self’ About Business?
Healthy Entrepreneur: Take Your Meeting for a Walk

## ADVERTISERS’ INDEX

ACT Intentionally
2016 National Conference & Business Fair Save the Date
2016 Tuck-WBENC Executive Program
Women Owned
WBENC Shop
Legacy Bracelet

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American Transmission Company; AMN Healthcare Inc.; Apex Learning Inc.; Baxalta US Inc.; CLEAResult; HP Inc.; Merck KGaA, Darmstadt, Germany; Scholastic Inc.; TD Bank, N.A.; Turnitin; and USAA
DEAR FRIENDS,

I love March, and I love sports. Every year, U.S. collegiate basketball teams battle through the weeks of March until, ultimately, one team emerges as a champion from a large field of good teams. But the race for that coveted championship begins months in advance, when coaches and players work every day together to secure momentum, pull their team through tough times, and make the commitment necessary to win.

Every March also marks a little March Madness at WBENC. Throughout the year, Certified WBEs, Regional Partner Organizations, and Corporate Members spend quality time working on a common game plan for advancing women-owned business opportunities, and in March we bring together the best of those teams from across the U.S. to celebrate our successes. Our annual Summit & Salute honors the contributions and commitment of our 14 Women’s Business Enterprise Stars and America’s Top Corporations for Women’s Business Enterprise.

Our 2016 Summit & Salute in Phoenix was a great success, and we are so proud of all our honorees. Yet just like the basketball teams who are already thinking about next year’s championship, our work as the national leader in women’s business development is never done. We wake up each morning renewed, refreshed, and ready—and the WBENC team strives to make every decision with a strategy for success in mind.

First, we concentrate on our CORE values, ensuring that our community understands certification, embraces opportunities, leverages resources, and feels engaged with our work. Like your favorite basketball team, we want our fans to know we are here for them first and foremost, that we are working to help them win.

By acknowledging your buying choice online or in-person at our events, you support hundreds of Corporate Members, each an essential player on our winning team. The ACTIntentionally campaign will leverage our community’s immense buying power and influence to provide more value, promote visibility, and drive loyalty to those corporations who are committed to supporting women-owned businesses through the supply chain.

As we move toward our National Conference & Business Fair in Orlando, FL from June 21 to 23, I look forward to learning how each of you ACTIntentionally—morning, noon, and night. Explore the website to learn more about how you can Travel Intentionally, Compute Intentionally, Shop Intentionally, and more. When you’re online, let us know you’re supporting our Corporate Members by using the hashtag #actintentionally!

Every day at WBENC, I work with a talented and dedicated team as well as passionate Certified WBEs, RPO leaders, and Corporate Members who share their commitment to this community. In our version of March Madness, this is MY team, and I am so lucky to be a coach right now—because I’ll always be a fan!

Sincerely,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
Morning, Noon, and Night. As we move through the day, we have many opportunities to support the WBENC network. How do you ACT Intentionally?

#ACTIntentionally

A WBENC campaign. | www.wbenc.org
SAVE THE DATES
JUNE 21 - 23, 2016

WBENC
National Conference & Business Fair 2016
Orlando, Florida

Creating Magic Together

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

Presenting Sponsor Accenture’s Michael Hilkman, Senior Technology Consulting Executive

Presenting Sponsor EY’s Lisa Schiffman, Director of Brand, Marketing, and Communications, Strategic Growth Markets; Global Co-Lead for EY’s Women. Fast forward.

WBE Presenting Sponsor Ampcus’s CEO Anjali “Ann” Ramakumaran

Presenting Sponsor Accenture’s Miguel Fernandes, Global Sourcing and Category Management Executive

Pamela Prince-Eason, WBENC President & CEO

WBENC Board Chair Theresa Harrison, EY’s Diversity & Inclusiveness Procurement Leader

CLICK HERE TO SEE ALL THE SPONSORS FOR THE 2016 SUMMIT & SALUTE.
Congratulations to America’s Top Corporations for Women’s Business Enterprises

Senior executives accepted awards on behalf of their corporation during the Top Corporations ceremonies held throughout the Summit & Salute.

PLATINUM
Seated, Corporate Representatives from left to right: Bank of America, ManpowerGroup, Inc., Johnson & Johnson, Dell, Inc., EY, UPS, Shell
Standing, Corporate Representatives from left to right: Accenture, Walmart Stores, Inc., Chevron, Energy Future Holdings, The Coca-Cola Company, IBM, ExxonMobil Corporation, AT&T

GOLD
Seated, Corporate Representatives from left to right: Fiat Chrysler Automobiles, Marriott International, Wells Fargo & Company, United Airlines, Ford Motor Company, General Motors

SILVER
Standing, Corporate Representatives from left to right: Target Corporation, Raytheon Company, Kelly Services, Inc., Proctor & Gamble, Capital One Financial Corporation, Pitney Bowes, Inc., Altria Group, Inc., Bristol-Myers Squibb, Microsoft

BRONZE
Standing, Corporate Representatives from left to right: The Kroger Co., Nationwide, DuPont, Ericsson, Monsanto Company, Robert Half, Cargill, MetLife, DTE Energy Company
SUMMIT & SALUTE ATTENDEES CONTRIBUTED MORE THAN 1,000 TWEETS WITH THE #SUMMITSALUTE16 HASHTAG DURING THE THREE-DAY EVENT.

HERE ARE SOME OF THE HIGHLIGHTS.

The Salute gala dinner ended with a surprise special offer from 2016 National Conference & Business Fair Presenting Sponsor The Walt Disney Company. Learn more about the special offer for NCBF attendees on page 13!

@uscensusbureau: DYK 35.8% of US firms were owned by women? See our snapshot: go.usa.gov/cw5qh #SummitSalute16 @WBENCLive

The 1:1 MatchMakers program provides eligible WBEs with the opportunity to meet face-to-face with corporations looking to identify suppliers for specific needs.

@WBECSouth: “You don’t make it into the boy’s club without boys who will vouch for you.” @jwelter47 @WBENCLive #SummitSalute16 #hesforshes

Three former WBENC Board Chairs and current WBENC Board Chair Theresa Harrison celebrated Pamela Prince-Eason’s five years leading WBENC.

Attendees had fun dancing during the Welcome Reception.

Keynote speaker, Dr. Jen Welter

Keynote speaker, Olympic Gold Medalist Nastia Liukin

@trishlbrock: “You will fall, but you have to get back up.” Thank you @NastiaLiukin for sharing your story! @WBENCLive intel pic.tweet.com/jKkWcnVzki
In the inaugural WEInnovate! WBEs presented their innovative ideas to representatives from America’s Top Corporations.

@BP_America: Enjoying @WBENClive’s #SummitSalute16 where BP is proud to partner with & support women business owners.

