

2016

WBENC SEP

PLAYBOOK

ANDREW GAECKLE, DIRECTOR OF STRATEGIC PLANNING

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

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WBENC Overview

Founded in 1997, WBENC is the leading third-party certifier of businesses owned and operated by women, with over 13,000 WBENC-Certified WBEs. WBENC-Certification is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and other entities. Throughout the year, WBENC and its 14 Regional Partner Organizations provide opportunities for interactions between more than 650 member corporations, government agencies and thousands of certified WBEs at business building events and other forums. WBENC is a 501(c) (3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs.

WBENC and some of our latest news...

Women Owned

Across the globe Women Owned businesses supply an incredible range of products sold in retail stores everywhere. Launched in 2014, Women Owned is an initiative to enable consumers to identify those products supplied by Women Owned businesses during their shopping experience.



Any product that bears the Women Owned logo is produced by a company that is owned and operated by a woman or women, as certified by the Women's Business Enterprise National Council (WBENC) in the United States and WEConnect International globally.

The purchase of Women Owned products helps increase sales for the Women Owned businesses and in turn helps them grow. Consumers are supporting not just the individual business, but the entire economy. Women Owned businesses are growing at one and a half times the U.S. national average and in turn contribute over \$1.5 trillion dollars to the U.S. economy, employing nearly 7.9 million people, and in 2015 opened an average of 887 new businesses EVERY DAY!

From baby products to auto parts, cleaning products to specialty peanut butters, you can find the Women Owned logo in products as diverse as the women who operate these businesses.

#ActIntentionally

ACT Intentionally is a WBENC campaign that was launched this year at 2016 [Summit & Salute](#). WBENC relies on the commitment, engagement, and energy of our Corporate Members and this campaign is about bringing visibility to those members and inspiring the certified WBEs, RPOs and staff to choose to do business with them. WBENC has members in multiple industries and is building awareness in many ways so that we can support them; every decision, every day, we support those who support us.



"Choosing to buy products and services from those entities that support WOBs strengthens the commitment to inclusion and diversity through shared economic success," said Prince-Eason.

Women's businesses nationwide generate \$1.4 trillion in revenue, employ nearly 7.9 million people and have been a source of 274,000 jobs since the recession in 2007, according to the American Express OPEN State of Women Owned Businesses 2014. The collective buying power of WOBs, and their potential impact, has never been greater.

WBENC SEP Overview

WBENC SEP fosters growth for the next generation of women-owned businesses through tailored entrepreneur curriculum, a live pitch competition awarding \$10,000 in seed capital, and mentoring from the most successful Women's Business Enterprises and America's largest Fortune 500 companies. Students will also participate in experiential learning through off-site visits to WBE and corporate campuses and accelerators. Since its inception in 2008, more than 150 students have graduated from SEP. WBENC is proud to support women-owned businesses at all levels of success.

2016 Tailored Curriculum

- ❖ Entrepreneurship/Small Business What does it all mean?
- ❖ Women's Entrepreneurial Leadership
- ❖ Entrepreneurship and Opportunity
- ❖ Marketing for Entrepreneurs
- ❖ Entrepreneurial Finance
- ❖ Managing a Growing Business
- ❖ Guest Speakers Series

2016 Mentorship Program

The WBENC SEP Mentorship program seeks to enhance experience of the students at the National Conference and Business Fair, assist students in their pitch competition preparation, and support the students as they look to successfully launch a business or begin their careers. WBENC SEP connects WBENC Corporate Members known as "Student Scholar Supporter Mentors" and WBENC- Certified Women Business Enterprises (WBEs) known as "WBE Mentors" with selected WBENC SEP students. This model creates an opportunity for supplier development between the Corporate and WBE mentors while providing two valuable perspectives to the students throughout the program. WBENC seeks to find commonality between students and their selected Corporate Member and WBE Mentors based on the student's field of study, interest, and entrepreneurial or career aspirations aligning with the Corporation and WBE's industry and expertise.

