EUGENE CAMPBELL
THE INAUGURAL HES4SHES AWARD RECIPIENT
## Calendar of Events

This calendar includes events hosted by WBENC’s Regional Partner Organizations and Strategic Partners. Visit WBENC’s Online Calendar for more events.

### August 2016

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## NEW CORPORATE MEMBERS:
City of Columbia; Infineum USA LP; Publicis Healthcare; Standard Insurance; Vizient, Inc.

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DEAR FRIENDS,

Record-Setting, History-Making!

In this case, I could be referencing the recent Olympics in Rio de Janeiro; however, I am speaking of WBENC’s activities and accomplishments this summer at the 17th Annual National Conference & Business Fair.

Just as each country’s national Olympic team has a foundation of support, the WBENC network has tremendous support in creating the venue for the WBENC Games that occur each June. Our attendees participate in education, networking, and other useful business-building interactions. Feedback from this year’s attendees indicates we scored a gold medal.

Throughout this issue you will see highlights of the week’s events. If you were not able to attend this year, make plans to join us for our 20th Anniversary National Conference & Business Fair at Mandalay Bay in Las Vegas, June 20-22, 2017. Chaired by Bristol-Myers Squibb, MGM Resorts International, Southern California Edison, ALOM, Ampcus, and NEI Global Relocation and presented in partnership with the Host Council, the Women’s Business Enterprise Council-West (WBEC-West), and a tremendous Host Committee chaired by Event Movers and Hybrid Collective, this milestone anniversary event is shaping up to be record-breaking!

In Orlando, we were very excited to introduce our ACTIntentionally campaign. ACTIntentionally is a new focus of our network and promotes a culture of women-owned businesses supporting those who support parity for diverse businesses in order to create economic growth. We have such tremendous support for our activities so remember:

“Morning, Noon and Night – As we move through the day, remember, we have many opportunities to support those who support our WBENC network.” From our tremendous sponsors to our large membership base, you can find a list of those who support WBEs starting on page 31 as well as on wbenc.org. A very special thank you to the National Conference & Business Fair Corporate and WBE Co-Chairs, three Host Regional Partner Organizations, fantastic Host Committee, and all our event sponsors.

Your feedback indicates that both the Business Fair and the 1:1 MatchMaking each scored a gold medal this year. Additionally, Top Corporations from the Energy and Automotive industries created unique experiences for attendees. Those industry participants scored individual gold medals for their leadership and we are looking for a repeat performance in 2017. We also expect the competition to expand with unique experiences to be created by the pharmaceutical and IT industries and possibly more.

Our final performance gold medals were awarded to those who participated in the Student Entrepreneur Program. Be sure to read the feature on this exciting program. Both Corporate and WBE mentors received some of the highest compliments our students have ever provided. Student sponsors and mentors performed at such a high level that our students had the opportunity of a lifetime.

Our story would not be complete without an awards ceremony. We created a special recognition for Nancy Conner who has just retired from W.W. Grainger and launched her own business. We gave an Applause Award to Jessica Narvaez, who is making a difference behind the scenes each and every day. And read more about the newly minted Hes4Shes Champion award that was awarded to Eugene Campbell.

Finally, I would like to award the Team All-Around Champions gold medal to the WBENC staff, who created and provided this historic and record-setting event.

On behalf of the entire WBENC team, we would like to thank all of you, our WBENC Games judges, for your support and feedback!

Best Regards,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
**NATIONAL CONFERENCE & BUSINESS FAIR HIGHLIGHTS**

With more than 3900 attendees, the 2016 WBENC National Conference & Business Fair was one for the record books. Here’s a look back on the activity from Orlando, Florida!

Attendees met up each morning to go Netwalking, a new walk and talk networking program created by the Women’s Enterprise Forum.

Cheryl Snead, the Women’s Enterprise Forum Chair and CEO of Banneker Industries, Inc., welcomed fellow WBEs to Orlando during the Women’s Enterprise Forum Meeting.

Jennifer Brown, Founder and CEO of Jennifer Brown Consulting, spoke about diversity and inclusion in her keynote to the Women’s Enterprise Forum Meeting.

The Kickoff Luncheon began with WBENC leadership calling for a moment of silence for the Orlando tragedy as well as a moment of celebration for community.

“**WHAT’S YOUR NUMBER?**

The phrase “What’s Your Number?” was used to break the ice many times throughout the week of the conference. Launched this year, the “What’s Your Number?” campaign serves as a conversation starter, enabling attendees to easily jump into a dynamic conversation with a new connection.

Every attendee could select a number that best told their story and helped them to connect with someone new. Some attendees shared the dollar amount spent with WBEs last year or their goal for the number of additional WBEs they want to do business with this year. Alternatively, some attendees shared the number of new corporate members they wanted to meet at conference.

The idea was generated by the Forum Marketing team and the National Marketing Committee and was a huge hit.

“We are each resolved to make a difference and act intentionally to support all members of our community.” – Candace Waterman, WBENC Chief of Staff
“No matter who you are – what your race is – or sexual orientation or disability or age – your experience is part of the tapestry of WBENC.”

— THERESA HARRISON

THE 2016 CO-CHAIRS EACH PARTICIPATED IN A SERIES OF MINI-PANELS WHERE THEY DISCUSSED THE IMPORTANCE OF COMMUNITY, CREATING AN ECONOMIC IMPACT, AND THE OBSTACLES AND LESSONS THEY LEARNED ON THE WAY TO ACHIEVING GREAT GROWTH.

