# Calendar of Events

This calendar includes events hosted by WBENC’s regional partner organizations and strategic partners. Visit WBENC’s online calendar for more events.

## June 2016

<table>
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<tr>
<th>Date</th>
<th>Event Title</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>15</td>
<td>NAMC 47th Annual National Conference</td>
<td>Atlanta, Ga.</td>
<td>Click here for details.</td>
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<tr>
<td>15</td>
<td>USPAACC Western Region Procurement &amp; Leadership Conference</td>
<td>San Francisco, Calif.</td>
<td>Click here for details.</td>
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<tr>
<td>16</td>
<td>Suntrust Diversity Tier II Conference</td>
<td>Atlanta, Ga.</td>
<td>Click here for details.</td>
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<tr>
<td>17</td>
<td>NAWBO-Los Angeles 30th Annual Leadership &amp; Legacy Luncheon</td>
<td>Los Angeles, Calif.</td>
<td>Click here for details.</td>
</tr>
<tr>
<td>18</td>
<td>WBDC Early Childhood Education Entrepreneurship Expo (ECE3)</td>
<td>Chicago, Ill.</td>
<td>Click here for details.</td>
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<tr>
<td>19</td>
<td>PPG Matchmaker</td>
<td>Pittsburgh, Pa.</td>
<td>Click here for details.</td>
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<tr>
<td>20</td>
<td>WBEC-West Insider Tips to Doing Business with MGM Resorts Webinar</td>
<td></td>
<td>Click here for details.</td>
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<tr>
<td>21-23</td>
<td>WEConnect International Day and Evening Reception</td>
<td>Orlando, Fla.</td>
<td>Click here for details.</td>
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<tr>
<td>27</td>
<td>WIPP ChallengeHER Long Beach</td>
<td>Long Beach, Calif.</td>
<td>Click here for details.</td>
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<tr>
<td>28-29</td>
<td>WEConnect International Day and Evening Reception</td>
<td>Orlando, Fla.</td>
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<tr>
<td>29</td>
<td>CWE Grand Opening of SBA Women’s Business Center in New Hampshire</td>
<td>Nashua, N.H.</td>
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## July 2016

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<td>7-8</td>
<td>ASTRa STEAM Summit</td>
<td>San Francisco, Calif.</td>
<td>Click here for details.</td>
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<tr>
<td>13</td>
<td>WIPP Give Me 5: How to Create WOSB Set-Asides to Grow Your Business Webinar</td>
<td></td>
<td>Click here for details.</td>
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<tr>
<td>14</td>
<td>WBDC-MN and NCMSDC JOINT Procurement Meeting Hosted by SUPERVALU</td>
<td>Eden Prairie, Minn.</td>
<td>Click here for details.</td>
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<tr>
<td>21</td>
<td>WBEC PA-DE-sNJ Women’s Business Enterprise Program - Meet &amp; Greet</td>
<td>N.J.</td>
<td>Click here for details.</td>
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<tr>
<td>27</td>
<td>Astra WBE Economic Development Summit</td>
<td>San Ramon, Calif.</td>
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<td>WEConnect International Day and Evening Reception</td>
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## August 2016

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<td>8-9</td>
<td>MGM Resorts Foundation Annual Women’s Leadership Conference</td>
<td>Las Vegas, Nev.</td>
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<td>9</td>
<td>WPEO DC - Brown Bag with Westat</td>
<td>Washington, D.C.</td>
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<td>17</td>
<td>NAWIC 61st Annual Meeting &amp; Education Conference</td>
<td>San Antonio, Texas</td>
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<td>AMAC Annual Airport Business Diversity Conference</td>
<td>Cleveland, Ohio</td>
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<td>24</td>
<td>GWBC Power of Partnering Marketplace &amp; Golf Tournament</td>
<td>Atlanta, Ga.</td>
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<td>CWE South Women in Business Leadership Luncheon</td>
<td>Birmingham, Ala.</td>
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# PRESIDENT'S MESSAGE

## FEATURES

- National Conference & Business Fair: Finding Your Favorite Workshop
- NCBF: Day-by-Day
- NCBF Keynote Announcements: Jennifer Brown; Freddie Ravel; and Carol Stiff
- Seven Super Ways to Use the WBENC Mobile App
- Meet the 2016 NCBF Co-Chairs
- Share How You ACT Intentionally Before, During, and After NCBF

## CERTIFICATION

- WBE Success Story: Amodex Is Making (While Erasing) Their Mark with Lowe's
- WBE Success Story: It Pays To Be a Nerd: Translating Sustainability into Green
- Women Owned Backstory: Leveraging Body Positivity: Urban Intimates and the Workshop at Macy's

## ENGAGEMENT

- Corporate Corner
- Women’s Business Council – Southwest
- Honored By Dallas Non-Profit WiNGS

## OPPORTUNITIES

- Opportunities Open Doors
- Walking the Woman Owned Booths on WBENC's Business Fair Floor

## RESOURCES

- WBENC Blog Roundup
- Your Advice: What is the most important thing you do in advance of attending the National Conference & Business Fair?

## ADVERTISERS’ INDEX

- 2016 National Conference & Business Fair
- WBENC Shop
- ACT Intentionally
- Women Owned
- Legacy Bracelet

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## EDITORIAL TEAM

**EDITOR-IN-CHIEF**
- Pat Birmingham

**SENIOR MANAGER, MARKETING**
- Laura Swenson

**CONTRIBUTING EDITOR**
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  - Cogberry Creative, LLC

**EDITORIAL ASSISTANT**
- Allison Gibson

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- Limb Design

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  - Shellee Fisher Photography
  - Linda Johnson

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- Pamela Prince-Eason
  - President and CEO
- Vaughn Farris
  - Senior Manager, Strategic Programs
- Candace Waterman
  - Chief of Staff
- LaKesha White
  - Senior Compliance Manager

## NEW CORPORATE MEMBERS:
- Alkermes, Inc.; Bartech/Guidant Group; Crown Castle; Diageo PLC; EMCOR Government Services; First Data Corporation; JE Dunn Construction Company; Lear Corporation; Ricoh USA, Inc.; Valvoline LLC

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WWW.WBENC.ORG // JUNE EDITION 2016
ORLANDO... WE ARE WITH YOU

DEAR FRIENDS,

It is with a very heavy heart that I write this month’s message. We as a nation and as a community are still reeling from the horrific tragedy in Orlando. Unspeakable hatred and senseless murder has impacted so many in the WBENC community, very closely. We have been receiving many sad emails informing us of colleagues and friends that lost their lives in this massacre. Together, we grieve for them and their loved ones.

Let us Join Together with resolve and steadfastness to support the City of Orlando, the LGBT community, and diversity. We will come together in this great city next week, one that has reached out to assure us that they are ready to welcome us with open arms and hearts, and we will Succeed Together.

We are strong in our commitment to provide an exceptional, safe event for all of you that is robust, educational and full of many opportunities to network and grow your businesses and your relationships. We are looking forward to seeing each and every one of you and celebrating the unity and strength of WBENC.

TOGETHER, WE CAN MAKE A DIFFERENCE.

Sincerely,
PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
When selecting which panel or workshop to attend, make sure to consider your business goals. Where is your business at on the growth continuum? What do you need to learn? As you plan, take a moment to think about which conversations need your voice. Here are few categories of choices:

1. Leadership, Change Management, and Global Expansion
2. Marketing and Communications Best Practices
3. Focus on Industry and Innovation
4. Your Interaction Wanted
5. Certification and Supplier Diversity Tools
6. Financing Options
7. Policy and Research

LEADERSHIP, CHANGE MANAGEMENT, AND GLOBAL EXPANSION Every great business owner must think about the future. WBENC brings together Corporate Members and global WBEs to share how to build your team, confront change, and plan for expansion. Here a few great sessions to choose from:

LESSONS ON WHAT IT TAKES TO WIN, LEAD, AND GROW IN BUSINESS Presented by The Walt Disney Company
Disney leaders will share how their leadership styles have evolved over their careers. The executives will reflect on personal lessons with the intent of inspiring women entrepreneurs to evolve their leadership styles as their companies grow. Inclusive leadership that flexes to various situations is critical to achieving company goals.