Mentor Requirements

Pre-Conference:

- ✓ Mentor assists student (who is participating in the Pitch Competition) prepare for pitch competition prior to conference

During Conference:

- ✓ Mentor is invited to attend some classes/programs w/student
- ✓ Mentor introduces student to WBEs and corporate contacts throughout the event (if Mentor has a booth, offers opportunity to participate during the Business Fair)
- ✓ Mentor allows student to shadow during the Business Fair
- ✓ Mentor, if space is available, invites student to sit at designated table during meal functions
- ✓ Mentor serves as a resource for student preparing for pitch competition: answers questions during conference and listens to and supports a mock presentation by student prior to pitch competition

Post-Conference:

- ✓ Mentor will actively engage their network to assist student following the program to support the student as they work to launch their business and/or begin their careers.

2016 Schedule at a Glance

	Sunday 6/19	Monday 6/20	Tuesday 6/21	Wednesday 6/22	Thursday 6/23	Friday 6/24		
	Arrival / Welcome, Team Building and Leadership	Entrepreneurship Curriculum	Entrepreneurship Curriculum	Exhibit Fair / Day w/ Mentor	Conference Programming, Pitch Competition, Tribute Dinner	Off-Site Day / Wrap-Up and Departure		
8:00:00 AM	Students Arrive	Breakfast Hotel	Breakfast Hyatt	NCBF Breakfast		FedEx Wrap-up Breakfast Hotel		
8:30:00 AM		Off-Site (Canvs, Start-up Studio, WeVenture Orlando)	WBENC SEP Programming		Exhibit Fair / Day w/ Mentor following by Business Fair Buffet Open (12:45 - 2:15pm)		Off-Site	
9:00:00 AM				Breakfast Hotel				
9:30:00 AM				Break				
10:00:00 AM				WBENC Conf Workshops				
10:30:00 AM								
11:00:00 AM								
11:30:00 AM						Break		
12:00:00 PM				NCBF Kickoff Luncheon				
12:30:00 PM				Break				
1:00:00 PM				WBENC SEP Programming		WBENC Conf Workshops		Break
1:30:00 PM		Break						
2:00:00 PM		Break						
2:30:00 PM		Women's Enterprise Forum Keynote	Welcome Reception and Silent Auction	Off-Site (FedEx Sorting Facility)	Pitch Competition	Students Depart		
3:00:00 PM		Break						
3:30:00 PM		Break						
4:00:00 PM		Mentors Meet & Greet Reception	Wells Fargo Supplier Diversity Networking Reception	Free Evening	Break	Students Depart		
4:30:00 PM								
5:00:00 PM		WBENC SEP Welcome & Dinner			Evening Reception Disney	Students Depart		
5:30:00 PM								
6:00:00 PM	General Reception							
6:30:00 PM	Tribute Dinner / Las Vegas Launch Party							
7:00:00 PM								
7:30:00 PM								
8:00:00 PM								

2016 Detailed Schedule

Sunday	Session / Event Description	Time	Speaker	Title	Company	Location
	Welcome Event & Dinner	4:00 pm - 8:00 pm				Rosen Plaza Hotel & Yard House
Monday	Session / Event Description	Time	Speaker	Title	Company	Location
	Off-Site – Iron Gate, Canvs, Starter Studio, FireSpring Fund & WeVenture	9:00 pm - 2:00 pm				101 S Garland Ave Orlando, FL 32801
	Women's Leadership / Climate Leader / Entrepreneurship & Opportunity	2:30 pm - 3:30 pm	Beverly White	President, Chief Consultant and Founder	Business, Knowledge & Workforce	Hyatt Regency Celebration 16
	Forum Keynote	4:00 pm - 5:00 pm	Jennifer Brown	Founder and CEO	Jennifer Brown Consulting	Hyatt Regency Windermere X
	Mentor Meet & Greet	6:00 pm - 7:00 pm				Hyatt Regency Rock Springs 1 & 2
	Wells Fargo Supplier Diversity Networking Reception	6:00 pm - 9:00 pm			Wells Fargo	Blue Martini Lounge 9101 International Drive, Suite 1182, Orlando, FL 32819
Tuesday	Session / Event Description	Time	Speaker	Title	Company	Location
	Entrepreneurship & Opportunity	8:30 am - 9:10 am	Cheryl Snead	President & CEO	Banneker Industries	Hyatt Regency Celebration 16
		9:15 am - 9:55 am	Alice Turinas	Partner and Business Attorney	Turinas & Bird LLC	
		10:05 am - 10:45 am	Leah Brown	Owner and President	A10 Solutions, Inc.	
		10:55 am - 11:35 am	Jennie Nigrosh	CEO	The Green Garmento	
	Kickoff Luncheon	12:00 pm – 2:00 pm				Regency Ballroom