Tuesday evening featured the Welcome Reception and Silent Auction, where attendees mixed and mingled, danced, and made new connections.
FREDDIE RAVEL: UNLOCKING YOUR POTENTIAL THROUGH THE MUSIC IN YOU

The 2016 WBENC Business Fair kicked off on Wednesday, June 22, with GRAMMY-Nominated pianist and Keynote Maestro Freddie Ravel performing for almost 4,000 attendees. His talk, “The Rhythm of Success,” captured the importance of unlocking your potential through the magic of music.

“How do we effectively access the power and potential of our greatest assets: our people, our colleagues, our clients, and our sponsors?” said Ravel. “What is the best tool to bring us all together in a world where we constantly struggle to unlock our greatest talents? For our success, the international language of music has a giant role yet to play.”

In his interactive talk, Ravel explained how music is the one constant we are surrounded by from the cradle to the grave—playing a simple nursery rhyme, the tunes of adolescent rock, the traditions of a wedding march, and onto a funeral dirge. In one childhood story, he shared how discovering the music within him literally saved his life.

Ravel explained that “the structure of music is the structure of success.” He reminded the audience that in order to succeed you have to learn to listen. In the modern business world we drown in disruption. Emails, phone calls, and relentless distractions interrupt our problem-solving and critical-thinking skills.

“You don’t make good music when you’re constantly interrupted,” noted Ravel. “Instead, take a moment to hear the space between the words in your daily business, which in music, we call the space between the notes.”

After centering on the importance of listening, Ravel matched three core building blocks of music as they correspond to key actions in the business world:

- **MELODY**: Lead with your heart.
- **HARMONY**: Collaborate for knowledge and experience.
- **RHYTHM**: Synchronize your energy.

“You need a leader with heart, a team in harmony, and the ability to get everyone to march to the beat of the same drummer,” said Ravel. “And when it comes to how we create economic impact, grow women-owned businesses, support those who support us and empower a world demanding increased diversity and inclusion. Music offers a powerful navigational tool for this ever-changing digital universe where multiple cutting-edge technologies are unfolding every single day.”

THE 2016 BUSINESS FAIR WAS A ROBUST AND ENERGETIC DAY FILLED WITH EXCITING NEW CONNECTIONS.
ENERGY PAVILION

The Integrated Energy Industry Advisory Board assisted WBENC in creating the Energy Pavilion, a collaboration of WBENC Top Corporations in the Integrated Energy Industry along with more than 10 Prime suppliers. Designed to help attendees to build relationships with WBEs, industry peers, corporations, and the greater business community, the Energy Pavilion also included a workshop and contest that helped WBEs gain a deeper understanding of the Integrated Energy Supply Chain. Attendees received an interactive Playing Card to be filled in during the Business Fair. Attendees who turned their completed playing card in were eligible for one of four $100 Gas Cards.
For the first time in WBENC history, attendees looking to do business in the automotive industry had the unique opportunity to participate in Your Passport to Automotive World, a workshop and contest that provided WBEs the chance to gain a deeper understanding of the automotive industry and to engage with WBENC’s Automotive Corporate Members.

Participants started off by attending a workshop on Tuesday afternoon where they heard from a panel of automotive industry experts and received their Automotive World Passport. Completed passports entitled the attendee to a Fast Pass for a one-on-one meeting with one of America’s top automotive manufacturers as well as qualifying them to enter a drawing where the winners were able to attend the invitation-only Senior Executive Reception on Thursday for additional networking opportunities.

Participating automotive manufacturers included General Motors, Fiat Chrysler Automobiles, Ford Motor Company, Toyota, Nissan North America, Honda North America, and BMW. The participating prime suppliers were Delphi Automotive, Johnson Controls, Lear Corporation, Dakkota Integrated Systems, and Cummins, Inc.
AFTER A FULL DAY OF NETWORKING, ATTENDEES HOPPED ON BUSES AND HEADED TO EPCOT THEME PARK FOR SOME MAGICAL FUN. THEY DANCED, SANG KARAOKE, MET DISNEY CHARACTERS, RODE THE RIDES, AND WATCHED THE FIREWORKS.

THROUGHOUT THE WEEK ATTENDEES HAD THE OPPORTUNITY TO ATTEND NUMEROUS EDUCATIONAL OPPORTUNITIES.
Keynote speaker Carol Stiff, Vice President, ESPN Women’s Sports Programming, spoke to attendees about the importance of assembling the right ingredients in your team, mission, and leadership to make the most impact.

WBENC’s motto is “Join Forces. Succeed Together,” yet it takes exceptional leadership and dedication to forge a spirit of community. Individuals can make the choice to stay committed to a cause and build that powerful community, and WBENC has so many of these leaders in our ranks.

At the recent National Conference & Business Fair, Theresa Harrison recognized one such individual, who has been a consistent leader for WBENC for more than a decade. Nancy Conner, formerly of Grainger, has ensured the WBENC Certification continues to resonate with more than 13,000 WBEs. Harrison surprised Conner on stage and presented her with a special recognition to acknowledge her dedication. Read more on the WBENC Blog.

Jessica Narvaez, Chief Diversity Officer at Pinnacle Group was surprised with an Applause Award for her passion and commitment to advancing the mission of WBENC and women-owned businesses.

Under her leadership as Chief Diversity Officer, the Pinnacle Group tripled its spending with diverse suppliers. In addition, one third of the suppliers they use are diverse certified, which is well above the industry expectation of 10 to 15 percent.

Narvaez attributes this success to their three-pronged approach of supplier mentorship, community engagement, and client advocacy. Narvaez is a driving force for diversity in her role. She truly lives what she believes in every day. Read more on the WBENC Blog.
As the National Conference & Business Fair came to a close at the Tribute! Dinner, WBENC took a moment to recognize a champion for the WBENC community. Pamela Prince-Eason presented Eugene Campbell with the inaugural Hes4Shes Champion Award for his ongoing dedication to furthering the development of Women’s Business Enterprises. Much of the week’s activities during the National Conference were made possible by Campbell’s efforts.