During the Procurement Meet & Greet WBEs circulate the ballroom making new connections with participating corporations.

@shelleefisher: Develop business at Procurement Meet & Greets w/Top Corps! @WBENClive #SummitSalute16 @Nationwide @Macy’s @JMunsonJr

Women’s Enterprise Forum keynote speaker Bonnie Keith, Founder and President of The Forefront Group, speaking on “Harnessing Business Value in Today’s Economy.”

During the Women’s Enterprise Forum meeting, WBEs learned more about the ACTIntentionally campaign.

@CoranetCorp: How will you #ACTIntentionally? @WBENClive makes us think about the decisions we make #SummitSalute16 http://bit.ly/25nQ5G2

Senior executives from America’s Top Corporations participated in dynamic, industry-focused round table discussions.

@HJEllsworth: Great WBENC Summit. Retail panel is very interesting. @WBENClive #SummitSalute16 @NatRoofPartners

FOR MORE PICTURES VISIT THE WBENC BLOG FOR A PHOTO SLIDESHOW!
THE WBENC 2016 WBE STARS AND THEIR RPO LEADERS
WALKED THE RUNWAY TO GATHER THEIR AWARDS AT THE 2016 SUMMIT & SALUTE GALA DINNER.
“Take a few extra minutes to enjoy the accomplishments.” — MARGARET MARCUCCI, CORANET CORP.

“You don’t have to know it all. That is why you hire these other people. They will help you reach these goals, if you believe in it and follow your plan.” — JENNIFER MAIER, WOMEN’S DISTRIBUTION SERVICES

“Be who you are, bring your best to the table. I think what women do [is] exceed expectation—we are driven to do that.” — ROSE ANN DaRE, HYDRO DYNE INC.

“Not only attend the events, but listen to the other WBES and what they do. If you are telling your story or who you are as a business, they might just go, ‘Aha, I just talked to somebody,’ and connect the dots.” — SUSAN MUNRO, HYBRID COLLECTIVE

“Culture and attitude trump the processes.” — CAROL PHILP, CPI CREATIVE

“I wouldn’t miss a WBENC opportunity, ever. I am here for every one of the meetings, because there is so much to learn!” — JOAN LaGRASSE, IMAGEN, LLC

“Be a leader and inspire others around you. Surround yourself with really capable people. And don’t be afraid to take risks.” — SERAFINA SCHOER, RIM CUSTOM RACKS

CONGRATULATIONS to our 2016 WBE STARS!
“You have to get involved [with WBENC], stay involved, do the work just like it’s your business, and then you will get the reward.” – DEBBIE DRURY, MARKET DOCTORS DIRECT

“It is connectivity, that is what WBENC does for us. When you integrate yourself with WBENC and your local chapters, they provide that access for you.” – LINDA BOASMOND, CEDAR CONCEPTS CORPORATION

“I make my clients my friends. I take care of them and then they take care of me.” – CAMILLE AUSTIN, ELITE ROOFING SERVICES, INC.

“I have met some wonderful WBEs, and we have partnered and we have grown their business and helped grow my business. And I have connected them and they have connected me.” – MICHELLE BELL, 1ST CHOICE, LLC

“Tuck-WBENC Executive Program really has been a game changer for me and my business and the way I have grown since.” – CARRIE MARTINEZ, CM PRODUCTIONS, INC.

“You listen, you listen, and you don’t focus on who’s going to give you business; you focus on the people.” – DOREEN BLADES, US ECO PRODUCTS CORPORATION

“Your values really form your culture.” – KELLY SPARKS, VMG/STUDIO520

WATCH OUR WBE SPOTLIGHT SERIES ON YOUTUBE!

WWW.WBENC.ORG // APRIL EDITION 2016 13
LAUNCHED IN EARLY FEBRUARY, THE WBENC BLOG IS THE QUICKLY BECOMING THE BEST WAY TO STAY UP-TO-DATE ON TIMELY NEWS, IMPORTANT WBENC EVENT INFORMATION AND RESOURCES, AND EVEN HELPFUL TIPS FROM OUR NETWORK OF CERTIFIED WBES, CORPORATE MEMBERS, REGIONAL PARTNER ORGANIZATIONS, AND KEY STAKEHOLDERS.

CLICK THROUGH TO OUR FIVE MOST POPULAR COLUMNS NOW AND GET A TASTE OF WHAT THE WBENC BLOG HAS TO OFFER:

**MONDAY MOTIVATION** Start your week off right with valuable tips on communication, leadership, and business acumen. Here were our most popular #mondaymotivation posts:

- Dare to Be Powerful
- 10 Resources for Top Women Leaders

**LET'S CHAT** This monthly column is a conversation with leaders from the WBENC network who discuss challenges, opportunities, and hot topics for entrepreneurs everywhere.

- In February, we tackled the Biggest Challenges As a Business Owner
- In March, we focused on how entrepreneurs can Make Time to Give Back to their communities

**WOMEN OWNED WEDNESDAY** We share a Women Owned business story from our network on Wednesdays! Women Owned is an initiative to enable consumers to identify those products supplied by Women Owned businesses during their shopping experience.

- Green Garmento
- Hip Chick Farms

**AROUND THE NETWORK** in this column, we curate articles, news stories, and perspectives from entrepreneurs we think you might find interesting. We also share accolades and recognize accomplishments from WBEs, RPOs, and Corporate Members in our network!

- April
- March
- February

**FRESH THIS MONTH!**

Last week, we kicked off 2016 Host Committee #WBEWisdom Insights column, featuring advice from all 18 Host Committee Members.

**BE AN INFLUENCER!**

Stay tuned for more each week!
Although NCBF schedule will keep you busy, Orlando has plenty of opportunities—including one with a famous mouse—for you to have fun and take full advantage of the conference.

A round of golf is a time-honored way for business owners to unwind and talk shop. Give it a playful spin by opting for mini-golf. Pirate’s Cove is a mile and a half from the conference center. The course was named Florida’s best mini-golf by Orlando Magazine and features elaborate landscaping and challenging hole designs.

The Orlando Improv Comedy Club is another fun option for after hours. The company showcases big names and upcoming local talent in comedy. Round up a few new connections and enjoy some laughs as a group. You might even learn a trick or two—after all, great comedy and great business require people who can think on their feet.

EAT

The easiest place to grab a bite during the conference is at your hotel. WBENC has room blocks at the Hyatt Regency Orlando and Rosen Plaza. Both hotels are adjacent to the Orange County Conference Center and offer multiple dining options. You’ll find steakhouses, seafood, buffet dining, and a sandwich shop in case you need to eat on the go between conference events.