	WBENC Conference Workshops	2:15 pm - 3:45 pm				Hyatt Regency
	Welcome Reception and Silent Auction	4:00 pm – 6:30 pm				Hyatt Regency Windermere Ballroom
Wednesday	Session / Event Description		Speaker	Title	Company	
	Business Fair Breakfast and Keynote Speaker	8:00 am – 9:15 am	Freddie Ravel			Orange County Convention Center D2
	Business Fair & Day w/ Mentor	9:30 am – 2:15pm				Orange County Convention Center C & D1
	Off-Site - FedEx Sorting Facility	3:00 pm – 5:00 pm	Maurice Settles	Managing Director	FedEx	Orlando Airport 10445 Tradeport Drive, Orlando, FL 32827
	Evening Reception	7:00 pm – 10:30 pm				Disney
Thursday	Session / Event Description		Speaker	Title	Company	
	WBENC Conference Workshops	10:00 am – 11:00 am & 11:15 am – 12:30 pm				Hyatt Regency
	Conference Luncheon and Keynote Speaker		Carol Stiff	Vice President of Women's Sport Programming	ESPN	Hyatt Regency Ballroom
	EY Student Entrepreneur Program Pitch Competition	3:00 pm - 5:00 pm				Manatee Spring I & II
	General Reception	5:30 pm – 6:30 pm				Regency Foyer
	Tribute! Dinner and Awards Ceremony	6:30 pm – 9:00 pm				Regency Ballroom
Friday	Session / Event Description		Speaker	Title	Company	
	FedEx Wrap-up Breakfast	8:00 am - 9:30 am				Hyatt Regency Florida B
	Off-Site	9:00 am - 3:00 pm				

WBENC SEP Program Staff

Andrew Gaeckle is the Director of Strategic Planning for Women's Business Enterprise National Council (WBENC) and is responsible for program development projects and change execution strategies needed to support WBENC's growth, business strategies, programs & partnerships. Andrew started his career in management consulting working with universities, medical research institutions, and the federal government to optimizing resource utilization, enhancing organizational effectiveness, and develop strategic plans. In 2013 Andrew joined WBENC following his passion to advocate for diversity and inclusion and work with entrepreneurs and small businesses. Andrew graduated from the University of South Carolina receiving the Algernon Sydney Sullivan award for most outstanding male student of the senior class.



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Entrepreneurship Curriculum Speakers:

Leah Brown is President and Chief Health Innovator of A10 Clinical Solutions, Inc (A10) www.a10clinical.com. She founded A10 in honor of a close relative who died from HIV/AIDS in the 1980's, a time when minimal education or treatments were available to save him. A10's mission is "Healing the World" through meaningful engagements in clinical research with pharmaceutical/bio-tech companies, government agencies and academic medical institutions. A10 has supported clinical trials in oncology, women's health, diabetes, vaccines, cardiovascular disease and others.



Leah has been ranked by Fortune magazine, which named her in its 2010 Top 10 Women Entrepreneurs; Inc. magazine, which ranked A10 in its 2010, 2011, and 2012 in its top overall, health, woman-owned, black-owned, and American job-creating companies; and Black Enterprise 2011 BE 100. Leah's leadership has also garnered recognition and accolades from Bloomberg BusinessWeek, American Express OPEN, CNBC, NBC Nightly News, and others.

Leah is the co-founder of the non-profit Diversity Alliance for Science www.diversityallianceforscience.com, aimed at partnering minority, women and veteran owned suppliers with large pharmaceutical companies. Leah is a licensed attorney, has held several executive positions in the healthcare industry, and has attended executive management programs at Dartmouth College and Northwestern University.

As a National Advisory Board for the "Institute for Emerging Issues", Leah works tirelessly to bring novel ideas to the healthcare industry. The US Department of Commerce and Small Business Administration presented her with the 2011 North Carolina Minority Business Person of the Year award. She has represented the state of North Carolina in meetings with President Obama on life sciences job creation, and has hosted a Minority Owned Small Business Roundtable session with US Senator Kay Hagan, SBA Deputy Administrator Marie Johns and NC CEOs.