After taking the stage to accept the award, a surprised Campbell took the podium to say thank you and share his philosophy:

“It indeed takes a village for everybody to be successful. We are all standing on the shoulders of someone who did something for us. I absolutely and firmly believe that. And so it is with that basis and that foundation and so it is pretty easy for me to support others who are trying to do fantastic things and to help them achieve their success because our successes are all interconnected.”

As the first recipient of this award, Campbell not only thanked “his WBENC family,” but also reflected on the recent events in Orlando and the power of community.

“The collective love, the power of collective will outshine and out rule anything and everything else.”
ACT INTENTIONALLY365

New this year the ACTIntentionally365 book is a dayplanner attendees took home with them to use throughout the year. It features ads from the 2016 National Conference sponsors, keeping those names and brands in front of our network 365 days a year.

Tony Gladney, Vice President of National Diversity Relations for MGM Resorts International, took the stage to invite attendees to join us in Las Vegas for the 2017 National Conference & Business Fair. As the 2017 Host Council, Dr. Pamela Williamson, WBEC-West President & CEO, challenged attendees and the 2017 Host Committee to help break record attendance next year during the 20th Anniversary of WBENC.

Freddie Ravel closed out the night with his song “Sunny Side Up” and was joined by Shirelle Magee of Nielsen on the vocals. Ya-El Mandel-Portnoy, the winner for the SEP Pitch Competition, took the stage to thank her mentors and share her vision.

The 2017 Co-Chairs and Host Council from left to right: MGM Resorts International, WBEC-West; Southern California Edison, Bristol-Myers Squibb, and Ampcus Inc.

Attendees capped off the National Conference dancing the night away with the BuzzCatz.
SAVE THE DATES

Summit & Salute
March 21-23, 2017
New Orleans

National Conference & Business Fair
June 20-22, 2017
Las Vegas
WHAT IT MEANS TO “INSPIRE ON EVERY LEVEL”

WBENC STUDENT ENTREPRENEURS SHARE INSIGHTS AND CONNECTIONS FROM NCBF

Women business owners of all ages and levels of experience gain valuable insights and new connections each year through the WBENC National Conference & Business Fair (NCBF). For the young businesswomen in WBENC’s Student Entrepreneur Program (SEP), the conference represents a unique opportunity to present their businesses and ingenious inventions to the diverse group of NCBF attendees.

The 2016 program, sponsored by FedEx, paired 19 students with both WBE and WBENC Corporate Member mentors. The participants are pursuing majors or have recently completed their degrees in STEAM (Science, Technology, Engineering, Arts, and Math) fields at 16 universities. A rigorous schedule of workshops, off-site visits to corporate campuses and entrepreneurial organizations in Orlando, and mentoring sessions developed students’ skills and gave them a behind-the-scenes look at how established businesses succeed. Title sponsor FedEx offered a skills-building workshop as well as an on-site tour of its sorting facility.

“This competitive, diverse cohort of young businesswomen brought their best to our conference, and we are thrilled to continue encouraging future WBEs of all backgrounds to see the possibilities in opening their own businesses,” says Pamela Prince-Eason, WBENC President & CEO. “By intentionally bringing students from across the country, in different fields and with diverse backgrounds, the SEP program has become an integral part of the WBENC community.”

—PAMELA PRINCE-EASON, WBENC PRESIDENT & CEO

“(SEP) definitely surpassed my expectations,” says Mona Amin. “Being a part of the student program set us apart. A lot of the WBE mentors and corporate partners took the time to get to know us, especially when they saw the ‘Student’ ribbon under our name tags.”

“Being in a cohort of brilliant women who are thinking so wide and so out of the box was inspiring on every level,” says Ya-El Mandel-Portnoy. “Their ventures might come from any kind of need that they faced every day, and that was incredible. Think about it—[19] girls in one room [who] are bright and outstanding and open-minded.”

The week culminated in a pitch competition, sponsored by EY. In the first round, each participating student entrepreneur had only 90 seconds to capture the judges’ interest with her pitch. The top five returned for a second round where they each gave a more in-depth presentation in 10 minutes, with the last two minutes reserved to answer questions about their businesses. After deliberating, the panel judges awarded a total of $10,000 in seed capital to three winners.

IN THIRD PLACE

EMILY BOCCHINO, a junior at Florida State University, pitched Campus Thrift, an online thrift store exclusively for college students to buy and sell textbooks, clothes, and other goods. Growing up in a single-parent home taught her to be frugal, and she wanted to create a way for other students with limited budgets to feel professional, cool, and confident.
As a naturally competitive person, Bocchino confessed to a flicker of disappointment at placing third—until she realized how much her cohort supported her accomplishment.

“Every single one of the girls came up to me and said ‘Congratulations on winning. All three of you won.’ It changed my mind,” she said.

Bocchino is grateful for all of the connections she made during SEP, including fabulous mentoring relationships with Kelly Myers and Anisha Jackson of Ericsson, and Cathi Coan of Techway Services, Inc.

“They really cared about my business and wanted me to succeed. I’m very thankful for it,” she said.

IN SECOND PLACE

MONA AMIN, a sophomore at East Carolina University, pitched her grocery store app Freshspire. The app is designed to allow store managers to post real-time markdowns on produce, reducing food waste and making it easier for lower-income shoppers to buy healthy food.

“[Larissa England from Kroger] told me I could practice in front of her, so I did my pitch in front of her before the pitch competition. She asked questions the judges might ask me,” she said.

