GET EXCITED FOR 2017 SUMMIT & SALUTE IN NEW ORLEANS!

HOW WBEs SUPPORT PARTNERS IN LOVE AND IN BUSINESS
## 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.

### FEBRUARY 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
</table>
| 24   | WBEC-PA-DE-SNJ Get to Know Us  
Pittsburgh, Pa.  
Click here for details. |
| 28   | WEConnect International in Colombia Forum  
Bogota, Columbia  
Click here for details. |

### MARCH 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
</table>
| 2    | WPEO Annual Awards Breakfast  
New York, N.Y.  
Click here for details. |
| 2    | WBDC-MN Future Forum & 11th Annual Celebration of Success  
Minneapolis, Minn.  
Click here for details. |
| 7-8  | Sandia National Laboratories Open House  
Albuquerque, N.M.  
Click here for details. |
| 8    | CWE Wednesday, Women & Wine  
Boston, Mass.  
Click here for details. |
| 9    | GWBC POP, Too! Power of Partnering Marketplace  
Raleigh, N.C.  
Click here for details. |
| 9    | Astra Women Leadership Lunch – Greater Sacramento Region  
McClellan Park, Calif.  
Click here for details. |
| 10   | WBEC PA-DE-sNJ Annual Meeting  
Click here for details. |
| 10   | WBEC PA-DE-sNJ Executive Leadership Lunch  
Click here for details. |
| 13   | Kellogg’s 5th Annual B2B in Battle Creek  
Battle Creek, Mich.  
Click here for details. |
| 15   | GLWBC Leadership Institute for Women  
Southfield, Mich.  
Click here for details. |
| 16   | WIPP ChallengeHER Las Vegas  
Las Vegas, Nev.  
Click here for details. |
| 17   | Sandia National Laboratories Open House  
Albuquerque, N.M.  
Click here for details. |
| 21   | WBENC Summit & Salute  
New Orleans, La.  
Click here for details |
| 22   | WBDC Women-Owned Small Businesses (WOSB): Celebrating 5 Years & Looking Ahead  
Chicago, Ill.  
Click here for details |
| 28   | WBEA Geared for Growth  
Houston, Tx.  
Click here for details |
| 29   | American Express Grow Global  
Miami, Fl.  
Click here for details |
| 30   | WEConnect Global Supplier Diversity and Inclusion Symposium and Gala  
Washington, D.C.  
Click here for details |

### APRIL 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
</table>
| 2    | Enterprising Women of the Year Awards Celebration and Conference  
Fort Lauderdale, Fla.  
Click here for details. |
| 6    | BMW Supplier Diversity Matchmaker Conference  
Greenville, S.C.  
Click here for details. |
| 11   | WPEO-DC Brown Bag Lunch with AARP  
Washington, D.C.  
Click here for details. |
## TABLE OF CONTENTS

**February 2017 Edition of the President's Report**

### President's Message

#### Features

- Recognizing Black History Month
- Summit & Salute: Corporate Presenting Sponsor Spotlight: EY
- Summit & Salute: WBE Presenting Sponsor Spotlight: ASAP Solutions Group
- Announcing America’s Top Corporations for Women’s Business Enterprises

### Certification

- WBEs Find Partners in Love and Business
- Women Owned Backstory: Continuing a Family Legacy with Muffin Mam

### Engagement

- WBE Success Story: Four WBEs Inducted Into WBE Hall of Fame
- Summit & Salute: Know Before You Go!
- By the Numbers: WBENC’s Summit & Salute

### Opportunities

- Opportunities Open Doors
- Join, Read, Discuss: The WBENC Book Club

### Resources

- WBENC Blog Round-Up
- Healthy Habits: Improving Your Movement Throughout the Day

### Advertisers’ Index

- 2017 Summit & Salute Save the Date
- Legacy Bracelet
- ACT Intentionally
- Women Owned
- 2017 National Conference & Business Fair Save the Date
- WBENC Shop

### Editorial Team

**Editor-in-Chief**
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President and CEO
Candace Waterman
Chief of Staff
LaKesha White
Senior Compliance Manager

### New Corporate Members:

BlueCross BlueShield of Tennessee, BorgWarner, Federal Home Loan Bank of San Francisco, Mayo Clinic, State of Minnesota

www.wbenc.org // February Edition 2017
What an exciting time to be part of the WBENC network! We are celebrating 20 years of growth and success as well as planning for a future full of opportunities for Women’s Business Enterprises (WBEs).