Tuesday, June 21 from 2:15 to 3:45 PM

THE MAGIC OF WOMEN BUSINESSES WHEN THEY THINK OUTSIDE THE BOX Presented by Southern California Edison
Join us as we unveil the magic with a fireside chat with three women business owners who increased their revenue, marketability, and sustainability by thinking outside of the box.

Thursday, June 23 from 10:00 to 11:00 AM

DEVELOPING SYNERGISTIC RELATIONSHIPS BETWEEN WBENC WBEs AND IN-COUNTRY WBEs
Join us for a panel discussion focusing on strategies to identify in-country WBEs for services/product partnerships. We will discuss what makes a strong in-country partnership, how to bridge communication and cultural gaps, and how to minimize risks. You will leave this workshop prepared to successfully grow global partnerships.

Thursday, June 23 from 10:00 to 11:00 AM

SEE IT BE IT: THE IMPACT OF WOMEN ENTREPRENEURSHIP IN AMERICA Presented by Pinnacle Group
This session explains how 60% of the vast new jobs created in this country are created by small businesses. Women entrepreneurs are leading the way. Today there are over 10.6 million women owned businesses employing 19 million Americans and contributing over $1 trillion to the American economy. Come find out why corporations are CHOOSING to do business with this amazing and dynamic force.

Thursday, June 23 from 11:15 to 12:30 PM

MANAGING CHANGE AT THE SPEED OF YOUR BUSINESS Presented by Capital One
With the ever-increasing pace of business, can companies afford to take the time to effectively manage change? Are there ways to accelerate the pace of Change Management without sacrificing results? This session will answer these questions and will provide ideas and tools for managing change(s) at the speed of your business.

Thursday, June 23 from 11:15 to 12:30 PM

IN-COUNTRY BEST PRACTICES: GLOBAL BUSINESS GROWTH AND LESSONS LEARNED
This workshop will provide WBEs with an overview of strategies to successfully grow and expand your business in global markets. An important aspect of expanding globally is to understand in-country best practices. Join us for a collaborative roundtable discussion with corporate representatives, WEConnect, and WBEs to discuss best practices for working in Europe, China, Mexico, Brazil, Canada, Australia. Attendees will leave this workshop with a better understanding of what works well and lessons learned.

Thursday, June 23 from 11:15 to 12:30 PM
MARKETING AND COMMUNICATIONS BEST PRACTICES  Great communications skills in-person and savvy marketing skills in print and online can translate into dollar signs. Refresh your marketing and communications plans with insights from experts. Here are just a few panels we think you might be interested in:

STRATEGIC LISTENING: KEYS TO BUILDING LONG-TERM PARTNERSHIPS WITH DR. KITTIE WATSON Presented by Wells Fargo
Business leaders and entrepreneurs are trained least in the communication skill they use most frequently: LISTENING. Many, if not all, take short cuts when it comes to listening and instead focus on what they want to say, advocacy. Especially during conferences and networking events, many leaders fake attention, make assumptions, rehearse their responses, fade in and out of conversations, and fail to retain pertinent information after interactions. The most effective individuals, however, understand the power of listening strategically to learn, build key relationships and influence others.

Tuesday, June 21 from 2:15 to 3:45 PM

MARKETING YOUR BUSINESS TO ACCELERATE YOUR REVENUE GROWTH Presented by IBM
Learn how to successfully become a supplier and grow your revenue through procurement with strategic and marketing tips from successful WBEs and corporate executives. Explore the best practices of Tier 1 & Tier 2 suppliers, including navigating the stages of growth as well as going global.

Tuesday, June 21 from 2:15 to 3:45 PM

THE POWER OF THE FIRST IMPRESSION Presented by Southern California Edison
In this discussion Dr. Vu Pham takes you on this behavioral journey. Research shows that it takes people 30 seconds (or less) to form a lasting impression of you. Your impression serves as a major cornerstone of influence, as it determines the tempo of subsequent interactions—and repeat impressions brand your career for decades beyond that! The impact of first, and repeat, impressions can lead to millions in earnings (think CEOs and Hollywood celebrities) or spark wars and genocide (think diplomacy and dictators). Yes, perception is reality. This session presents you with the research and tools to enhance your impression and influence others.

Thursday, June 23 from 11:15 to 12:30 PM

MANAGING AND EVOLVING YOUR BRAND
This panel offers a glimpse of the ever-evolving journey of identity for your business. The multi-billion dollar business of branding has different subsets: graphic identity and design; messaging and marketing; and most importantly, your public mission and vision. Join us to learn more about how to cultivate and protect a great brand.

Thursday, June 23 from 11:15 to 12:30 PM

FOCUS ON INDUSTRY AND INNOVATION
If you’re looking to learn more about how to penetrate a specific market or dive into a growth industry, make sure to take time to attend roundtables with procurement and decision makers from these key industries.

ENERGY PAVILION PLAY CARD
Energy Pavilion Playing Card is a workshop and contest that will provide WBE’s a unique opportunity to gain a deeper understanding of the Integrated Energy Industry, learn from some of the majors in the Oil and Gas industry and their Primes. Each Oil and Gas company will also speak on a variety of topics and share best practices on how to take advantage of the Energy Pavilion resource provided during the Wednesday Business Fair.

- BP America Inc. - Energy Forecast;
- Chevron - JVs/Partnerships & Teaming;
- ExxonMobil - Global Sustainable Procurement;
- Shell - “Find Your Fit”/Understanding & Navigating O&G Supply Chain.

Tuesday, June 21 from 2:15 to 3:45 PM

YOUR PASSPORT TO AUTOMOTIVE WORLD
Your Passport to Automotive World is a workshop and contest that will provide WBE’s a unique opportunity to gain a deeper understanding of the automotive industry, and to engage with WBENC’s automotive Corporate Members prior to visiting the Automotive Pavilion on the Business Fair Floor on Wednesday.

Tuesday, June 21 from 2:15 to 3:45 PM

SUPPLIER DIVERSITY PERSPECTIVES IN THE MEDIA & ENTERTAINMENT INDUSTRY Presented by The Walt Disney Company
To thrive in today’s (and tomorrow’s) environment, companies in the Media & Entertainment industry need to drive both innovation and efficiency, embracing new approaches to content development, distribution, operations, technology, and monetization. In short, they need to adapt their strategies, capabilities, and operating models. With content platforms ranging from TV, radio, film, theater, internet, theme parks and much more, top industry players are highly driven by common themes: creativity and innovation with a pulse on consumer preferences and behavior. Come learn about the unique and evolving sourcing trends that shape supplier utilization from a panel of Supplier Diversity decision makers from The Walt Disney Company, Comcast/ NBCUniversal, Time Warner and Sony Pictures Entertainment.

Tuesday, June 21 from 2:15 to 3:45 PM

UTILITIES THE NEW TECHNOLOGY COMPANIES OF THE FUTURE
Presented by Southern California Edison
This workshop will cover how the utility industry is making the shift into technology and identify both current and future sourcing needs. Participants will walk away with an understanding of where they fit and what technologies are expected to have the biggest impact on the utility sector in the future.

Tuesday, June 21 from 2:15 to 3:45 PM
MANUFACTURING INDUSTRY ROUNDTABLE
The Manufacturing Roundtable is a panel discussion featuring WBENC Corporate Members and WBE's that will focus on the trends, challenges, and innovation driving the U.S. Manufacturing Industry, with an emphasis on best practices that will allow the growth of WBE's throughout the supply chain.

Thursday, June 23 from 11:15 to 12:30 PM

THE ROAD MAP TO SUCCESSFUL BUSINESS DEVELOPMENT OPPORTUNITIES FOR WOMEN IN CONSTRUCTION
Presented by CVS Health
Join us in a very interactive conversation with construction and procurement leaders, and successful Women Owned Business in the industry. This workshop will cover how the construction industry is shifting, but most importantly to learn about the processes, the state of readiness, the importance of relationships in the business development process, challenges, successes, pain points and subsequent lessons learned from WBE's currently in the system.