IN FIRST PLACE

YA-EL MANDEL-PORTNOY, who is completing her PhD at Mount Sinai School of Medicine, pitched her company, Cardea Sciences. Her technology helps identify patients with atrial fibrillation who need a more aggressive course of treatment. Mandel-Portnoy credits her mentors, Bev Jennings of Johnson & Johnson and Leah Brown of A10 Clinical Solutions, Inc., with helping her prepare a winning pitch.

“One of my biggest challenges [was to] give this pitch in layman’s terms. Now, I can actually explain to my grandma what I’m doing. I can explain it at a level in a way that’s approachable for everyone.”

She walked away with $5,000 in seed capital to continue developing her prototype. What’s more, Mandel-Portnoy expressed how buoyed she felt by participating in SEP.

“I want to thank WBENC for the opportunity to be part of the SEP. It’s been one of the best experiences as an entrepreneur to be exposed to so many strong, powerful women and say, ‘I want to be part of that.’ To know I can really change the way atrial fibrillation treatment is being delivered...I know that with the WBENC community, I will be able to push this forward.”

– YA-EL MANDEL-PORTNOY
Rally Your Troops!
Register Today • September 22-24, 2016
9th annual event • Disney’s BoardWalk Resort • Lake Buena Vista, FL

A conference with like-minded women entrepreneurs who are ready to reach the next level.
This isn’t business 101— it’s 303 and BEYOND!

Business Matchmakers – Build Relationships.
One-on-one meetings between women-owned suppliers and corporate/government buyers.

International Contacts – Expand Your Horizons.
Meet businesses with experience outside of your borders.

Intimate Setting – Everyone is Center Stage.
Boutique conference limited to 300 attendees.

Networking at its Best – Camaraderie and Fun.
Happy hours, backstage Disney tour, private fireworks, and golf.

We’re 9 Years Strong! See for Yourself www.goforthegreens.org

BONUS…Business on the Links.
Golf networking event for players at ANY level - options of 9 and 18 holes.

2016 Matchmaker Companies
• CHEP
• ExxonMobil
• IBM
• Orlando Health
• Raytheon
• TYCO
• UPS
• Miller-Coors
• Federal Reserve Bank, Atlanta
• Florida Department of Transportation
• Greater Orlando Aviation Authority
• Hillsborough Area Regional Transit Authority
• Kaman Precision Products
• Moffitt Cancer Center
• Orange County Public Schools
• Southeastern Grocers/Bi-Lo Holdings

Programming that Fits Your Mission Taking You Where You Need to Be
• The Battlefield of Contracting
• Links Between Gender Equity and Sustainability
• Business Golf with the LPGA Pros
• Leading High-Performance Teams
• Trends in Cyber Security
• Creating Your Advisory Board
• Mentoring and Role Modeling
• Strategic Partnerships

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a Florida nonprofit operated by volunteers.

Go for the Greens
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Rally Your Troops!

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We're 9 Years Strong!  See for Yourself  www.goforthegreens.org

BONUS… Business on the Links.
Golf networking event for players at ANY level – options of 9 and 18 holes.

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

2016 Matchmaker Companies
• CHEP • Duke Energy
• ExxonMobil • Florida Blue
• IBM • JM Family Enterprises Inc.
• Orlando Health • PepsiCo
• Raytheon • Mutual of America
• TYCO • United Airlines
• UPS • Walt Disney Company
• Miller-Coors • TD Bank
• Federal Reserve Bank, Atlanta
• Florida Department of Transportation
• Greater Orlando Aviation Authority
• Hillsborough Area Regional Transit Authority
• Kaman Precision Products
• Moffitt Cancer Center
• Orange County Public Schools
• Southeastern Grocers/Bi-Lo Holdings

Programming that Fits Your Mission
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• Business Golf with the LPGA Pros
• Leading High-Performance Teams
• Trends in Cyber Security
• Creating Your Advisory Board
• Mentoring and Role Modeling
• Strategic Partnerships

Key Sponsors
Event Partners
The Olympic Games celebrated international sporting competition in Rio this month, while we at WBENC are reveling in our final leg of the marathon digitization upgrade for the WBENC Certification process.

The digitization initiative launched more than a year ago with the goal to bring the entire rigorous certification process online where we could focus on three core objectives:

- **INCREASE EFFICIENCY** to bring a seamless, user-friendly system for potential and Certified WBEs; RPOs’ staff and leaders; and Corporate and Government Members seeking suppliers.
- **INTEGRATE INNOVATION** by improving our technology infrastructure and contact management functionality.
- **ENSURE SECURITY** of private, sensitive information.

Last year we identified and began working with our database provider partner, B2Gnow, one of the nation’s leaders in diversity management software. Because of their portfolio of clients, 41% of our 13,000 users are already available online in the B2G family of more than 180 organizations.

WBENCLink has always been a propriety database, and the safety of our WBEs’ documents and information will remain paramount as we move to WBENCLink 2.0, with updated functionality that will completely eliminate paper from the process, making your WBENC Certification more dynamic as a result.

If we could grant gold medals, each of our 14 RPOs and their certification teams deserve them for playing such a critical role in this journey.

Thank you for helping us reach our goal in the next stage of WBENC Certification.

As we approach the launch of WBENCLink 2.0 on September 20, our National Certification Team, including Cheri Simmons, Nicki Green Johnson, Susan Cates, LaKesha White, and myself stand ready to assist our WBENC network. Email certification@wbenc.org with questions and feedback.

We are getting ready to pass the baton. We look forward to having our community Join Forces with us so we can Succeed Together in bringing you the next stage of WBENC Certification.”

—CANDACE WATERMAN
Chief of Staff, WBENC

“We are getting ready to pass the baton. We look forward to having our community Join Forces with us so we can Succeed Together in bringing you the next stage of WBENC Certification.”