Consider reserving a table at Capital Grille for dry-aged steaks and fine wines. If you want a change of scenery, the Copper Canyon Grill is about half a mile from the conference center. They serve a range of American favorites and offer a robust gluten-free menu. For local flavors, stop in the Everglades Restaurant for alligator chowder and Florida grouper and grits.

PLAY

Although NCBF schedule will keep you busy, Orlando has plenty of opportunities—including one with a famous mouse—for you to have fun and take full advantage of the conference.

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REGISTER FOR WBENC’S NATIONAL CONFERENCE & BUSINESS FAIR AND READ MORE ABOUT THINGS TO DO IN ORLANDO HERE.
I really didn’t think it was going to be a big deal, but then a lot of people started reaching out in advance to congratulate me,” says Streisand, CEO. “And they really reminded me that I cannot step over a milestone like this without reflecting on how I got here—and the people that helped me get here.”

Reflecting back on her 10 years as a WBENC-Certified WBE, surrounded by fellow WBEs, caused Streisand to become emotional at a local WPEO event in March. Streisand has many great memories from her time in the WBENC community, both at local and national events. In addition, The Mixx has worked with WBENC Headquarters on design and branding projects, including designing the recent WBENC 2014 Annual Report.

Although she could have settled on building and sustaining a best-in-class creative agency with The Mixx, retaining Fortune 500 clients such as Mercedes Benz, Pfizer, and Diageo, Streisand has always looked for strategic growth strategies that would increase her agency’s creative capacity.

About seven years ago, Streisand started to notice a shift in the advertising market. After spending time developing ideas and researching market nuances, she wanted to explore growth strategies that would emphasize not only her commitment to diversity—she is dual-certified through the National Gay & Lesbian Chamber of Commerce (NGLCC)—but also her attention to customer care and integrity, a core facet of her established brand at The Mixx.

“As I looked at The Mixx’s culture, I didn’t want to lose our originality, our nimble and agile atmosphere, or our customer focus, but I knew we were in the ideal position to start building and expanding,” says Streisand. “We could have purchased smaller companies to expand our service offering, but I really wanted to think about a total market approach.”

Her holistic solution was Titanium Worldwide, a best-in-class collective of 17 founding members: independent, industry-leading agencies committed to delivering a client-centric approach to service, all of which are also certified-diverse.

Each member business comprising Titanium Worldwide is certified with WBENC, NGLCC, and/or the National Minority Supplier Diversity Council (NMSDC). An executive committee made up of five of the founding CEOs manage the structure of the group, and all member companies meet quarterly to talk about development, the pipeline, and opportunities.

Of the 17 certified-diverse companies, eight are Certified WBEs, including: 

“Robyn is a visionary and an astute business woman. By aggregating resources in Titanium Worldwide, she is leveraging the huge WBE community. In founding Titanium Worldwide, Robyn created a unique value proposition and elevated everybody’s business opportunities.” —HANNAH KAIN, ALOM CEO AND PRESIDENT

National Gay & Lesbian Chamber of Commerce (NGLCC)—but also her attention to customer care and integrity, a core facet of her established brand at The Mixx.
“There are two ways for opportunities to transpire in Titanium Worldwide,” says Streisand. “One way is that the opportunity could come directly through the top down into Titanium; then, we assemble the appropriate team given the ‘ask.’ The other way, where we’re seeing significant momentum that I would never have envisioned, is the member-to-member opportunities. We’re going into opportunities fulfilling complex business problems that our members would never have even entertained without this collaborative structure in place.”

As an example, Titanium Worldwide members are now working with Mercedes Benz via The Mixx, on a dedicated “after sale strategy and model” for the brand. Three Titanium Worldwide members are teaming to develop a customized approach for how to keep the brand’s customer connection in place from the time a new driver pulls off a lot with a new car until the time they want to return for a new purchase.

“Robyn is a visionary and an astute business woman,” says Hannah Kain, ALOM CEO and President. “By aggregating resources in Titanium Worldwide, she is leveraging the huge WBE community. In founding Titanium Worldwide, Robyn created a unique value proposition and elevated everybody’s business opportunities. The Titanium Worldwide concept is built on collaboration to create turnkey solutions in the communications space. She brought together companies that are serious about business, and at the same time she makes collaborating fun and exhilarating.”

“The first year was about ironing out the kinks. But we’re not a start-up anymore,” says Streisand. “Now that we have the structure in place—and it’s working—it’s about getting our vision of one voice out there. We’re invested in Titanium Worldwide because we’re passionate, we love what we do, and we really care about helping people and companies solve their business challenges.”

Titanium Worldwide was born at WBENC’s NCBF in Philadelphia because the WBENC leadership, including Pamela Prince-Eason, Pat Birmingham, and Candace Waterman, embraced innovation and collaboration,” says Streisand.

As they approach Titanium Worldwide’s two-year anniversary in June, Streisand spoke about the success of the collective model—and being an ambassador for collaboration, innovation, and thought leadership.

“Titanium Worldwide was born at WBENC’s NCBF in Philadelphia because the WBENC leadership, including Pamela Prince-Eason, Pat Birmingham, and Candace Waterman, embraced innovation and collaboration.”

— ROBYN STREISAND
The Tuck-WBENC Executive Program, brought to you by IBM, is an intensive, five day executive development program for WBENC-Certified Women's Business Enterprises (WBEs). It is a concentrated learning experience designed to help WBEs beyond the startup phase to assess, improve and grow their businesses. WBE attendees form a close network that will continue to provide a source of support, expertise, opportunities, and strategic alliances long after graduation.

Prior Program Topics
- Financial analysis & decision making
- Clear and focused strategy
- Superior value
- Creating customer orientation
- Optimal core business processes
- Motivated and empowered staff
- Carefully managed relationships for long-term success

Space is limited, apply now! Don’t miss this opportunity to be a part of the next class by attending the 2016 Tuck-WBENC Executive Program!

2016 Tuck-WBENC Executive Program
Program Date: September 25-30, 2016  |  Location: Palisades, NY
Application Deadline: Monday, May 2, 2016
For details and the application: Can be found on the Opportunities tab on www.wbenc.org

Scholarships are available!
The Dorothy B. Brothers Scholarship eligibility and application information can be found on the Opportunities tab on www.wbenc.org.

Questions? Contact Lindsay Burger at Tuck@wbenc.org or by phone at 202.872.5515 ext: 8102
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CORPORATE CORNER

TIAA-CREF HOSTS INAUGURAL SUPPLIER DIVERSITY EXPO

On November 18, 2015, TIAA hosted its inaugural Supplier Diversity Expo in the Charlotte Atrium Uptown. Top diverse suppliers, representing industries including staffing, management consulting, IT consulting, marketing, facilities maintenance, and office alterations hosted booths to inform TIAA employees about their companies and services they provide to the company. All TIAA employees were encouraged to attend and network with diverse suppliers.