WBENC and our 14 Regional Partners offer the strongest certifications for women business owners, including WBENC and WOSB Certifications. Our teams are laser-focused on women’s business development, which allows our network to elevate our most qualified WBEs’ products and services to Corporate and Government Members, as well as other WBEs.

As we celebrate our 20 years of success, I hope you will be joining us throughout the year to engage in this mission of inclusive commerce.

Next month’s WBENC Summit & Salute, in New Orleans from March 21 to 23, is shaping up to be our most successful. Our event theme “Reflection & Vision” will take center stage as you meet many of our past leaders who are now returning to serve as part of our Legacy of Leaders program. These alumnae WBEs (Women Of Distinction) and Corporate Board members (EnCORE) are reconvening to ensure strong support with our current Board and current RPO leaders to create the visionary trajectory for our next 20 years.

Our special thanks to all WBENC Board Members, and especially to our Executive Team led by Theresa Harrison, who meet monthly with WBENC to provide ongoing strategic support. Please join us in New Orleans to not only meet current leaders, but also to meet our newest leaders.

Welcome to our Board Members:

**DOUGLAS FISHER**
STRATEGIC PROCUREMENT MANAGER
EXXON MOBIL CORPORATION

**PIYUSH BHARGAVA**
VICE PRESIDENT, INDIRECT PROCUREMENT & PACKAGING
DELL INC.

**NEDRA DICKSON**
GLOBAL SUPPLIER DIVERSITY & SUSTAINABILITY LEAD
ACCENTURE

I would like to acknowledge leaders who are taking on additional responsibilities as part of their roles on our Executive Team:

**DAVID DROUILLARD**
SECRETARY
EXECUTIVE DIRECTOR,
GLOBAL PURCHASING & SUPPLY CHAIN
GENERAL MOTORS COMPANY, LLC

**DEBRA STEWART**
CHAIR, NATIONAL CERTIFICATION COMMITTEE
MANAGER, SUPPLIER DIVERSITY & DIVERSITY OUTREACH
SHELL

I would also like to thank those who have just completed their term on our Board:

**KEELI JERNIGAN**
PRESIDENT & CEO
TRANS-EXPEDITE, INC.

Looking back to the future.

**CATHI COAN**
PRESIDENT & CEO
TECHWAY SERVICES, INC.

**APRIL DAY**
PRESIDENT
WOMEN’S BUSINESS ENTERPRISE ALLIANCE

**PR INSTITUTIONS**

**PRESIDENT’S MESSAGE**

**PRESIDENT’S REPORT**

**REFLECTION & VISION SUMMIT & SALUTE 2017**

**20 YEARS**

**NATIONAL CONFERENCE & BUSINESS FAIR 2017**

**JUNE 20-22, 2017, LAS VEGAS, NEVADA**
RECOGNIZING BLACK HISTORY MONTH

**OUR MISSION AS THE LEADER OF WOMEN’S BUSINESS DEVELOPMENT MEANS UNDERSTANDING THAT OUR WOMEN BUSINESS OWNERS ACROSS THE NATION FACE UNIQUE CHALLENGES BASED ON THEIR IDENTITIES. WE HOPE OUR 2017 SUMMIT & SALUTE THEME OF “REFLECTION & VISION,” ENCOURAGES ALL OF US TO ACKNOWLEDGE THIS DIVERSITY OF PERSPECTIVES IN ENTREPRENEURSHIP AND LOOK TO A FUTURE WHERE WE CREATE THE PATHWAYS TO EQUALITY AND INCLUSION.**

As we recognize Black History Month, let’s celebrate the increase in the number of women of color who have launched their own business, which has more than doubled since 2007, to nearly 5 million. Women of color comprise fully 44% of all women-owned firms, according to the American Express OPEN’s State of Women-Owned Businesses Report.