PREPARING FOR ATHLETIC ACHIEVEMENT IS SIMILAR TO COMPLEX BUSINESS MANAGEMENT IN MANY WAYS. YOU MUST DEFINE THE GOAL, DEVELOP A PLAN, AND EXECUTE. IN BUSINESS, THERE ARE TIMES FOR A SPRINT, AND OTHER TIMES YOU MUST PREPARE FOR A MARATHON.
“At Southern California Edison, the use of B2Gnow for the Clearinghouse Certification process has been a game changer for our Diverse Business Enterprises. It’s an automated platform used for submission of supplier information in a confidential and safe process to speed up the certification process for potential opportunities. I am excited for the Corporate Partners and Certified WBEs of WBENC as they can take advantage of the technology which enhances customer service provided by the tool and this organization.”  
– ERIC FISHER, PRINCIPAL MANAGER, SUPPLIER DIVERSITY & DEVELOPMENT, SOUTHERN CALIFORNIA EDISON

“As WBENC-Certified WBE AAR & Assocs., a technology firm, it has been great to see the use and growth of the B2Gnow diversity management software. AAR has worked as an MBE/WBE partner with B2G for over 8 years. We have seen the software assist public and private institutions. We utilize it to ensure the proper payment between primes and subcontractors, making compliance and communication as easy as hitting a couple of keys.”

– ARABEL ALVA ROSALES, PRESIDENT & CEO, AAR & ASSOCS., LTD

“Adopting the highly regarded and well-tested B2Gnow software for digitizing the WBENC Certification process will be transformative for WBENC and its 14 Regional Partner Organizations. The software is user-friendly, and the built-in checks and balances will improve the process of ensuring complete files, increase the speed of processing files, and allow for better responsiveness on file status. Additionally, the B2Gnow organization has demonstrated that they are very client-focused and responsive through the custom features presented, their knowledge of the WBENC network, and their availability.”

– EMILIA DIMENCO, PRESIDENT & CEO, WBDC
CLEARING THE HURDLE WITH HELP FROM PREMIER PROVIDER B2GNOW

SEVENTEEN YEARS AGO, JUSTIN TALBOT-STERN HAD AN ENGINEERING DEGREE AND KNACK FOR STREAMLINING ONLINE PROCESSES WHEN HE CO-FOUNDED B2GNOW IN THE MIDST OF THE DOT-COM BOOM. AS WITH ANY NEW BUSINESS IN A NEW MARKET, IT WASN’T ALWAYS EASY BUT THE COMPANY NAVIGATED A SERIES OF PIVOTS TO EMERGE IN 2004 AS ONE OF THE FIRST DIVERSITY MANAGEMENT SYSTEMS, LANDING THE CITY OF HOUSTON AS THEIR FIRST CUSTOMER.

“Since 2004, we’ve implemented systems for more than 180 customers and all are still active,” says Talbot-Stern, now CEO of B2Gnow. “This 100% retention rate is due to our commitment to help diversity programs focus on their mission.”

We are a company built on integrity and customer service, and our reputation helps us retain our current customers and attract new ones.”

It’s that market leader reputation and approach to efficient technology that led WBENC to select B2Gnow as the provider for the WBENCLink 2.0 digitization transition launching September 20.

“When it came time to decide who would be our partner for the digitization of our WBENC Certification process, we had to think about
“Our goal is to ensure WBENCLink2.0 is not a single point, but rather a community for the staff, Corporate Member, and WBE users.”

— JUSTIN TALBOT-STERN

not just the WBENC Headquarters staff and RPOs, but all of our users—including WBEs and Corporate and Government Members around the globe,” says Candace Waterman, WBENC Chief of Staff. “B2Gnow brought us the innovation, excellence, and commitment we needed to ensure our system would remain relevant and sustainable in a digital environment.”

Talbot-Stern knows that this transition will vault WBENC to a new era in the history of the organization. He is passionate about scaling the system to ensure users have the best experience now—and in the future.

“Our goal is to ensure WBENCLink2.0 is not a single point, but rather a community for the staff, Corporate Member, and WBE users,” says Talbot-Stern. “By providing dashboard management, facilitating user automation and account self-management, and bringing customer support services, B2Gnow is taking data entry off the plates of WBENC staff and RPOs so they can focus on their mission of certifying and developing world-class women-owned businesses.”

In addition to providing efficiency and increasing innovation in their technology, Talbot-Stern emphasizes the steps they take to protect the security of their users. B2Gnow follows strict protocols and regulations for data security, and they have a dedicated team exclusively devoted to maintaining and monitoring system security, performance, and availability.

“Our clientele includes government entities, and it’s why we intentionally built from the beginning a core element of our company around maintaining and protecting the data of our clients,” says Talbot-Stern.

Talbot-Stern is intentionally different in many ways. He understands his role as a male CEO in the technology space, and he is an ardent advocate for employing a workforce that reflects his customer base.

“I’m definitely a #Hes4Shes representative and advocate! We are 75% minority and women employees,” says Talbot-Stern. “The entire team working on WBENCLink 2.0 are women besides me. Our business evolution has been different from the start, and I am passionate about our team reflecting our mission. We practice what we preach!”

When it comes to the next steps, Talbot-Stern knows that the WBENCLink system will be scalable for the next generation of WBEs—which might be in the family.

“I have two daughters, Juliet and Kora, and I see them as future WBEs and maybe even President!” says Talbot-Stern. “We will launch with more than 20,000 WBENC users, but the possibilities for supporting the WBE and Corporate Member communities are endless.”

FACTOIDS:

$800B
B2Gnow tracks more than $800 billion in annual diversity contracts.