Thursday, June 23 from 10:00 to 11:00 AM

COMPETITIVENESS THROUGH INNOVATION
Presented by Wells Fargo
One of the main goals in today's highly competitive environment for diverse businesses is to win new customers. Thanks to personal creativity, persistence, and IT skills it is possible to generate new innovative ideas that will help diverse firms to achieve a competitive advantage. The aim of this workshop is to hear from subject-matter experts from Apple, Google and Microsoft on the area of innovation and competition.

Thursday, June 23 from 11:15 to 12:30 PM

“SHIFT YOUR SHOPPING” WITH KATE ARMSTRONG
Could you limit yourself to ONLY buy products & services from women-owned businesses for an entire year? That's Intentional Kate's social experiment for 2016. She will share her learning thus far, as well as tips to #shiftyourshopping to incorporate more products & services from WBEs into your day-to-day life.

Thursday, June 23 from 10:00 to 11:00 AM
Thursday, June 23 from 11:15 to 12:30 PM

ACTINTENTIONALLY: CORPORATE MEMBERS
ACTIntentionally is a WBENC campaign to leverage the immense buying power and influence of our network. It allows us to build value, visibility and loyalty for the organizations that help us achieve success. We invite our Corporate Members to join us to learn more about how we support those who support us.

Tuesday, June 21 from 2:15 to 3:45 PM

ACTINTENTIONALLY: WBEs
ACTIntentionally is a WBENC campaign to leverage the immense buying power and influence of our network. It allows us to build value, visibility and loyalty for the organizations that help us achieve success. We invite our WBEs to join us to learn more about how we support those who support us.

Thursday, June 23 from 10:00 to 11:00 AM

CERTIFICATION AND SUPPLIER DIVERSITY TOOLS
WBENC Certification has many layers, and the opportunities can change as your business grows. This conference has the tools and resources to help you understand the supplier diversity landscape while leveraging your access through certification.

THE SUPPLIER TRAINING & EMPOWERMENT PROGRAM (STEP)
Presented by The Coca-Cola Company
CocaCola’s STEP is a learning platform that addresses recognized barriers women entrepreneurs may face while trying to start, sustain and grow their businesses! This LIVE streamlined module structured experience will provide insights and tools on: How to navigate obtaining corporate contracts (Procurement); LeadHerShip: The new game of follow the leader (Leadership, Management & Operations); Funding: How to get your piece of the pie (Financing); and Serve the Sell (Advocacy).

SIGN UP NOW: You must register for this workshop ahead of the conference.
LEVERAGING YOUR CERTIFICATION
Join us to understand the benefits of WBENC certification. Learn how to accelerate business development by participating at the national level through WBENC and at the local level through your Regional Partner Organization (RPO). This roundtable session will include best practices for getting a contract, marketing your certification, and building relationships with supplier diversity professionals.

Tuesday, June 21 from 2:15 to 3:45 PM

GOING GLOBAL WITH SUPPLIER DIVERSITY AND INCLUSION – WHAT YOU NEED TO KNOW
Presented by WEConnect International
Attendees will hear from corporate leaders why and how to successfully expand corporate supplier diversity and inclusion efforts beyond the US border. Government Ministers from Canada and India will also share the business imperative of sourcing from women-owned businesses and the positive impact to their communities.

Tuesday, June 21 from 2:15 to 3:45 PM

FINANCING OPTIONS
GROWING YOUR BUSINESS THROUGH PROVEN ACCESS TO CAPITAL STRATEGIES Presented by Wells Fargo
WBE Stars will talk about growing their businesses through access to capital strategies early in their professional careers. This workshop will be moderated by a member of the Wells Fargo Wholesale Banking team, which serves the financial needs of the U.S. middle-market and large corporations with annual sales of $20 million and higher.

Tuesday, June 21 from 2:15 to 3:45 PM

ACCESS TO CAPITAL Presented by Chase for Business
This information-packed workshop will review the financing options available to a business owner and provide valuable insights into the process for obtaining credit. Key highlights of the workshop include:

- Credit solutions such as lines of credit, term loans, equipment financing, and credit cards
- Key considerations for securing credit
- Using credit as a tool for managing cash flow
- Navigating SBA financing

Chase’s Access to Capital workshop is presented by Jeni Chokron. Jeni is the National Specialty Finance Sales Manager for JPMorgan Chase, overseeing a team that specializes in SBA and equipment finance.

Tuesday, June 21 from 2:15 to 3:45 PM

VIEW THE COMPLETE WORKSHOP DESCRIPTIONS HERE.

POLICY AND RESEARCH
Although women continue to launch new business at five times the national average, women business owners still face significant glass ceilings at various stages of growth.

FACING AND OVERCOMING THE CORPORATE GENDER GAP: SEVEN STEPS TO CONSCIOUS INCLUSION AND GETTING A SPONSOR TO GET AHEAD Presented by ManpowerGroup
In this session, Paula Ratliff, Vice President and General Manager of ManpowerGroup Global Sales, explores what can be done to close the leadership gap faster. We need to move from talking about diversity to taking real action. The conscious inclusion report presents seven practical steps to reach the tipping point where women will accelerate into leadership roles, faster. Learn important tactics to identify and impress a potential sponsor who can be your advocate on the road to success.

Thursday, June 23 from 10:00 to 11:00 AM

THE 2016 ELECTION AND YOUR BUSINESS: WHAT WOULD WASHINGTON BE LIKE IF... Presented by Women Impacting Public Policy
Ann Sullivan, WIPP’s Chief Advocate, will guide you through various scenarios and potential outcomes of the 2016 elections. Not only will this year’s election decide our President – but both houses of Congress could be in play. Ann will thoughtfully explain her analysis of how the Presidential candidates, if elected, will interact with Congress, what these scenarios mean for your business, and what we can expect from Washington during our new President’s first term.

Thursday, June 23 from 11:15 to 12:30 PM

SIGN UP NOW: You must register for this workshop ahead of the conference.
MONDAY – ARRIVE IN ORLANDO
HYATT REGENCY ORLANDO

Download the WBENC Events mobile app and log in as an attendee.
Post to social media using the #WBENCConf hashtag
Stop by the Wellness Lounge in the Hyatt Regency lobby to sign up for the
Corporate Fitness Works Well on Track Step Challenge!
  • THE WELL ON TRACK CHALLENGE will begin at 4 a.m. Tuesday, June 21, 2016 and will end Thursday, June 23rd at 3 p.m. Only your activity during these conference dates and times will count toward the Well on Track Challenge.
  • THE GRAND PRIZE WINNER will be walking away with a LifeFitness Inmovement Treadmill Desk valued at almost $5000!

9 a.m. to 5 p.m. Registration at the Hyatt Regency
1:00 to 4:00 p.m. Women’s Enterprise Forum Meeting
   (Open to all WBENC-Certified WBEs)
4:00 to 5:00 p.m. Women’s Enterprise Forum Keynote Speaker – Jennifer Brown (Open to all attendees)

TUESDAY – DAY ONE
HYATT REGENCY ORLANDO

8 a.m. to 5 p.m. Registration at the Hyatt Regency
9 a.m. First-Time Attendee Orientation
9:30 a.m. to 12:30 p.m. Wellness Lounge – Nutrition and Fitness Activities
12 noon to 2 p.m. Kickoff Luncheon
2:15 to 3:45 p.m. Concurrent Workshop Sessions
2:15 to 3:45 p.m. Wellness Lounge – Nutrition and Fitness Activities
4 to 6:30 p.m. Welcome Reception and Silent Auction

PLEASE BE SURE TO WEAR YOUR CONFERENCE NAME BADGE AT ALL TIMES!
The Wellness Lounge will be available at the Hyatt Regency and at the Orange County Convention Center during the WBENC Business Fair to help attendees with stress, health screening, nutrition, and exercise programs. Your wellbeing is part of your success! Make sure to take some time to stop in and take steps toward your better health.