In addition to the expo portion, curated matchmaking sessions were arranged for suppliers with business area managers, strategic sourcing, and supplier diversity. Post-event feedback from suppliers was extremely positive.

“We had lots of great conversation and met a variety of team members and managers within the organization,” said a TIAA diverse supplier. “Great traffic, visibility, and flow. The Matchmaking Event was helpful to learn more about the organization and groups we could potentially support in the future. Overall, the event provided great exposure for our company.”

LEARN MORE ABOUT TIAA’S SUPPLIER DIVERSITY PROGRAM. MAKE SURE TO SCROLL TO THE BOTTOM OF THE PAGE TO READ MORE.

MONSANTO CONTINUES BEST-IN-CLASS DIVERSITY MENTORING PROGRAM

The Monsanto Supplier Diversity Mentoring Program (MSDMP) is an extensive mentoring program for certified diverse business owners, creating opportunity for businesses owned by minorities, women, persons with disabilities, veterans or disabled veterans, as well as persons who are gay, lesbian, bisexual, and transgender (GLBT).

The inaugural class graduated in November 2015. During the ceremony, each of the mentees shared the value of their participation in the MSDMP, now considered a best-in-class program based on feedback from diversity supplier organizations and recognition by the editors of FORTUNE magazine.

“From a participant’s perspective, Monsanto’s genuine dedication to strengthening the community of diverse suppliers through their newly created mentorship program left me speechless,” said Cassandra Sanford of the WBENC-Certified KellyMitchell Group.

“Theyir executive team and endless amounts of Monsanto subject matter experts shared their vast knowledge and walked us through applying their best practices and lessons learned to our business. Most impactful was the outcome – they assisted each one of us personally in formulating our roadmap to heightened success.”

READ THE FULL PRESS RELEASE.

MONSANTO

STARBUCKS HONORED AT NORTHWEST MOUNTAIN MINORITY SUPPLIER DEVELOPMENT COUNCIL AWARDS

In March 2016, James Hing, Starbucks Global Category Manager, Supplier Diversity was awarded Northwest Mountain Minority Supplier Development Council (MSDC) Advocate of the Year Award. In addition, Starbucks was honored as the NWM-MSDC Corporation of the Year.

“I humbly accepted this award for acknowledging the work me and my entire team (Starbucks Partners) strive to do every day at Starbucks,” said Hing. “Together, me, my team and Starbucks are proving we have the courage, the will, and the leadership to address challenging societal issues and set new standards for what a for-profit company can achieve for its people, its customers, its suppliers and the communities we all serve, with a strong commitment to meaningful change. It’s Opportunity for All!”

LEARN MORE ABOUT THE NORTHWEST MOUNTAIN MINORITY SUPPLIER DEVELOPMENT COUNCIL AWARDS.
WBE SUCCESS STORY

SPEND THE TIME TO ESTABLISH A TRACK RECORD: T3 AND CAPITAL ONE

WHEN T3 FOUNDER AND CEO GAY GADDIS FOUNDED HER ADVERTISING AGENCY IN AUSTIN, TEXAS IN 1989, SHE SOUGHT TO BUILD A COMPANY THAT REFLECTED NOT ONLY HER COMPETITIVE CREATIVE PHILOSOPHY, BUT ALSO HER PASSION FOR AUTHENTIC RELATIONSHIPS.

Today, T3 has three national locations in addition to their Austin headquarters, and Gaddis has built an impressive list of relationships with WBENC Corporate Members since becoming certified in 2002, including JCPenney, Dell, Marriott, UPS, Allstate, Pfizer, and—over the last two years—Capital One.

After being contacted by Capital One to participate in an RFP in late 2013, they won the bid in early 2014. Gaddis remembers being impressed that the Capital One team was willing to take the time to make sure the “fit was right” and allowing time for critical creative thinking. Since that time, the relationship evolved into a solid partnership, with both sides finding inspiration from each other.

In addition to producing campaigns for a couple of strategic card promotions, one of T3’s most effective creative collaborations for Capital One was last year’s Wallet Stories, which leveraged the well-known “What’s in your wallet?” slogan on Instagram to capture memories that Capital One customers carry in their wallets as inspiration for what they want to achieve in the future.

Noha Abdalla, Vice President, Digital Brand Strategy and Social Media at Capital One, notes that Gaddis’ leadership—which she says is the ultimate “warm, welcoming, very authentic, and approachable” style—and T3’s impressive track record with other Fortune 100 clients helped ensure a rich partnership.

 “[Gaddis has] just been a tremendous leader and partner, not just for her own agency, but also for our team,” says Abdalla. “She brings a lot of expertise and experience and is able to call on things that she’s seen and done for other clients when she is helping us think through some of our challenges.”

Gay Gaddis, Founder and CEO, T3

1 2 3
Capital One has a robust supplier diversity program that highlights the availability of qualified diverse suppliers to procurement professionals across the enterprise as they consider making purchasing decisions. Although T3 did not win the Capital One business through the traditional supplier diversity channels, Gaddis made sure to connect the dots at the 2015 WBENC National Conference & Business Fair, where she made time to introduce herself to the Capital One supplier diversity team.

“It was like a happy family reunion because the supplier diversity team knew about us, and they wanted to know how they could help us with the relationship,” says Gaddis.

Abdalla echoes that statement, particularly how business owners should see WBENC Certification as an essential value-add for corporations like Capital One, where a diversity and inclusion focus are part of the culture.

“When we look at agency partners, we first look at their track record of work, their clients, their understanding of our business, the people they bring from their team,” says Abdalla. “From there, if the company is run by someone with a diverse certification, including WBENC Certification, that makes us even happier to work with them.”

As a result of the successful campaigns in the social enterprise space with Abdalla and her team, T3 has scaled their business at Capital One into the card acquisitions and commercial banking sectors at the corporation.

Yet Gaddis is aware that just because she was already in the door, it did not mean the work is there. Much like winning any business, it comes back to building relationships with the core client and ensuring her team has the right talent to scale.

“To be successful at building trust and relationships, you have to spend the time,” says Gaddis. “You have to learn each other’s organization; only then are you prepared to grow.”

**Abdalla:** If you’re a growing enterprise pitching for corporate business, be flexible and creative.

- Collaborate with another WBE with lower risk for the client.
- Pitch for a smaller piece of business first.
- Offer reduced costs or incentives.
- Focus on how to spend time and learn from clients.

**Gaddis:** If you’re a growing enterprise, it’s about establishing that reliable track record.

- Spend the time to build relationships with clients.
- Understand your clients—and their audience.
- Recruit competitive talent so you’re ready to scale up.