Jennie Nigrosh is the co-founder and President of The Green Garmento – various reusable home solutions created to help eliminate the estimated 300 million pounds of single-use garment covers that annually clog US landfills and waterways and threaten marine and wildlife.

When she was a kid, Jennie’s father owned and operated a cardboard recycling plant in New Hampshire. Recycling was never an option but a way of life for Jennie and her siblings. “I remember my parents sending us out to our neighbors’ homes to forage Sunday papers so Dad could bring them to the pulper on Monday. It was slightly embarrassing but it stuck.”

Stuck it did. Jennie has helped create a reusable garment bag that is offered by dry cleaners, hoteliers and retail within The United States and in 25 countries across the globe.



Nigrosh, who has six older siblings, has a potpourri of experiences. She’s managed a clothing store; sold cars, media and financial printing; and 7 years prior to the TGG launch, worked inside Warner Bros. Records’ Strategic Marketing Division in Los Angeles. She is proud of her company’s success thus far. She also recognizes that every step along the way, helped ready her for establishing The Green Garmento as the category’s eponymous leader.

And the rest, as they say, is her story.

Cheryl W. Snead is the President and CEO of Banneker Industries, Inc. a world-class provider of Supply Chain Management solutions, including product sourcing, value added warehousing and logistics services. Ms. Snead is Chair of the WBENC Women’s Enterprise Forum and serves on the WBENC Board of Directors. In 2014 she was inducted into the Women’s Business Enterprise Hall of Fame. In 2009 she was named a “Women’s Business Enterprise Star” by WBENC and the Center for Women in Enterprise (CWE). She is a passionate, motivational speaker advocating youth, minority and women empowerment.



Alice Turinas is a graduate of Harvard Law School and Duke University, and has more than 20 years of business law experience. As a former business attorney for a global law firm with 725 attorneys and 13 offices (London, New York, Houston, etc.), and as former senior counsel for AT&T's web businesses, Alice routinely developed, negotiated and closed complex cross-border agreements for European and American technology businesses. Alice has practiced corporate law in the UK when living in London, before resuming her legal practice in the US. Her experience in handling sophisticated transactions for global businesses enables Alice to close deals on time, and to provide high quality and cost-effective advice to mid-sized businesses on complex issues. Because Alice has counseled businesses since their inception, she brings a strategic view to typical significant legal issues. This enables her to proactively advise on long-term goals, such as exit mechanisms for founders and/or other investors, or positioning the company for an ultimate IPO or sale. Every client matters to Alice, who focuses on that client's desired outcome. She feels rewarded when executives at tech companies tell her they can better sleep at night, knowing that the important legal issues have been considered. Alice enjoys sailing, skiing and Duke Blue Devils Basketball. A native Texan and therefore a football fan from birth, she is amazed and delighted to witness Duke's football renaissance. She and her husband belong to a Westie who is a reluctant but resigned sailor.



Beverly White is President, Chief Consultant and Founder of BKW (Business, Knowledge & Workforce) Transformation Group. BKW is a Business Process Management consulting firm in Piscataway, New Jersey, providing business process and systems integrations consulting solutions that support cost reduction. The BKW vision resulted from Beverly's vast industry experience at AT&T (formerly Southwestern Bell), Telcordia Technologies and Accenture. Her career prior to starting BKW was with Accenture, LLC as an executive that included managing \$400M corporate projects for domestic and international clients. Her credentials include financial services, life sciences, government and nonprofit corporate structures. Beverly's most recent and very aggressive goal for BKW is to become the preeminent innovator in the world of sustainability for green business operations creating both stockholder and stakeholder value.



Beverly received her B.S. and M.S. degrees from the University of Arkansas Pine Bluff and Fayetteville, respectively. She obtained her Masters Certificate in Project Management from George Washington University and attended Stevens Institute for Business Process Management. She is a graduate of the Tuck School of Business sponsored by IBM and the Women's Business Enterprise National Council (WBENC). She is a group member of Project Management Institute. BKW is a certified business recognized by the WBENC in cooperation with the Woman's Presidents Education Organization (WPEO) of NYC, and is a member of the WBENC Leadership Forum, and BKW is a certified minority business through NY NJ Minority Supplier Development Council - "The Council".