CLICK HERE for more information.
ESSENTIALS - WBENC COLLECTION
Make a statement with the premier line of WBENC signature products. Engage our community and share the WBENC brand when you travel. See the WBENC Collection during the National Conference & Business Fair to select items that fit your personal style. You can also view and purchase additional products today online at shopwbenc.com.

- Pebble Grain Zippered Portfolio W/ Calculator
- Executive Rhinestone Pens
- Wine Carrier & Purse
- Alexis Nylon Purse Style Wine Tote Bag
- Bling Mugs
- 16 Oz Tervis Tumbler
- Sling Backpacks
- Tervis Water Bottle

shopwbenc.com
NCBF KEYNOTE ANNOUNCEMENT

JENNIFER BROWN: DIVERSITY AND INCLUSION AS THE GREAT GROWTH ENABLER

It is impacting their ability to attract the best talent, ensure diversity of thought, and resonate with incoming talent. Early-stage and smaller companies, however, have a unique opportunity to embed best practices in the way they do business from the start, leveraging what Google, Cisco, and Wells Fargo are doing but with limited budgets and resources.

Join the Women’s Enterprise Forum on Monday, June 20 from 4:00 to 5:00 p.m. as they host keynote speaker Jennifer Brown, Founder and CEO of Jennifer Brown Consulting, who will share the latest research and tools being utilized by the Fortune 500 companies she consults to, and provide tangible actions companies of any size can, and should, take to set the right foundation for growth, sustainability, and success.

DATE: MONDAY, JUNE 20, 2016
TIME: 4:00 - 5:00 PM
LOCATION: HYATT REGENCY ORLANDO, FL
ROOM: WINDEMERE X

READ MORE ON THE WBENC BLOG.
As an acclaimed world-renowned pianist and keynote speaker, Ravel has harnessed the undisputed international language of music to help businesses of all sizes to resolve dissonance, listen, and lead with greater clarity, and transform personal and professional growth.

Ravel has been captivated by music since age five, and began performing worldwide with Brazilian master Sergio Mendes by the age of 23. Shortly thereafter, Universal Music released his three chart-topping solo albums, including the #1 hit in America, “Sunny Side Up.” His collaborations include producing, recording, and composing with such diverse luminaries as Earth, Wind & Fire; Madonna; Prince; Yo-Yo Ma; India.Arie; Quincy Jones; the Boston Pops; and Carlos Santana.

Bridging his distinguished career from music icon to visionary business leader, Ravel developed a breakthrough system that applies music principles to best business practices called “The Rhythm of Success.” The unique peak performance methodology enhances leadership, collaboration, and time management. Ravel is driven by his passion for applying harmonious music creation to empowering life skills.

Officially named the “Keynote Maestro” by the city of Los Angeles, Ravel has delighted and mesmerized audiences from the heart of the Amazon to the boardrooms of corporate America, with clients such as Apple, IBM, and Toyota. Ravel has presented his music and message in 73 countries—and counting.

More than 3,500 WBENC-Certified WBEs, Corporate and Government Members, and Regional Partner Organizations will gather in Orlando, Florida, next month to “Create Magic Together.” Join us and find inspiration with Ravel, who always speaks to a brighter future, where the art and science of music serves as a sustainable paradigm to capture the magic—and the music—of business.

LEARN MORE AT WWW.FREDDIERAVEL.COM
The returned to the programming department in March 2016, after joining the espnW team in February 2013 as vice president, content program and integration. As vice president, women’s sports programming, Stiff is tasked with leading the company’s efforts in NCAA women’s basketball and the WNBA, as well as integrating espnW content across ESPN platforms.

Stiff previously had worked for 22 years in ESPN's programming department, ultimately serving as a vice president, programming & acquisitions since April 2010. She oversaw the acquisition and scheduling of a variety of sports on ESPN, ESPN2 and ESPNU, including NCAA women's basketball, NCAA championships (the NCAA Women's Basketball Championship, Football Championship Series, College World Series, Women's College World Series, lacrosse), WNBA, professional softball and more.

Adding to her list of credentials, Stiff was inducted into the Connecticut Basketball Hall of Fame in April 2005; was named the “Top Advocate for Women’s Basketball” by the Tampa Tribune in 2008; in 2009 Sports Business Journal recognized her as one of the most influential executives leading the way in women's sports; and was awarded the 2011 WBCA Mel Greenberg Media Award for her commitment to women’s basketball and advancing the role of the media in the game. In April 2013, Stiff received the Arthur Ashe Institute for Urban Health Leadership Award. In June 2013, Stiff was recognized by the Alliance of Women Coaches as a “Bigger Picture of Being a Champion” as well as a WISE Woman of the Year. Stiff was honored as one of Business Insider’s 50 Most Influential People Behind the Scenes in Sports in August 2014.
SEVEN SUPER WAYS TO USE THE WBENC MOBILE APP

MEET OLIVIA. SHE OWNS A MANUFACTURING COMPANY THAT IS WBENC-CERTIFIED. IN PREPARATION FOR THE EVENT, OLIVIA HAS DOWNLOADED THE WBENC MOBILE APP TO HELP HER NAVIGATE THE CONFERENCE AND MAXIMIZE HER EXPERIENCE. EXPLORE THE FEATURES WITH OLIVIA TO BETTER UNDERSTAND HOW TO FIND EVENT TIMES AND LOCATIONS, PLAN A PERSONAL SCHEDULE, NAVIGATE THE BUSINESS FAIR, AND GET CONNECTED WITH OTHER ATTENDEES. MAKE SURE TO DOWNLOAD THE LATEST VERSION THROUGH YOUR DEVICE APP STORE OR SCAN THE QR CODE.

KNOW YOUR SPONSORS

Olivia proactively plans for #WBENCconf by scoping out what companies will have a presence onsite. Sponsors will have a representative in attendance, which allows her to strategically connect and make introductions. Olivia can scroll through this list to find out who is sponsoring, so she can be sure to begin the conversation by thanking them for supporting women business owners.

CREATE A SCHEDULE

The schedule module contains all of the sessions for your event and is sorted by date and start time. Olivia can tap on any session to get more information, add the session to her personalized schedule, or complete a session survey. By creating a personalized schedule, Olivia will get reminders to make sure she can properly plan and attend each session without missing a beat.

TIP: iOS: Swipe a session to add it to your personalized schedule.
     Android: Tap and hold a session to add it to your personalized schedule.

TIP: Although MatchMaker schedules are not available through the WBENC mobile app, Olivia can verify day and time of the event and find a link to the website where she can log-in and view her scheduled meetings.
NAVIGATE THE MAPS

With so many sessions and workshops going on, Olivia doesn’t want to get lost! Navigating is easy when you have all of the maps in one place. The maps module will allow Olivia to easily locate any number of sessions, receptions, or the Business Fair floor. Some maps may be interactive, so Olivia can try tapping around the map. She may find that certain locations are linked to exhibits or sessions.

BOOKMARK A BOOTH

The exhibitors module provides Olivia a listing of all Business Fair exhibitors, their space number, and an interactive map. Clicking on the company name will show her the booth number and clicking on the interactive map will provide information about surrounding exhibitors and landmarks. Olivia is planning to target a few specific exhibitors so she can add them to her to-do list.

Olivia can create a personalized to-do list from any existing list items in the app or add her own custom entries. To add an item to your to-do list: Open up any list in the app (e.g., Exhibitors).

**TIP:**
- **iOS:** Swipe an item to add it to your to-do list.
- **Android:** Tap and hold an item to add it to your to-do list.

ENJOY SOCIAL MEDIA

Olivia knows that social media is a great way to see what topics are top of mind for fellow WBEs and corporations. By using Twitter and Facebook—and the hashtag #WBENCconf—through the WBENC mobile app, she can get exposure as a thoughtful business leader.

CONNECT WITH ATTENDEES

The Attendees list and User Log-in features bring a whole new level of networking to an event. Olivia can create a user account which will allow her to connect with other attendees. To connect with another user, Olivia will find the person’s name in the Attendees module and tap the “+” to the right of his or her name. The requested user will need to approve Olivia’s request before she can connect. Attendees can be searched by name, company, and position.