As always, never underestimate the power of WBENC events, such as the upcoming National Conference & Business Fair in Orlando, Florida from June 21 to 23, to connect with corporate representatives and established WBEs like T3 who are looking to collaborate!
#BuyWomenOwned
Proudly supporting those who support Women Owned businesses
Today Bittenbender Construction is the only women-owned, union-affiliated general contractor in the Greater Philadelphia metropolitan area. In 2010, Bittenbender also established Philadelphia Carpentry Systems, a carpentry and exhibit installation company. Both companies are WBENC-Certified and together, they have an extensive multi-million dollar portfolio of cultural, academic, healthcare, corporate, and retail projects in Greater Philadelphia.

Bittenbender has had the benefit of working in all three segments of the construction industry: architecture, the owner’s side, and construction. After receiving a degree in interior design from the Moore College of Art & Design, she focused on architecture by working at a major Philadelphia architectural firm. Under then Mayor of Philadelphia Ed Rendell and as the city’s capital program director, she experienced the owner’s side of the industry. But, it was the final segment of construction that Bittenbender would eventually establish herself in—and find her purpose.

As founder and managing partner of one of the few women-owned construction companies, Bittenbender’s states that her chief priority is to support women and minorities in a male-dominated industry through her interactions inside and outside of her company. The focus on this priority has led Bittenbender to mentor and groom employees for leadership roles. In addition, Bittenbender opportunity and diversity initiatives, which have allowed us to close more contracts.”

Because of her commitment to diversity initiatives, Bittenbender’s has received major recognition for her work in the local Philadelphia community, including from her Regional Partner Organization (RPO) the Women’s Business Enterprise Council (WBEC PA-DE-sNJ). Bittenbender made history in 2015 as the Philadelphia General Building Contractors Association’s first chairwoman.

As a member of the Greater Philadelphia Chamber of Commerce (GPCC), she has earned the Small Business Person of the Year award in 2011. In March this year, she was awarded the chamber’s prestigious 2016 Paradigm Award, presented to a woman in business whose “outstanding professional and personal achievements serve as a model of excellence.” Bittenbender attributes her success to her status as a certified WBE, as well as her continuing support of women and other WBEs in construction.

“As a private sector business, I found my WBENC certification more important than any other certification that I could have gotten in my field,” says Bittenbender.

“"I think diversity initiatives have become the new green in our industry."
WHEN MANN PACKING BECAME A WOMAN’S WORK

LIKE HER GRANDFATHER BEFORE HER, MANN PACKING CHAIRMAN AND CEO LORRI KOSTER WOULD MAKE A MAJOR CAREER SHIFT THAT WOULD CHANGE HER LIFE. JOSEPH NUCCI, A BUTCHER BY TRADE AND KOSTER’S GRANDFATHER, BEGAN WORKING IN PRODUCE PURCHASING IN CALIFORNIA DURING THE GREAT DEPRESSION. AFTER FINDING SUCCESS, NUCCI AND HIS FAMILY HELPED ESTABLISH A PRODUCE COMPANY IN 1936.

That important decision would give Koster’s father, Don, the opportunity to work for Mann Packing in 1967 and become a co-owner in 1976. Today, Mann Packing’s array of ready-to-eat vegetable offerings can be found nationwide. Specializing in only broccoli when it was founded, Mann Packing’s full product line now includes more than 35 commodities in fresh-cut washed and ready-to-eat vegetables.

Growing up, Koster always knew that she would have some involvement in the produce industry. She helped out at Mann Packing as a teenager, but left to study communications. For six years, Koster successfully led her own firm, Koster Communications, and continued working with Mann Packing as a consultant. When her brother Joe and father Don passed away within a year of each other, Mann Packing’s board asked her to...
return to the family business as co-chairwoman. The request left Koster with a life- and career-changing decision.

Channeling her grief into action, Koster took the leadership role and established the newly eligible Mann Packing as a Certified WBE in 2012. Mann Packing is now one of the largest in a handful of women-owned produce companies. Since they became a certified WBE, Koster and Mann Packing have been involved in their local RPO, Astra Women’s Business Alliance and attended national events, including the WBENC Summit & Salute.

Although Mann Packing has proudly featured the WBENC-Certified logo on the back of their packaging for years, they plan to test the consumer-friendly Women-Owned logo at the front of their packaging before applying it to all of their packaging.

“The Woman Owned logo is particularly relevant because the main target audiences for our fresh vegetable products are moms—just like us.”

“Most of our customers have vendor diversity goals; many of them very public ones. We have also started asking about vendor diversity on the RFPs that we send out.”

In addition, Koster works with other certified WBEs and encourages others to become certified WBEs.

“Being a certified WBE has allowed us to stand out from our competition,” says Koster. “You have to have the quality and service customers are looking for, and being certified gives us that extra edge.”
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.
Award winners were recognized in seven categories this year:

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

Out of almost 100 honorees, 42 companies are WBENC-Certified, including 2016 National Conference & Business Fair (NCBF) Co-Chair Nina Vaca, 2016 NCBF Host Committee member Teresa Lawrence, and 2016 WBE Star Margaret Marcucci.

For a complete list, read the press release.

**WBENC WAS PROUD TO PARTICIPATE IN THIS GREAT EVENT AND CONGRATULATES ALL OF THE 2016 WINNERS!**
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The Bracelet as individual as you are.

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

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

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

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MEET THE 2016 HOST COMMITTEE FOR THE NATIONAL CONFERENCE & BUSINESS FAIR

BRENDA LOUBE
PRESIDENT and CO-FOUNDER, Corporate Fitness Works
Headquartered: St. Petersburg, FL | About: Corporate Fitness Works is a trusted provider of comprehensive wellness and fitness solutions that inspire all to champion their own well-being. They are leading the health revolution that moves everybody by providing wellness and fitness program management to various industries: corporations, government, property management, universities, retirement and residential communities, and hospitals. | Website: corporatefitnessworks.com

CHARLOTTE BAKER
CEO, Digital Hands, LLC
Founded: 2001 | WBENC-Certified: 2012
Headquartered: Tampa, FL | About: Digital Hands is a U.S.-based, certified woman-owned (EDWOSB) Managed Security Services Provider (MSSP) committed to 100 percent onshore service delivery. Digital Hands delivers innovative, integrated managed security services. Digital Hands leverages their differentiated view across an organization’s entire IT ecosystem, including devices, networks, users, applications, and databases, to detect and address indicators of compromise in real time. As a result, their elite security professionals help optimize reaction and remediation times and help transform their customers from “operators” of security toolsets to “consumers” of meaningful, actionable security data. | Website: digitalhands.com