41%
41% of WBENC-Certified Women’s Business Enterprises are already using the B2Gnow system.

250,000
Supplier diversity professionals search for diverse firms 250,000 times a month in the B2Gnow system.

9.20.16
Starting September 20, B2Gnow will operate all technical customer service and support functions in teamwork with the local RPOs for users in WBENCLink 2.0.

4 YRS
B2Gnow has been on the Inc. 5000 list four years in a row.

www.b2gnow.com
As WBENC approaches our 20th Anniversary, we are excited to mark our evolution in the industry of diverse certification with the digitization of our core offering, WBENC Certification.

From 1997 to the early 2000s, our WBENC Certification program was launched, refined, and recognized by a growing number of Fortune 500 corporations. In the mid-2000s, WBENC debuted the current certification application system, hosted by CVM Solutions, making it easier for WBEs and Corporate Members nationwide to search more than 13,000 WBEs. The system quickly became a standard-bearer and model for other diverse certification systems.

“I could not be prouder to be leading WBENC as we approach the implementation of digitization,” says Pamela Prince-Eason, WBENC President & CEO. “WBENC Certification is the cornerstone of our network, and we took great care in developing this process of change, knowing that there would be challenges and obstacles on the way. In the end, we are so excited that this system will deliver better efficiency, faster innovation, and increased security for all of our users.”
IN THE SPIRIT OF THE OLYMPICS, HERE ARE THE THREE BIGGEST MEASURES OF CHANGE FOR THE NEW WBENCLINK 2.0:

EFFICIENCY

Like the efficiency in movement when aiming and throwing a javelin, the new WBENCLink 2.0 system offers a streamlined system delivering the fastest information to the user.

- No more paper documents! For the first time, documents will be submitted and collected through the system, which will help users track what is needed for completion.
- Dashboard management means the user can see their WBENC Certification application completion status and easily access all their information from one screen.
- B2Gnow customer service coupled with the RPOs’ support allows faster processing of change requests, password resets, and troubleshooting directly with users.

INNOVATION

After decades of a standard Scottish high jump, an American man named Dick Fosbury invented the backward “flop” used by all elite athletes in the sport today—innovating and changing the sport forever. WBENC Certification is a rigorous gold standard for diversity certification programs and this state-of-the-art technology transition will innovate our game.

- Introducing automation and auto-fill technology allows certifying WBE companies who are already in the B2Gnow system to file for WBENC Certification in lightning quick speeds without reentering duplicate information. Automation also means re-certification will be simpler each year.
- The single sign-on login allows users already in the B2G family to manage multiple certifications in one place and allows Corporate and Government Members to see the complete, holistic view of all their company’s certifications.

SECURITY

The shot put throw is one of the oldest sports on record. Although it looks simple, did you know that it has a long list of specific rules? WBENC believes that privacy works the same way. It may seem simple, but we have built a multi-layered security system to protect your sensitive documents while ensuring thorough protocols provided by B2Gnow.

- All WBENC Certification records and documents will be housed online on a secure server with multiple backups and protected by B2Gnow’s security team.
- Changes and updates will be logged in a change request system, ensuring system users will have a record of updates in the event of troubleshooting a problem.

WANT TO KNOW MORE? CONTACT YOUR RPO:

Stay tuned to the WBENC Blog to learn more about WBENCLink 2.0 webinars and other resources!
GROW HER BUSINESS: THE DIGITAL RESOURCE PLATFORM FOR WOMEN ENTREPRENEURS

Last year, the National Women’s Business Council (NWBC) began to collect, catalog, and categorize the best-in-class tools for women entrepreneurs. With nearly 10 million women business owners in the United States alone, it was a daunting task to create a one-stop shop for resources tailored to the women-owned business experience. Optimal Solutions Group, LLC was commissioned to conduct this research.
The result, Grow Her Business: A Resource from Start-up to Scale-up, launched last month and provides targeted resources based on the growth state of the business:

- **IDEATE**: For new entrepreneurs beginning to develop business plans.
- **START-UP**: For entrepreneurs testing their product and finding a customer base.
- **SCALE**: For established entrepreneurs who are ready to accelerate production and go big.
- **GROW**: For seasoned entrepreneurs seeking continued development.

“As of 2012, there are nearly 10 million women-owned businesses in the U.S. These firms generate more than $1.4 trillion in sales and employ more than eight million people. We believe women with innovative and scalable ideas should be able to grow their businesses, increase their receipts, and create more jobs,” says Carla Harris, NWBC Chair. “In order to do that, we also need to make sure they have access to the resources, markets and capital to ultimately sustain that endeavor. That’s why this platform is so valuable. It highlights resources, such as WBENC, that will help women to create, launch, and grow their businesses.”

“That’s why this platform is so valuable. It highlights resources, such as WBENC, that will help women to create, launch, and grow their businesses.”

**ACCESSING THE ENTREPRENEURIAL ECOSYSTEM**

The site helps business owners find technical assistance, search for educational opportunities, discover financing options, and expand their professional networks. NWBC used research methodology to consider how to collect and categorize this inventory of resources.

“We knew we had to consult the experts in the ecosystem,” says Annie Rorem, NWBC Senior Research Manager. “We reviewed publications such as Entrepreneur, social and civic ventures such as Stanford Social Innovation Review; service sector organizations such as WBENC; and government expertise such as the U.S. Small Business Administration. By working to code the data sets, we initially found more than 600 distinct resources. We were able to further define a final list of 196 best-in-class resources hosted by a total of 161 total organizations, including WBENC’s national and local RPO organizations.”

**READ THE WHITE PAPER: Resource Inventory for Growth-Aspiring Women Entrepreneurs: Findings and Future Directions**

Because the site is structured by growth stage, Rorem explains that there are great resources for all levels of WBEs, especially seasoned WBEs.