**TIP:** If an attendee requests your contact information, a notification (denoted by a blue circle) will appear in the top right of the screen in iOS or in the content drawer for Android users. Tap the blue circle on this notification to see pending requests.

ENABLE NOTIFICATIONS

The Notifications feature is a one-way communication mechanism from WBENC to Olivia and other attendees. During the event, WBENC may send out important updates so attendees are aware of any breaking news. Be sure to enable push notifications for your app, otherwise you may miss out on some crucial news.
MEET THE 2016 NCBF CO-CHAIRS

THE 2016 CO-CHAIRS ARE COMPRISED OF THREE WBES AND THREE CORPORATE MEMBERS DEDICATED TO BRINGING THE BEST NATIONAL CONFERENCE & BUSINESS FAIR TO MORE THAN 3500 ATTENDEES IN ORLANDO, FLORIDA FROM JUNE 21 TO 23.

“WBENC has been a life-changing experience. There is no other organization I am part of that is so dedicated to furthering women-owned businesses.” – TARA ABRAHAM, CHAIRMAN AND CO-CEO, ACCEL INC.

“As the fastest growing women-owned business in the nation, with 64 percent of our corporate headquarters comprised of women, we are truly grateful to be part of this transformative, ceiling-shattering organization. That is why I am proud to serve as a Co-Chair, where I hope to inspire, share best practices, and serve as an outspoken advocate for women entrepreneurs nationwide.” – NINA VACA, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, PINNACLE GROUP

“The WBENC National Conference & Business Fair is the single most important event my team attends. As a Co-Chair, I look forward to giving back to this fabulous community that has significantly contributed to Imagen’s double-digit growth.” – JOAN LAGRASSE, OWNER AND CEO, IMAGEN, LLC
“Shell’s energy goals for the future require identifying the best resources we can gather from a broad spectrum of innovative, service-oriented, women-owned businesses. We are proud to help these organizations find their fit as we partner with the WBENC family of stakeholders as corporate co-chair of the 2016 WBENC Conference & Business Fair.” – TAMMY LITTLE, GENERAL MANAGER, MOBILE REFINERY, SHELL CHEMICALS

“We believe that the inclusion of economically disadvantaged businesses in our supply chain creates a competitive advantage in the marketplace. Through its certification and advocacy efforts, WBENC complements our efforts to support the inclusion of WBEs in Disney’s supply chain.” – RICK WERTSCHING, VICE PRESIDENT, SOURCING AND PROCUREMENT, THE WALT DISNEY COMPANY

“As one of the Co-Chairs of the 2016 WBENC National Conference & Business Fair, Wells Fargo is honored to be part of the largest conference of its kind for women business owners in the United States. More than ever, our focus is to fully integrate women-owned businesses as strategic partners in our supply chain, working across all our category areas. I hope we inspire entrepreneurship, serve as a supplier diversity benchmark in our industry and continue to be a global advocate for women-owned businesses.” – REGINA O. HEYWARD, SENIOR VICE PRESIDENT, HEAD OF SUPPLIER DIVERSITY, WELLS FARGO & COMPANY
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
The WBENC network knows the power of positive intention. At WBENC’s Summit & Salute in March, WBENC introduced ACTIntentionally, an exciting campaign to support those organizations who support us. By acknowledging your buying choice online or in-person at our events, you support hundreds of our Corporate Members. 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 that are committed to supporting women-owned businesses throughout the supply chain.

We heard some great ideas such as the following:

“ACTIntentionally by staying at Marriott and being a Marriott rewards member.”

“ACTIntentionally by buying Crest from Proctor & Gamble at Target.”

“ACTIntentionally at breakfast by choosing Eggo Waffles and Kashi bars (both products of Kellogg’s).”

Two months and 100 tweets later, the conversation has continued on Twitter:

INFOMART: We choose @Dell computers because they choose @WBENCLive. #ActIntentionally #SupplierDiversity #WBEWednesday.

JUDY BRADT: Home safely! Thanks AmericanAirlines #actintentionally for all you do to support women business owners on the ground and in the air.

CERTIFY MY COMPANY: Time before my meeting. Working at Starbucks because Starbucks chooses to use WBENC certified businesses. #ACTintentionally

As we move toward our National Conference & Business Fair in Orlando, Florida, this month, we hope you will share how you ACTIntentionally—morning, noon, and night.

Make a point to ACTIntentionally at the National Conference & Business Fair. Join us at one of our two ACTIntentionally workshops, look for fun ACTIntentionally photo ops, and stop by the WBENC booth on the Business Fair floor.

We hope you will enjoy the ACTIntentionally branding on the all-new AI365 Conference Program Book. Our unique approach to the book will keep ACTIntentionally on your mind 365 days of the year.

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 how you’re supporting our Corporate Members by using the hashtag #ACTIntentionally!
Amodex was certified by WBENC in 2006 at the prompting of Ahold USA, the holding company for Stop & Shop and Giant supermarkets, a major partner with Amodex since the 1980s. Her supplier diversity contact at Ahold USA introduced her to WBENC and urged her to take advantage of the certification and networking resources.

Her relationship with WBENC deepened when the recession hit in 2008. Dacey worked for two years without taking a salary and turned to her WBENC peers to compare notes on navigating the rocky economy.

“You call your other connections through WBENC and say, ‘What are you doing, and how are you getting through this?’” She described WBEs finding ways to help one another, whether through swapping tips or extending payment terms for peers who were struggling. Step by step, the company began to thrive under her guidance.

When she attended the 2015 WBENC Summit & Salute, Dacey made a valuable new connection for Amodex during her discussion at the Lowe’s booth.

“I didn’t know the extent to which Lowe’s was working with diverse suppliers, particularly in the U.S.,” says Dacey. “They took some samples and got back in touch with me and said, ‘We’ve run tests, you’ve got a great product!’ Usually with diverse suppliers, they’ll do a test and put you in 200 to 300 stores. [Lowe’s] put us in 1,400 stores. It’s a huge game-changer for our company.”

Christina Lennon, Lowe’s Supplier Diversity Manager - Merchandising, recalls being impressed by Dacey’s passion for her company.

“Her enthusiasm was intoxicating. I think that’s one of the most important things people can do to get our attention,” says Lennon. “[Amodex] really demonstrated that pioneering spirit, and their product was innovative.”

Dacey credits Lowe’s with providing her with the encouragement and mentorship she needed to present a successful pitch to buyers, and Lennon said the supplier diversity team ensures new suppliers get the proper support.

“Once we’ve identified an opportunity for a supplier to present to a merchant, we’ll provide coaching and mentoring to support the supplier,” says Lennon. “Depending on how much experience the supplier has, members of our supplier diversity team may meet with

Beverlee Dacey, President of Amodex

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– CHRISTINA LENNON, LOWE’S
the suppliers to help review materials, brush up communication and presentation skills for a pitch meeting, and make sure they have the documentation they need to present to potential merchants. We try to do our best to make sure that our suppliers have the best possible chances of gaining an opportunity with Lowe’s."

Lennon emphasized that fellow WBEs who hope to emulate Dacey’s success should cultivate both a strong women-owned identity and a product that’s perfect for their desired market.

“First and foremost, you have to have a product that resonates with the customers of the company (you’re) pitching to,” says Lennon. “Then, be proud about presenting yourself as a small, women-owned business.”

Dacey also said this success feels particularly meaningful in part because manufacturing is a predominantly male-dominated industry. The Women Owned logo has also been an easily recognizable way for Dacey to set herself and her business apart. Potential clients strike up conversations when they see the logo on her banner at trade shows, and she also seeks out other WBENC-Certified WBEs to source materials and expand her peer network.

At the end of the day, being WBENC-Certified has been an inspiring experience on multiple levels. “It just knocks down a whole lot of barriers and hurdles,” says Dacey. “[WBENC] is like a sisterhood. You need to step out of yourself. It’s not just about your own business.”