MICHELE ADAMS
PRESIDENT and CEO, Levy Marketing + Awards Powered by Proforma
Founded: 1968 | WBENC-Certified: 2012
Headquartered: Tampa, FL | About: Levy Marketing + Awards powered by Proforma is a recognition solutions provider and custom awards manufacturer. From people recognition to brand recognition and everything in between, they want to become an extension of their clients. Their breadth of products and services include custom-designed awards, e-commerce solutions, brand recognition programs, multi-media, print document management, safety incentive awards programs, and company stores, backed by their more than 50 years of experience. | Website: levymarketingawards.com

SHEILA BENSON
CEO, Employment Screening Services
Headquartered: Birmingham, AL | About: For over 20 years, ESS has partnered with companies to minimize risk, protect their assets and reputations, and safeguard their employees. As a top 10 national human capital and risk management solutions provider, ESS specializes in background screening, drug testing, security, and investigative services tailored to fit the specific needs of each client. Accredited by the NAPBS, ESS provides millions of searches annually to companies in all 50 states and internationally. | Website: Es2.com
they get the job done on time every time. At Bart’s Office Furniture, they understand that time is money, and they get the job done on time every time. | Website: bartofficemoving.com

**COURTNEY DAVIS-HERBERT**
CEO, Bart’s Office Inc.
Founded: 1978 | WBENC-Certified: 2001
Headquartered: New Orleans, LA | About: Bart’s Office Furniture provides full service moving, furniture and cubicle installation/ reconfiguration, and appliance install to companies who need a quick transition to their new or existing facility with minimal operational downtime. They accomplish this by utilizing their skilled, qualified workforce and extensive knowledge of the industry, which they’ve gained from 37 years of experience managing projects from start to finish. They maintain their large customer base by continuing to be a trustworthy corporation that never leaves a customer unsatisfied with their service. At Bart’s Office Furniture, they understand that time is money, and they get the job done on time every time. | Website: bartofficemoving.com

**SUSAN DAVIS**
PRESIDENT, Priority Project Resources
Headquartered: Pinellas Park, FL | About: PPR is a vital partner to major corporations and the markets that serve them by delivering highly customized and high-volume products and communications programs to their end customers. They specialize in hand assembly and fulfillment, outstanding quality control and solutions-based planning. Their strengths are customer focus, speed, and experience. | Website: priorityprojectresources.com

**SUSIE GALYARDT**
FOUNDER and CEO, XIOSS
Headquartered: Atlanta, GA | About: Data is growing exponentially. In fact, 90 percent of the world’s data has been generated in the last two years alone! For major corporations, data governance is KEY to survival. XIOSS (Zye-Ose) is a trusted advisor to the Fortune 100, helping companies protect, manage, and store their data through a vendor agnostic approach with our client’s growth and experience. | Website: xioss.com

**JANE KENNEDY GREENE**
CHAIRWOMAN and CEO, Kenco Logistics
Founded: 1950 | WBENC-Certified: 2012
Headquartered: Chattanooga, TN | About: Kenco provides third party logistics solutions that include distribution and fulfillment, transportation management, material handling equipment, real estate management, and information technology—all engineered for operational excellence. Woman-owned and financially strong, Kenco has built lasting customer relationships for more than 60 years. Kenco’s focus is on commonsense solutions that drive uncommon value. | Website: kencogroup.com

**LYNN GRIFFITH**
PRESIDENT and CEO, Welcome Events, Inc.
Founded: 2009 | WBENC-Certified: 2011
Headquartered: Ft. Lauderdale, FL and Atlanta, GA | About: Welcome Events is an event planning company creating events globally for corporations. Their newest product, and one that they are strongly focusing on, is Welcome Walks. Welcome Walks are innovative and unique walking tours of major U.S. and international cities downloadable to any smartphone or mp3 device. They offer a promotion that “takes you places” as your corporation’s recorded message welcomes each guest to their own personal guide to the city. Each walk provides access to adventure, fresh air, outdoor exercise, and informative explorations of host cities. | Website: welcomeevents.com, welcomewalksusa.com

**TERRI HALL**
PRESIDENT, Doubletake Studios Inc.
Founded: 1999 | WBENC-Certified: 2004
Headquartered: Tampa, FL | About: Doubletake provides full-service marketing, advertising, and public relations work with a strong emphasis on design. This includes branding and logo development, advertising campaigns, social media content, and marketing. Every business they work with can use their services if they want to promote their business or simply build awareness. | Website: doubletakestudios.com

**KATHLEEN HUNT**
PRESIDENT, Personalized Payroll Services, Inc.
Founded: 2011 | WBENC-Certified: 2011
Headquartered: Euless, TX | About: Personalized Payroll Services works with small to medium-sized companies to customize and streamline payroll and HR processes. They protect their clients from tax liabilities and costly penalties, ensure timely payroll for their employees, and enhance their productivity by giving them up-to-date payroll and HR information in an instant. The Personalized Payroll Services team is up-to-date on ever-changing payroll tax laws, employer mandates, and technologies, which lets the business owner focus on what counts most—their business. | Website: personalizedpayroll.com

**MARLENE KELLY**
PRESIDENT and CEO, Exhibits South Corporation
Founded: 1983 | WBENC-Certified: 2002
Headquartered: Suwanee, GA | About: Exhibits South Corporation is a full-service design and development firm specializing in creative marketing and sales environments, primarily trade show exhibits, interiors, and museums. They provide a turnkey solution for trade show management that includes warehousing, logistics, and large-format graphics. Their primary customers are exhibiting companies and industry trade shows. | Website: exhibitssouth.com
KIMBERLY LAWTON KOON  
**PRESIDENT and CEO, Lawton Connect** 
*Founded: 1900 | WBENC-Certified: 2011*  
*Headquartered: Orlando, FL | About: For over 115 years, the Lawton family has delivered innovative printing solutions to brand-conscious clients. Their offset, digital, wide-format, mailing, fulfillment, promotional, and complex variable data capabilities are second to none. Although they've made significant investments in equipment, technology, and people, their hallmark will always be advancing beyond traditional print to connect with their customer’s audience in compelling and innovative ways. | Website: LawtonConnect.com*

JENNIFER MAIER 
**CEO, WDS, Inc.**  
*Founded: 2007 | WBENC-Certified: 2008*  
*Headquartered: Lake Wylie, SC | About: WDS, Inc. is an international supply chain management company with certified warehousing and distribution, with 23 certified locations across the United States and Canada, providing a secure supply chain for manufacturing industries, with 24/7 and just-in-time deliveries, as well as real-time inventory data, trending, forecasting, global sourcing, automation engineering, and facility auditing. | Website: womends.com*

JANICE MIGLIORE 
**CHAIRMAN and CEO, PALCO, Inc.**  
*Founded: 1986 | WBENC-Certified: 2002*  
*Headquartered: Huntsville, AL | About: PALCO is redefining the reverse logistics industry with innovative solutions and cutting-edge capabilities. PALCO’s professionals specialize in transforming the increasingly complex reverse logistics processes into a competitive advantage for our clients. PALCO uses a best-of-breed approach utilizing existing processes developed via exhaustive research and innovation, as well as injecting tailored process models from around the industry to deliver best-in-class reverse logistics performance today and a scalable model to meet the demands of tomorrow. | Website: gotopalco.com*