“Our platform provides specific tools for women business owners who have scaled to capacity, and are looking at a particular market, industry, or locality,” says Rorem. “When you’re at that particular level, you may not need specific tools as much as the access to the right mentor, the right network, and the right connections. Those resources are all included in Grow Her Business.”

**AN ORGANIC LIVING PLATFORM**

As National Women’s Small Business Month approaches in October, the NWBC looks forward to the engagement and feedback from the public. Rorem invites WBEs and the public to submit resources and suggestions to the site. Recommended resources will be evaluated and may be included in site updates.

“As we gather feedback, we think of this site as a breathing, living, organic platform,” says Rorem. “Anyone can suggest a resource through the site—see the open form at the bottom of the site. We encourage interaction.”

Interested in learning more about NWBC and Grow Her Business? Attend a public meeting. NWBC held its latest quarterly public meeting on August 2nd in Atlanta. Learn about upcoming meetings, sign up for the newsletter, and follow all the social media channels by visiting www.nwbc.gov.
WBE SUCCESS STORY

COMPUSAVE STRATEGIC ALLIANCE WINS THIRD PERFORMANCE EXCELLENCE AWARD FROM BOEING

JULIA WINNICKI ALREADY HAD YEARS OF EXPERIENCE DELIVERING BEST-IN-CLASS COMPUTER HARDWARE AND SOFTWARE AS A VALUE ADDED RESELLER WHEN SHE ACQUIRED THE COMPANY THAT WOULD EVENTUALLY BECOME COMPUSAVE STRATEGIC ALLIANCE IN 2004. HER PLAN WAS TO FOCUS ON DEFENSE AND AEROSPACE CUSTOMERS, AS WELL AS COMMERCIAL CUSTOMERS WHO WOULD BENEFIT FROM DETAILED, QUALITY PROCESSING.

W McNair Certification played a major role in achieving that goal. In 2007, the same year Compusave Strategic Alliance was renamed and WBENC Certified, Winnicki attended a matchmaking event with the local Regional Partner Organization, Astra Women’s Business Alliance, where she met the Boeing supplier diversity team.

“It was a key introduction, because we began the relationship with Boeing there at Astra’s event," says Winnicki. “We were subsequently invited to participate in a Boeing Supplier Diversity symposium, where we had a booth, and met with several Boeing procurement agents. Within a year, we were doing business with Boeing.”

In the years since, Compusave Strategic Alliance gained additional clients in their targeted defense and aerospace industries. Despite changing ownership, they stayed WBENC Certified with current President Sandy Winston taking over in 2010. Winnicki remains the Founder and Vice President of Sales, and Winnicki and Winston refer to themselves as the “dynamic duo.”

Winnicki and Winston are extremely proud of their retention of clients and the reputation for excellent quality assurance best practices they have refined

“Be a good vendor first. All clients rate your performance and that directly affects how you win new business. It’s extremely important.”

– JULIA WINNICKI
over the years, which led to their third Performance Excellence Award with Boeing in May.

“Superior service really drives everything we do every day,” says Winston. “It makes sense for us. Everybody wants to be a vendor to Boeing, and we are grateful to be one. They have a rigorous rating system that tracks the quality of every shipment and the delivery time. Boeing has 30,000 suppliers and only 400 to 500 get this award—so it speaks to our commitment to quality.”

Approaching perfection means Compusave Strategic Alliance builds quality assurance into everything they do with a focus on their clients’ processes. In addition to WBENC Certification, the company is AS9100C:2009 (ISO9001:2008) quality-certified, which increases their market-driven strategy.

“We have three pairs of eyes on everything we do, and we ensure there is constant communication along the process,” says Winston. “WBENC Certification helped us gain access to the business, and the market-specific aerospace quality certification (AS9000) helps us stay very close to perfect in a demanding and complex industry.”

Both Winston and Winnicki have been state leaders for Astra and have been involved on the local level with WBEs. They love talking to new women business owners and they often offer an important piece of advice: listening is the key to gaining—and sustaining—customers.

“Be a good vendor first,” says Winnicki. “All clients rate your performance and that directly affects how you win new business. It’s extremely important.”

Winston notes that the Boeing supplier diversity team has been generous with their time, and she credits the WBENC Certification with the access to continued success. But it comes with a lot of hard work.

“Your WBENC Certification is your ticket,” says Winston. “That doesn’t mean someone is going to send you a purchase order tomorrow. You have to earn that. Walk in your customers’ shoes. Don’t do it your way: do it their way. Do what they want—and what they need. You’ll see the results.”

— SANDY WINSTON

CALL FOR WBE SUCCESS STORIES

Want to see your WBENC-Certified business in the pages of our President’s Report? Reach our more than 30,000 subscribers by sharing your success story working with a Corporate Member, teaming with another WBE, or winning an award. We want to hear from you!

Email your story pitch to wbenc-news@wbenc.org
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
THANK YOU TO OUR 2016 NCBF SPONSORS!

This year at the National Conference & Business Fair, when a WBE sat down for their MatchMaker meeting it is because Allstate Insurance Company, AT&T, and Honda North America supported the program. When attendees pulled out their ActIntentionally365 books and used their day-by-day maps it was because of the support of Bristol-Myers Squibb, W.W. Grainger, Inc., InfoMart, and Technology Partners.

New this year the ACTIntentionally365 book is a dayplanner attendees took home with them to use throughout the year. It features ads from the 2016 National Conference sponsors, keeping those names and brands in front of our network 365 days a year.

Every facet of the event is made possible by the strong support of all of our sponsors. As you all settle back into the third and fourth quarters building upon relationships created in Orlando, make a point of exercising your power of decision-making with sponsors that support the business case for doing business with women by choosing to #ACTIntentionally. Support those who support us.