“I didn’t know the extent to which Lowe’s was working with diverse suppliers, particularly in the U.S. They took some samples and got back in touch with me and said, ‘We’ve run tests, you’ve got a great product!’” – BEVERLEE DACEY, AMODEX
White is the President, Chief Consultant, and Founder of the BKW Transformation Group. WBENC-Certified in 2006, BKW is a business process management consulting firm based in Piscataway, New Jersey, providing end-to-end business process solutions that include systems integration through strategy, process, technology, and organizational transformation.

A few years ago, White began a journey toward integrating sustainability practices and offerings not only in her business, but also her personal life. It started when one of her Fortune 100 clients asked her team to do a vendor selection for an integrator for green options into their operations. After a review of the work requirements, White and her team realized they could not make a recommendation based on the current market research. It was a tough decision to tell her client no, but White knew it was right.

Just three months later, White got a call from the executive she had told no. It wasn’t the conversation she expected. “They said, ‘We want your team to come in and do the work,’” says White. “Part of my mission is that we do not oversell—and I was hesitant. But by doing the research, we realized we understood the landscape and how it related to the supply chain. We knew just enough to be dangerous. And the client trusted us.”

After spending eight months with an internal “green team” at the client site, BKW was able to coordinate and communicate across lines of business, including IT, print, travel, operations, and marketing to collect information, facilitate cost savings, and confront challenges. White and her team were able to format the data in a way to show significant efficiency measures—and the client was more than satisfied.

“Sustainability is a tricky word,” says White. “When people think about climate change, they think about the weather, but that’s just the end result. The reality is the more we want, the more we travel, the more we make things, the more production has to take place. Those acts of wanting things, impacts the warmth of the Earth. We’re specifically talking about the production of greenhouse gases with our actions. Sustainability is not about stopping what you’re doing. It’s about rethinking how you do it.”

As part of her interest and offerings in sustainability, White and her team were granted the opportunity to build software with a team at the New Jersey Institute of Technology to better track and develop holistic measures for sustainability processes at large corporations. Now that software is on a Google Cloud platform.

Last year, she joined The Climate Reality Project, a non-profit run by Nobel Laureate and former Vice President Al Gore. She attended the group’s

**WBE SUCCESS STORY**

**IT PAYS TO BE A NERD: TRANSLATING SUSTAINABILITY INTO GREEN**

Beverly White apologizes for being a nerd a lot. She cannot help her excitement when she gets to talk about her work in sustainability—and the intersection between the supply chain and climate change.

Beverly White, President and Founder of BKW

“The reality is the more we want, the more we travel, the more we make things, the more production has to take place. Those acts of wanting things, impacts the warmth of the Earth. We’re specifically talking about the production of greenhouse gases with our actions. Sustainability is not about stopping what you’re doing. It’s about rethinking how you do it.”
collaborative training in September 2015, and she remarks on how the experience was another turning point.

“I finally felt like I was not the only stranger in the room when we talk about climate change,” says White. “We were all nerds. The Vice President was there, and we also had access to NASA scientists and experts in the field. It was a small, intimate group of climate leaders.”

Since participating in the training, White has sought to make a difference by sharing what she knows about sustainability practices and sharing how business owners can be part of the conversation.

“As a business owner, I care about revenues,” says White. “But as a climate leader, I want to spend time talking about the dynamics of the supply chain. The misnomer is that your business doesn’t affect or can be affected by climate change. But if a natural disaster occurs, it will disrupt technology. It can affect product development and delivery. There is a whole cyclical process. With climate change progressing, we have to take control.”

White knows there is no overnight change, but it can start by changing our attitudes—and it goes beyond reduced printing or recycling cans in the office.

Next month, White will be in Orlando, Florida, for the National Conference & Business Fair. She is excited to share sustainability knowledge with the

Women’s Business Enterprise Forum, as well as the Student Entrepreneur Program.

“Growing up in the South, we farmed the land for food. I always say I’m a sustainability nerd now, but I think my love for this subject started in my youth. When I had a deeper connection with the Earth. We are further away now, and that’s why I want to connect with the next generation of women business owners—they are the ones who can really set the bar high.”

STUDENT ENTREPRENEUR PROGRAM SETS THE STAGE IN ORLANDO

As part of her work with the Climate Reality Project, Beverly White will present her work on sustainability to the 19 women student entrepreneurs selected for WBENC’s Student Entrepreneur Program, occurring over the three days of the National Conference & Business Fair.

Read the press release here.

In addition to presentations from WBEs like White, student entrepreneurs will also visit off-site campuses, including
• Canvs
• Starter Studio
• WeVenture Orlando

Special programming includes a special workshop from title sponsor FedEx and a pitch competition sponsored by EY, where one winner will walk away with $5K in seed money.

“FedEx is proud to support the WBENC Student Entrepreneur Program (SEP),” says Sue Spence, Vice President, Sourcing and Procurement at FedEx. “This program has a proven track record of providing essential resources to help encourage the next generation of women business owners. Playing a role in the growth of small businesses is a major focus area for FedEx, and it’s even more exciting to play a role in the development of young women through the SEP program.”

Follow along to all the action at @WBENCSEP on Twitter or the hashtag #WBENCSEP.
That confidence led to the couple to discover the dearth of stylish, high-end lingerie for curvy “plus-size” women on the market. So they founded Urban Intimates in 2009 and faced down the naysayers and setbacks to build an entrepreneurial empire.

The first months were hard. Terry remembers a turning point after losing a business plan competition—for the second time.

“I thought I could convince them, but the panel definitely did not think it was the best idea to make plus-sized, fashionable, intimate garments for women,” says Terry. “Nevertheless, there was a judge who knew about The Workshop at Macy’s and that they were looking for woman-owned businesses.”

Terry filled out the Macy’s application and left her three-month old son at home for the interview in New York City. When she arrived at Macy’s, she
remembers being intimidated by the more than 100 nametags on the check-in table.

Armed with her one concept design and a feature in Essence magazine, Terry pitched the importance of body-positive fashion and her vision to make women feel beautiful with every stage and change in their bodies. To her amazement, Urban Intimates was selected as one of the 22 applicants, beating out over 13,000 applicants.

“But in order to be accepted in any way, we had to be WBENC-Certified,” says Terry. “So, I got certified, and it has probably been one of the greatest things that I had ever done for myself.”

After attending the workshop, she went from wanting to be an online retailer to thinking about being “a company, a brand, a designer, that specializes in these styles.” While the Macy’s program gave her guidance, her WBENC connection helped her find other women-owned businesses, including a mentor to teach her the basics of design.

SEE A PROFILE OF URBAN INTIMATES AT THE WORKSHOP AT MACY’S WEBSITE!

Six months later, her husband joined her on a flight to China to meet with prospective manufacturers. A few months later, she went on to pitch her products at Macy’s and over the next two years, Terry credits Macy’s with “holding her hand” and helping her understand the nuances of merchandising and customer care.

“We got our first order in 2013,” says Terry. “But Macy’s obviously believed in us without a customer base, and they saw us for being a woman-owned business with vision.”

Yet it was the day she was in Texas at a Macy’s launch event when she knew her vision had truly met fruition. She saw her products on the racks, and she met her customers in person.

“To see women impressed and empowered—women in the audience were glowing and thanking me for doing this. I had my Oprah moment where I had these women hug themselves. And that is the moment I flash back to when things get rough. It was my moment when I just thought: Women rock.”

“It was a transformational moment for me,” says Terry. “To see women impressed and empowered—women in the audience were glowing and thanking me for doing this. I had my Oprah moment where I had these women hug themselves. And that is the moment I flash back to when things get rough. It was my moment when I just thought: Women rock.”

Today, Urban Intimates is valued in the millions and has products in more than 4,000 stores. Terry and her husband have three children, and she has launched Urban Hydration, a skincare line. It’s a success story Macy’s enjoys sharing, but even they say WBENC Certification plays a major part.

“We are thrilled with Urban Intimates success, because at the Workshop at Macy’s, we are focused on building up entities who are minority and woman-owned,” says Shawn Outler, Senior Vice President, Lease, Pricing and Multicultural Initiatives at Macy’s. “Being WBENC-Certified means an owner is serious and committed to growth. Those women who are certified also increase their ability to do business with other corporations.”