KIMBERLY LAWTON KOON  
**PRESIDENT and FOUNDER, Innolect, Inc.**  
*Founded: 2000 | WBENC-Certified: 2008*  
*Headquartered: Fort Mill, SC | About: Innolect, an innovative global consulting firm, grows leaders and builds creative, high-integrity workplaces. They guide strategic change, conduct executive assessments, coach individuals/teams, facilitate critical meetings/team learning events, transform virtual work practices, and align business culture and strategy. Senior consultants use Innovative Intelligence™ methodologies to navigate complexity, foster innovation, offer insight, and unleash capabilities. Their solutions translate into bottom-line results. | Website: Innolectinc.com*

LIVIA WHISENHUNT 
**FOUNDER and CEO, PS Energy Group**  
*Founded: 1985 | WBENC-Certified: 2006*  
*Headquartered: Atlanta, GA | About: PS Energy Group offers businesses a full range of energy and transportation solutions, including transportation fuels, retail fuel cards, inventory management, emergency fueling, and wireless solutions, including tank monitoring and telematics. They help fleets improve productivity and manage costs through better fuel use, monitoring, and reporting. | Website: psenergy.com*

REGISTER TODAY! (CONF.WBENC.ORG)
WOMEN SUCCEED IN BUSINESS THROUGH THEIR AMBITION, MOTIVATION, AND COMMITMENT TO CONTINUING EDUCATION AND INNOVATION. AT WBENC, WE STAY ON THE LOOKOUT FOR OPPORTUNITIES FOR WOMEN TO EXPAND THEIR PROFESSIONAL REACH. WHETHER IT’S THROUGH EDUCATION, NETWORKING, OR AWARDS, WE HOPE ONE OF THE UPCOMING OPPORTUNITIES CAN PROVIDE THE NEXT STEPPING STONE FOR YOUR BUSINESS’ SUCCESS.

EDUCATION OPPORTUNITIES

EDUCATION OPPORTUNITIES

GRANTS AND SCHOLARSHIP OPPORTUNITIES

CONFERENCES AND NETWORKING OPPORTUNITIES

DOROTHY B. BROTHERS SCHOLARSHIP

WBENC is proud to offer the Dorothy B. Brothers Scholarship to its Women Business Enterprises (WBEs) as an opportunity to receive up to $11,000 in tuition to attend some of the best executive education programs in the country. If awarded the scholarship, the WBE will choose from a list of WBENC-approved executive programs to develop their business and themselves professionally to better serve their company.

CANDIDATE ELIGIBILITY

• Currently certified and in good standing as a Women’s Business Enterprise (WBE) by WBENC
• Must be the owner of the organization
• Have at least three to five years of experience running their business
• Employ at least three full-time employees
• Maintain a minimum annual sales volume of $500,000 (the range is $500,000 to $50,000,000)
• Have not recently attended an executive management program (Tuck-WBENC Executive Program graduates are eligible to apply, but preference will be given to WBEs that have not already received a scholarship).
• Have not previously been awarded a Dorothy B. Brothers Scholarship

APPLICATION DEADLINE: May 2, 2016

SEE A FULL LIST OF APPROVED SCHOOLS AND DOWNLOAD AN APPLICATION HERE.

NATIONAL SMALL BUSINESS WEEK

MAY 1-7, 2016

U.S. SMALL BUSINESS ADMINISTRATION

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America’s entrepreneurs and small business owners.

This year, in-person events are happening around the nation, including Washington, D.C., Atlanta, Denver, Phoenix, and San Jose. Make sure to check out webinar opportunities and regional events at your local SBA offices.

LEARN MORE HERE.
WBENC NATIONAL CONFERENCE & BUSINESS FAIR
JUNE 21–23, 2016 | ORLANDO, FL
WBENC’s National Conference & Business Fair is the largest national gathering for WBEs. The three-day event will include lectures and panels by thought leaders, MatchMaking 1:1 sessions and networking opportunities, and a world-class business fair. Attendees also have the chance to connect with other WBEs, senior executives from Fortune 500 companies, and select partner organizations that share WBENC’s mission to promote women’s business development.
LEARN MORE ABOUT THE CONFERENCE AND REGISTER HERE.

TUCK-WBENC EXECUTIVE PROGRAM, BROUGHT TO YOU BY IBM
SEPTEMBER 25–30, 2016
PALISADES, NY
The Tuck-WBENC Executive Program is an intensive, five-day executive development program for WBENC-Certified Women’s Business Enterprises (WBEs). It is an intensive learning experience that focuses primarily on increasing the competitive advantage and robustness of the participant’s own business. Up to 60 WBE attendees will form a learning community that will continue to provide a source of support, expertise, opportunities, and strategic alliances long after graduation.

CANDIDATE ELIGIBILITY
• Currently certified and in good standing as a Women Business Enterprise by WBENC
• Must be the owner of the company
• Have a minimum of three years’ experience running a business
• Maintain a minimum annual sales volume of $500,000

PROGRAM COST: $3,750 for WBENC-Certified WBEs. (Please note that WBENC offers a scholarship opportunity for those who qualify. For more information on the scholarship, please visit the Dorothy B. Brothers Scholarship page.)

APPLICATION DEADLINE: May 2, 2016
APPLY HERE.

MAKE SURE TO CHECK THE WBENC BLOG FOR AN UPDATED LIST OF OPPORTUNITIES FOR WBES!

WOMEN’S LEADERSHIP CONFERENCE
AUGUST 8–9, 2016 | MGM GRAND LAS VEGAS
This two-day conference is celebrating its 10th year of supporting women’s professional development. Attendees can follow different tracks for programming geared toward emerging leaders, emerging executives, or executives. There is no requirement to meet any specific revenue threshold to apply.

PROGRAM COST: Early Registration: $375; Registration: $450
APPLICATION DEADLINE: Early registration ends April 30, 2016.
LEARN MORE ABOUT CONFERENCE PROGRAMS HERE.
Q:
What advice would you give your ‘younger self’ about business?

Answer:

If I could give advice to my younger self, I would tell her “It’s OK to NOT follow the rules!” Creating your own path is more rewarding, fulfilling, and enlightening—whether you succeed or fail, you will learn valuable lessons. Following your own path allows for swifter personal development.

Jennifer Maier
CEO, WDS, Inc.
womends.com

Build a great team. No one succeeds in business alone. Building your own great team will bolster your success. We hire for culture and fit first. If an employee has all the right skills but doesn’t play well with others, that negativity will spread throughout the entire company and slow down growth.