JOIN US ON SOCIAL MEDIA AND SHARE HOW YOU SHOW YOUR SUPPORT OF THE #WBENCCONF SPONSORS WITH #ACTINTENTIONALLY.
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PRESIDENT’S REPORT
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.

Isn’t it time to start your Legacy®?

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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.
THOUSANDS OF PEOPLE ARE READING THE WBENC BLOG! ARE YOU? THE BLOG FEATURES WBES SHARING 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 SUMMER:

**WBENC Conf Rewind**
Almost 4,000 attendees gathered in Orlando for the National Conference & Business Fair from June 22 to 24. Some of our most popular blog posts included photos and coverage of the special events:

- #WBENCConf Photo Slideshow
- Theresa Harrison’s Heartfelt Message

**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.

- William Roam
- Summer Special Roundup
- Katy’s Goodness
- Strong Stride

**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. Here are some recent posts!

- July 8: WBE Updates and Accolades
- August 5: WBE Updates and Accolades

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

- Strategies to Maximize Your Next Business Lunch
- Best Practices on Social Media

**Focus on the Forum**
We share voices of expertise from the Women’s Enterprise Forum. Learn what it takes to succeed in business from these WBENC-Certified women business owners.

- Judith Maloy – Dating and Business Relationships: What They Have in Common

**Stay Tuned For More Each Week!**

**And Don’t Miss These Special Posts:**

- A Force for Women Owned and Veteran Employment: Betta Beasley
- Top 10 Women Owned Business Facts
Q: How does your company practice diversity and inclusion?

Answer:

Diversity and inclusion, for M. Davis, means a top-down approach with support from the executive level. The practice of diversity and inclusion spans every aspect of our company. Communication to employees around the meaning of diversity and inclusion is critical. From the supplier aspect we strive for measurable results and continued increase in spend with diverse vendors each year.

Peggy Delfabbro
Chief Executive, M.Davis and Sons, Inc.
www.mdavisinc.com

My appreciation for diversity started 26 years ago when we started as a strategy consulting firm. Our clients noticed that we viewed their businesses differently. That led us to launch our diversity practice because our clients wanted more of it to make their companies better. When different perspectives are heard, appreciated, and actually woven into the fabric of business, diversity becomes the competitive advantage. No doubt about it!

Janet Crenshaw Smith
President, Ivy Planning Group
www.ivygroupllc.com

“I always say one thing about diversity and inclusion: share your values every day. It’s not enough to talk about diversity once a year. At JBC, we teach leaders to check in with their teams consistently so they know and understand where you come from and believe in your commitment to the issue.”

— JENNIFER BROWN
Having graduated in the 1960s when the doors of major corporations were still closed to most women drove me to become an entrepreneur. Because of that experience, my companies have always valued diversity. We not only value a diverse workforce, we actively join and participate in organizations that mirror our workforce, like Indy Pride, the Indy Rainbow Chamber of Commerce, and the NGLCC (National Gay & Lesbian Chamber of Commerce).

And I always encourage my buyers to recruit and onboard more WBEs, MBEs, and LGBTBEs into our supplier base. When I step forward at a business fair booth or matchmaker event to ask a corporation to open the door of opportunity for my agency, I firmly believe that it is then incumbent upon me to be able to look behind me and see a diverse supply chain.

I have found it helpful to mirror other best practices of corporations, too. It’s not always easy to find diverse suppliers who are fully capable to meet our needs today. Often, times, they’re almost ready—but not ready yet. Like many of our corporate partners, we have found that with a little bit of nurturing, a rookie supplier can quickly become game-ready. I will take these suppliers under my wing and develop a mentorship plan. Often times, I mentor the woman owner in management and process development and then pair a specialist from my team, like my director of operations, with the people who manage the sticky points in their processes, which we have identified for improvement.

Patricia A. Vanderpool, MS, LPC, CEAP, NCGC-I
President/Owner,
EAP Lifestyle Management, LLC
www.eaplifestyle.com

At the core of CFJ Manufacturing is the understanding that an inclusive culture retains top talent, drives employee satisfaction, increases productivity, and ultimately impacts the bottom line. That no one person is different due to race, religion, or sexual orientation. We strongly believe that each employee is viewed solely on his or her capacity for job performance. We employ, promote, and recognize based on nothing more than a person’s capacities and abilities to succeed and perform.

At CFJ Manufacturing there are only ambitious individuals working together, striving as a team.

Sharon Evans
CEO, CFJ Manufacturing
www.cfjmanufacturinglp.com

We felt it was important to have our own public diversity policy. It has to work both ways, so we look for diversity in our supply chain just as we hope to work with corporates for being diverse.

In hiring, we find the more diverse our team becomes the faster we grow and innovate.

Pamela Kan
President, Bishop-Wisecarver Corporation
www.bwc.com

Upcoming Question:

“How do you build in time to balance family, friends, and your personal life?”

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

Janie Calderon Goldberg
President, OmniSource Marketing Group
www.omni.cc

Success serving others is built on treating others with respect. We are drawn to others most like us. (Opposites don’t attract.) Open dialogue is encouraged in our multigenerational team, aged 19-89! The conclusion to our Diversity training was Aretha’s “R-E-S-P-E-C-T.” Clients refer to me as “the respect lady.” What an amazing compliment!

Patricia A. Vanderpool, MS, LPC, CEAP, NCGC-I
President/Owner,
EAP Lifestyle Management, LLC
www.eaplifestyle.com

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At CFJ Manufacturing there are only ambitious individuals working together, striving as a team.

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www.cfjmanufacturinglp.com