Outler also noted that the Woman Owned logo has played a part in identifying potential companies to participate in the Workshop at Macy’s.

“Only by being certified can we partner with potential businesses to make growth happen,” says Outler. “We just finished our sixth year of the program in April. The program has evolved since [Terry] attended, but we are excited to see her partnership expand across multiple channels of Macy’s, especially since she has started selling Urban Hydration this year. She is developing a strategy for growth in the program, and it is working.”

As for the future, Terry has her sights set on deepening the relationships she has and moving toward a broader market brand. She has not lost sight of how she got here.

“We want to become a household brand for girls and women who have curves,” says Terry. “And it is because of organizations like WBENC and corporations like Macy’s that my hope and vision of this company has come to pass.”

LEARN MORE ABOUT THE WORKSHOP AT MACY’S IN CORPORATE CORNER.

urbanintimates.com
workshop.macysinc.com
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
THE WORKSHOP AT MACY’S COMPLETES SIXTH YEAR OF EXCLUSIVE RETAIL VENDOR DEVELOPMENT PROGRAM

The Workshop at Macy’s retail vendor development program completed their sixth iteration of the program in late April 2016. Launched in the spring of 2011, the program has trained 90 companies and 10% of those companies launched in their pipeline at Macy’s and/or Bloomingdale’s.

“The Workshop was created to build a viable pipeline of vendors who we believe can be successful partners in the industry at large,” says Shawn Outler, Senior Vice President, Lease, Pricing and Multicultural Initiatives at Macy’s. “It was designed with the understanding that the pathway to success in this industry isn’t always clear, especially for women-owned businesses and minority owners.”

By leveling the playing field and unlocking some of that information, Macy’s hopes to bridge the gap and help the vendors get solutions to common stumbling blocks. The program addresses the barriers to entry, value propositions, and the importance of developing a merchandising strategy.

READ A WORKSHOP AT MACY’S SUCCESS STORY WITH WBE URBAN INTIMATES ON PAGE 26.

The program has evolved over the years, and this year’s program consisted of two parts:

1. Partnering with Maximum Impact: How do you leverage and build a strong relationship with your retail partner? Securing the first order is fantastic. But Macy’s helps trainees work through the difficulties of sustaining second, third, and even 12th orders. How do you secure funding to ensure you can develop new products while producing and delivering current merchandise.

2. Foundations of Financial Planning Success led by Jackson College: World-renown experts give one-on-one feedback and help women business owners understand what resources they need to build approximate timelines to deliver when their partners need them to.

This year included a master class from Lisa Price of Carol’s Daughter and a speed mentoring session on access to capital. Stay tuned for updates and application dates for the 2017 program!

LEARN MORE HERE.

BP’S SUPPLIER DIVERSITY TEAM PRODUCES SUMMIT FOCUSED ON INTRODUCING PRIME SUPPLIERS TO DIVERSE COMPANIES

Annually, BP does business with nearly 300 certified minority and women business enterprises in the U.S. The corporation has spent $4.5 billion with diverse suppliers since 2008.

As part of the Offshore Technology Conference held in Houston, Texas, the BP Supplier Diversity team convened a collaborative summit involving Chevron, ConocoPhillips, ExxonMobil, and Shell to showcase a group of diverse suppliers currently working in offshore operations with participating primes suppliers.

BP featured a panel entitled “How Oil & Gas Companies Can Adapt to the New Environment” and one-on-one meetings for diverse companies, including WBEs AIM Global Logistics and RIG-CHEM, to be introduced to the broader audience, build relationships with BP, and gain visibility with other industry peers.

READ MORE ABOUT BP’S SUPPLIER DIVERSITY PROGRAM.
On Tuesday, April 12, the Women’s Business Council – Southwest (WBCS) was given the 2016 Corporation of the Year award by WiNGS, a Dallas-based non-profit dedicated to helping women lift themselves and their families out of poverty. WBCS President Debbie Hurst accepted the award during the annual Mentors and Allies Luncheon at the Fairmont Hotel in Dallas, Texas.

The Mentors & Allies Awards honor women, men, and companies whose leadership and commitment positively impact women. WBCS actively encourages its WBE members to volunteer at WiNGS, especially to present programming focused on starting and operating a business.

“This award is special to me since the winner was selected based on the organization’s commitment to ethical business practices,” says Hurst. “WiNGS is an important part of our community. They provide critical support to women including asset-building, financial literacy, parenting education, and women’s health services. At the end of the day, we want to level the playing field for women. I can’t think of a more ethical business practice than supporting diversity and inclusion.”

In addition to WBCS, the luncheon featured two other representatives from the WBENC network, including keynote speeches from 2016 WBENC NCBF Co-Chair Nina Vaca, Chairman and CEO of the Pinnacle Group, and honorary chair John Young, CEO of Energy Future Holdings, a Top Corporation for Women’s Business Enterprises.

“This award is special to me since the winner was selected based on the organization’s commitment to ethical business practices. [WiNGS provides] critical support to women including asset-building, financial literacy, parenting education, and women’s health services. At the end of the day, we want to level the playing field for women. I can’t think of a more ethical business practice than supporting diversity and inclusion.”
OPPORTUNITIES OPEN DOORS

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.

EY ENTREPRENEURIAL WINNING WOMEN™ PROGRAM

The EY Entrepreneurial Winning Women™ program is a national competition and executive education program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale — and then helps them do it.

ELIGIBILITY CRITERIA:

- The applicant’s company must be fewer than 10 years old and have achieved at least $2 million in annual sales for at least each of the past two fiscal years. Typical applicant company revenue ranges from $2 million up to approximately $20 million annually.
- Applicants who are selected must be able to attend and fully participate in the following two events (no exceptions):
  - Two-day EY Entrepreneurial Winning Women Orientation/Training Session, October 15-16, 2015, in New York City
  - EY Strategic Growth Forum, November 11-15, 2015, in Palm Springs, CA

APPLICATION OR NOMINATION DEADLINE: June 27, 2016

LEARN MORE ABOUT THE PROGRAM HERE.

PPG MATCHMAKING EVENT

JULY 19, 2016, 8:00 AM–12:00 PM EDT | PITTSBURGH, PA

PPG will be hosting an invitation-only matchmaking event with PPG buyers for targeted opportunities on July 19, 2016. The effort is being supported by the Eastern, Michigan and Ohio Minority Supplier Development Councils along with the Women’s Business Enterprise National Council and the National Veteran Business Development Council.

ELIGIBILITY CRITERIA: To attend, companies must complete the prequalification registration form by June 17. Each Applicant will be reviewed, and invitations will be sent only to companies that fill specific needs as determined by PPG based on the data collected.

APPLICATION DEADLINE: June 17, 2016 | APPLY HERE.

GO FOR THE GREENS 2016 BUSINESS DEVELOPMENT CONFERENCE

SEPTEMBER 22-24, 2016
DISNEY’S BOARDWALK INN AND RESORT, ORLANDO, FL

Go for the Greens is a business development conference for women entrepreneurs. This boutique event offers exclusive access to companies, government agencies, nonprofits and professional associations that can help women-owned businesses secure their largest, most profitable contracts ever in a fun, creative setting.

REGISTRATION COST: Up to $595

LEARN MORE HERE.

WOMEN’S LEADERSHIP CONFERENCE

AUGUST 8–9, 2016
MGM GRAND LAS VEGAS, NV

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: Registration: $450

REGISTER TODAY OR LEARN MORE HERE.
WALKING THE WOMAN OWNED BOOTHS ON WBENC’S BUSINESS FAIR FLOOR

Walk the WBENC business fair floor on Wednesday, June 22 and immerse yourself in one of the most diverse and interactive exhibit experiences at any business conference.

You can easily find the booths of consumer products and services using the women owned logo in the exhibitor map included in the ActIntentionally 365 book.