Kimberly Lawton Koon
President, Lawton Connect
lawtonconnect.com

Be gentle with yourself. Some days will be better than others. Don’t let a bad experience color your attitude about your abilities, and learn every time you stumble. Be very careful about who you choose to be a partner.

Dawn Magnan
President, N8 Marketing Solutions
n8marketing.com


Terri McNally
President, Global Capital Ltd.
globalcapitaltd.com

Unless you have millions in the bank, borrow money EVEN when you are making money! And, borrow more than you think you need. It’s easier to have access [to] capital when your financials are stable.

Karen Primak
President and CEO, IPAK
ipak.com
Trust your intuition, but verify and question. You are almost always right. It is your vision, your dream. Make it happen. Imagen Anything!

Revisit your five-year business plan regularly and update it. It should be a “living” road map: a vision that informs your business decisions.

Joan LaGrasse
CEO, Imagen, LLC
imagenanything.com

Stop and smell the roses! Enjoy the journey along the way...time passes so quickly. Make an effort to nurture relationships and stay engaged with others outside of your business, even when your business life is crazy and all-consuming. Be kind—always!

Patti Massey
President and Founder,
MYCA Material Handling
mycahandling.com

1. Get a business mentor
2. Believe in yourself. You can do it
3. Have a relationship with your banker.
4. Keep an open mind for learning: listen to motivational and inspirational CDs or podcasts and read business books.
5. Don’t give up.

Christine Hammerlund
President, Assured Healthcare Staffing
assuredhealthcare.com

Take a deep breath and jump. Don’t be afraid to take risks. Don’t be afraid to fail. And if you do, get back up—and try again.

Jori Blumsack
COO, The Vesume Group, LLC
thevesumegroup.com

My advice to younger me (and I’ve offered this to some of my interns) is to listen more, read more, and know that every day you will learn something that can help you (or your business) in the future if you are open to it. Being open to opportunity requires you to not be afraid because “it’s never been done that way” or “I don’t have that experience.” The learning you do can help you recognize that opportunity, which can lead to a breakthrough or innovation. Don’t let fear of failure or the “imposter syndrome” hold you back.

Carrie Martinez
President, CM Productions, Inc.
cmproductions.tv

Focus on progress, not perfection. The 80/20 rule is golden. If you keep focusing on getting 80 percent, in the end you will be way ahead of paralyzing yourself shooting for 100 percent. Take risks; it’s OK to be scared. Celebrate your wins, no matter how small, and learn from your failures.

Pamela Kan
President, Bishop-Wisecarver Corporation
bw.com

If you have a hesitation or something seems too good to be true—it is. Ask why, how, where, how much, for whom, and why again? If a prospective partner/client doesn’t seem to be sincere or is only worried about costs and not value, ask harder questions and don’t settle—negotiate. If you see a glimmer of an opportunity, be first in line to build it yourself and (for) your organization—be a market maker and change agent.

Lianne Lami, PE, CEM, CEA
CEO, Bocci Engineering, LLC
BocciEngineering.com

The most important piece of advice I would give my younger self about business is: “Don’t be afraid to say NO!” When you are starting out as an entrepreneur, you are young and eager and you want to start building relationships. With EVERYBODY. You want to take on every new piece of business that comes your way. If it is not profitable, you justify it by saying that “it gets your foot in the door with that company” or “I want the visibility.” You can spend so much time on business that is not profitable and/or not a good fit with you, that you miss the opportunities that may have real ongoing value. Don’t be afraid to say NO.

Lynn Griffith
President and CEO, Welcome Events
welcomeevents.com

We are all going to stumble at different points in life and in business. Learn from the mistake and turn it into an opportunity for next time. Don’t let it hold you back—learn and move forward.

Caren Schweitzer
President, Creative Resources Agency, LLC
acreativeresource.com

Upcoming Question:

“What is the most important thing you do in advance of attending the National Conference & Business Fair?”

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

TAKE YOUR MEETING FOR A WALK

AMERICANS SIT. A LOT. AND IT’S NOT GOOD FOR OUR HEALTH. THE NEW SAYING, “SITTING IS THE NEW SMOKING,” IS NOT JUST A WAY TO SAY WE’RE SEDENTARY; IT’S A CATCHY WAY TO SAY THAT SITTING IS BAD FOR US. IT’S SOMETHING WE SHOULDN’T TAKE SERIOUSLY.

Although sitting is not always avoidable, it is important to find ways to reduce our sedentary time. A recent study published in the Annals of Internal Medicine found that:

- A sedentary lifestyle can be bad for your health.
- Sitting 8-12 hours per day has shown an increased risk of Type 2 diabetes by 90%.
- Physical inactivity is the 4th leading risk factor for death for people all around the world.
- Lack of physical activity can lead to depression.

Fortunately, there are many ways to fit activity into our day. Taking meetings for a walk is an opportunity to get up, get moving, and still get work done. In fact, you’re likely to accomplish more if you do some of your work on your feet. According to an article published in the Harvard Business Review:

- Walking increases overall wellbeing.
- Walking has been shown to increase creativity.
- Being side-by-side can promote honest exchanges and greater equality.
- Employees who are active at work have displayed more productivity and higher levels of engagement and focus.

TIPS TO MAKE YOUR WALKING MEETING A SUCCESS

**PLAN AHEAD:** You don’t want to surprise your colleagues with a walking meeting. Let people know ahead of time so they can be prepared with proper attire and footwear. Some outfits are just better suited to walking meetings!

**RECORD THE MEETING:** Using your phone or a good old-fashioned tape recorder, capture all of the great ideas without having to stop to take notes. Everyone will be able to walk more freely if nobody is walking with their nose buried in a notebook.

**INVITE SMALL GROUPS:** Walking meetings tend to work best when they include two to five people. Any more than that and you’re likely to get sidetracked or lose people from the conversation. A notable exception: if you want a walking meeting purely to get juices flowing and to regroup as a team, then the more, the merrier.

**INCORPORATE STOPS:** Planning stops along the way allow you to regroup or introduce a new topic. Health tip: Don’t plan stops that involve food or high-calorie beverages. Instead, check out a local park, landmark, or bookstore. Recently on a walking meeting at WBENC, we stopped by the statue of Founding Father, John Knox Witherspoon.

**HAVE FUN!**

SO, LET’S GET SOME FRESH AIR AND SOME FRESH IDEAS!

WBENC Director of Marketing Laura Buckley earned her degree in Nutrition Management from Rochester Institute of Technology and completed her dietetic internship through the US Military Dietetic Internship Consortium.

**Resources:** Feet First, Guide To Walking Meetings: http://www.feetfirst.org/walk-and-maps/walking-meetings