Visit each of these booths during your exhibit floor walk to see the Women Owned logo in action:

- Boo-SHaw Bakery – 137
- CLR – 419
- Create For Retail – 1025
- The DW Group – 1525
- Edlong Dairy Technologies – 144
- Katy’s Goodness – 1548
- Latitude 27 – 945
- MinkeeBlue – 1213
- SMEAd – 1400

Stop by the WBENC Women Owned Booth (140) to learn more about the initiative and to see demonstrations and products from the following Women Owned companies:

- Batter Up
- Charmed Bar
- Copiosity
- Crooked Water Spirits
- Debbie Lynn
- Duo Bed
- Element Snacks
- Fun Bites
- Fusion Jerky
- Garrigan’s Office Supply
- Glee Gum
- Gluten Freeda
- Goddess Garden Organics
- Goldbug
- Jambalaya Girl
- Jen & Joe’s
- Green Garmento
- Happi Tummi
- Imprint
- IntelliDent
- Jelmar
- Kam’s Kettle Creations
- Katy’s Goodness
- Ken Paves: You Are Beautiful
- Lipotriad
- Loretta Lee
- Mann’s
- Milo’s Ice Tea
- MinkeeBlue
- Miss Jessies
- MuffinMam
- My Brother’s Salsa
- NuSet Locks
- Partners Crackers / Wise Crackers & Mia Dolci
- PBnJ Baby
- Positively Perfect Dolls
- Skin-eez
- Smart & Sexy
- Smead
- Soom Foods
- Southern Culture Foods / Shortstacks
- Strong Stride
- Sun-Yin USA Inc
- Sweet Harvest Foods / PB Crave
- Teach My
- Teazled
- TG Eco Products
- Tonya’s Gluten Free Kitchen
- Urban Intimates
- Van Oriental Foods
- Williams Roam
- Xenna Corporation
- The Ziegenfelder Company

In addition to demonstrations, the Woman Owned Booth (140) will also showcase the growing catalog of Woman Owned products. From A to Z, we have a product you’ll want to leave home with—if only they were for sale! Learn more about all the ways your purchasing decisions can support the community of women-owned businesses.
WBENC BLOG ROUND-UP

THOUSANDS OF PEOPLE ARE READING THE WBENC BLOG! ARE YOU? ENJOY FEATURES FROM WBES SHARING THE TOOLS AND TIPS FOR LEVERAGING THE WBENC NETWORK AS WELL AS RESEARCH AND RESOURCES FROM AROUND THE WORLD.

CHECK OUT OUR MOST POPULAR COLUMNS THIS SPRING:

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

- Eight Essential Steps for Hiring and Team Building
- Take the Stress Out of Networking

**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.

- Attending NCBF for the First Time?
- Making the Most of the WBENC Network

**2016 HOST COMMITTEE INSIGHTS**
Every week in April through June, the 2016 National Conference & Business Fair Host Committee shares #WBEWisdom on a range of topics and expertise, including how to leverage all the opportunities in Orlando from June 21 to 23!

- Susan Davis: Stepping Up Your Communication Game Face
- Michele Adams: Employee Recognition Programs
- Livia Whisenhunt: Helpful Tips for Your Company’s Disaster Plan
- Brenda Loube: How To Lead A Health Revolution That Moves Everybody
- Jennifer Maier: Don’t Just Sit There!
- Kimberly Lawton Koon: The Power of the Handwritten Note

**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 29: Around the Network: In the News
- May 27: Around the Network: What to Know Before You Go to NCBF

**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.

- Soom Foods
- MinkeeBlue
- Kam’s Kettle Cooked
- Muffin Mam

**RESOURCES** // WWW.WBENC.ORG // JUNE EDITION 2016
Q: What is the most important thing you do in advance of attending the National Conference & Business Fair?

Answer:

Our team always prepares for conference by reaching out to our WBENC leads well in advance to let them know we plan to attend and invite them to reconnect with us. It’s a great way to ensure that you have the opportunity to meet during a very busy week. It’s also the perfect time to invite our clients, vendors, and partners to attend and learn more about what WBENC can do for their business.

Brenda Loube
President, Corporate Fitness Works
corporatefitnessworks.com

Planning! I bring several staff members. Together we map out everything – from how we will work the trade show floor, to the seminars we will each attend (and we all attend different seminars). We go in with a plan to maximize our productivity and ensure that we get the most from our time there.

Joan LaGrasse
CEO, Imagen, LLC
imagenanything.com

Choose two to three new companies that you want to target, and make a list of who you have met in the past and want to reconnect with. Make sure you are registered or that your registration is updated in their vendor portal. Re-evaluate your message to make sure it fits the industries you are targeting. Consider having different capabilities statements for different industries.

Patti Winstanley
Aztech
aztech.com

Do your homework. Select your targeted prospects and research what is happening in their organization and where your services can fit. Use social media sites to identify names and titles in their organization that you would like to connect with. And last but not least FOLLOW UP!

Michelle Vondrasek
President, Von Technologies
vontechnologies.com
Prepare. The sales team defines desired outcomes and researches target companies, especially for Matchmaker meetings. We verify and update registration information on supplier diversity sites. We evaluate their business objectives and identify where our supply chain services can accelerate growth. We leverage our WBE contacts in the Forum. When we arrive, we have an agenda, presentation materials, and specific goals.

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

Be prepared, be flexible, have fun, and don’t forget to follow up. But most important, remember that it’s your frame of mind and heart that can set you up to have an awesome time and be someone awesome to meet. Smile, be pleasant, be polite, and show your enjoyment. Feel the magic!

**Teresa Lawrence**  
President and Owner, Delta Personnel, Inc.  
deltapersonnel.com

Prepare for Success! Get your whole team on the same page by holding a pre-show team meeting. This ensures everyone understands your show objectives, any preshow actions as well as responsibilities and schedules during the show. Being proactive can help turn your objectives into successes.

**Cheryl W. Snead**  
President and CEO, Banneker Industries, Inc.  
banneker.com

To have an effective conference make sure to plan ahead. Review the list of exhibitors and create a prioritized list ahead of time. Since the floor is open just one day it’s important to plan where you should focus your energy that day. If you have any open RFP’s or ones you participated in recently make sure to have the names of the individuals you are working with on the opportunity. They may not be in attendance at the conference but it’s good to have as many connections as possible.

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

Preparation is the key. We schedule prospective client meetings in advance to take place throughout the week – for coffee, drinks, and dinner – and come prepared with a brief PowerPoint on our value proposition, history, services, and a relevant case study for the specific industry: auto, retail, healthcare, technology, or telecom. We bring a team and stay the entire week!

**Keeli Jernigan**  
CEO & President, Trans-Expedite, Inc.  
trans-expedite.com

Do your homework on the corporations attending. We have a quick reference sheet with current and previous contacts, jobs that we’ve done, if any, and our value proposition specifically for that corporation. If we’re having a meeting with a corporation, on the back of the sheet, we capture who we met with and follow up notes.

**Peggy Del Fabro**  
CEO, M.Davis and Sons, Inc.  
mdavisinc.com

Our team prepares in advance. We first identify individuals and companies with whom we want to meet. Next we ask, “How can we differentiate Innolect and our services?” Then, we design our strategy and materials to reach out as creatively and memorably as possible. Finally, we reach out to schedule appointments and invite individuals to visit our booth (#528).

**Kittie Watson, Ph.D.**  
President, Innolect  
innolectinc.com

The most important thing that Argent does in advance of attending the WBENC Business Fair, is we identify and contact all of our customers to find out if they are attending and if so, set up personal appointments to meet during the event.

The other most important thing we do is ensure we have our elevator pitch well tuned and marketing collateral customized for the WBENC event!

**Betty Manetta**  
President & CEO, Argent Associates, Inc.  
argentassociates.com

Take the time to get to know your targeted audience by researching the company, their needs, and the people you will be meeting with. It’s easy to take this necessary step by using LinkedIn and by asking your peers and RPO.

**Kelly Walker**  
President, Benefits Connection LLC  
mybenefitspeople.com

**Upcoming Question:**

“How does your company practice diversity and inclusion?”

Send your answer to wbenc-news@wbenc.org. Your response could appear on these pages. Please limit your answer to 60 words.
BUILD YOUR OWN
WBENC
Legacy

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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