The National Women’s Business Council (NWBC) recently released additional research in their United We Thrive 2016 Annual Report, including the impressive statistic that of nonfarm and privately held Black businesses, 58.9% are women-owned. In addition, we learned that the five top states for Black women-owned businesses are the following:

- **MICHIGAN**
- **WISCONSIN**
- **INDIANA**
- **ILLINOIS**
- **OHIO**

Yet despite minority-owned WBEs (MWBEs) being one of the fastest growing segments of new business, according to the American Express OPEN report, the average MWBE annual revenues are less than half that of the average non-minority women-owned firm. Overall, women-owned businesses average $143,431 in annual revenue, with non-minority women-owned firms averaging $201,948 in annual revenues and minority women-owned firms averaging $68,982.

At WBENC, we know there is work to be done to create an economy of equality and inclusion. We are surrounded by a driven, diverse network of more than 14,000 WBENC-Certified WBEs who work together to level the playing field and celebrate the contributions of all women business owners. As you join me in celebrating Black History Month, focus on what you personally can do to impact equality and inclusion of MWBE women.

Learn more about this benchmark data by downloading the NWBC’s Fact Sheet Black Women-Owned Businesses.
**SUMMIT & SALUTE**

**CORPORATE PRESENTING SPONSOR SPOTLIGHT: EY**

**PUSH FORWARD TOWARD THE HORIZON.** One of our Summit & Salute Corporate Member Presenting Sponsors, EY Global Diversity and Inclusiveness Leader and WBENC Board Chair Theresa Harrison, shares how she observed WBENC and the marketplace grow over the years, and what we can do together to continue to lead the development of women business leaders across the nation.

**Q:** As one of the early adopters of corporate diversity and inclusion, EY has been a longtime WBENC Corporate Member. As our numbers of Certified WBEs have swelled to more than 14,000, can you speak to the enduring value of an inclusive supply chain and the value of WBENC Certification?

**A:** Reflecting on 20 years of WBENC, we are so proud EY has been a big part of this story. WBENC’s vision and mission is about women’s business development, and that is a key platform in EY’s Women. Fast forward. WBENC Certification is a key access point to develop competitive women business owners in the marketplace. As we continue to increase tools and resources available to WBEs on a national and regional level, more women business owners will take advantage of WBENC Certification.

**“By seeking out diversity, the magic of innovation really does happen.”**

—-Theresa Harrison, Global Diversity and Inclusiveness Leader, EY

**Q:** In an organization as large as EY, leadership can take many forms. How have you been an advocate for women leaders over the years? Has it changed as you’ve grown as a leader?

**A:** Overseeing the Diversity & Inclusiveness Procurement initiative has provided me the opportunity to advocate for women to accelerate growth and harness the potential of women entrepreneurs worldwide. This role has allowed me to grow as a leader by providing an opportunity to work alongside both dynamic colleagues and suppliers with whom I have been able to exchange brain trust. Additionally, I have grown by understanding the realized impact of the program which allows women business owners to fuel innovation and provide true economic growth worldwide.

**Q:** Since WBENC was founded in 1997, the workplace environment has completely changed and progress...
has been made. Yet today women business leaders still face challenges reaching the C-suite or gaining access to capital. How do you see WBENC and corporations like EY working together to continue to erode those barriers in coming years?

A: The World Economic Forum in its Global Gender Gap Report 2016 estimated it will take 170 years to achieve global gender parity in the workplace. At EY, we embrace gender parity now—and every year we ask people to join us in our community to work toward faster change. We ask questions, present research, and share solutions. Learn more at Women. Fast forward.

Q: If you could tell WBEs one aspect to focus on over the next three years, what would it be?

A: Review EY’s Entrepreneurial Winning Women program and our 5 Ways to Win, which detail five key things successful businesses can do to scale a small company into a larger one:

1. Think big and be bold.
2. Work on the business rather than in it.
3. Establish key advisory networks.
4. Build a public profile.
5. Evaluate financing for expansion.

This advice comes from our long experience working with women entrepreneurs, and we’ve seen these actions make a huge difference time and time again. Because women entrepreneurs are prone to underestimating what they can accomplish, my advice starts with “Think big and be bold.” Don’t limit yourself and your potential!

Q: How has WBENC Certification helped differentiate ASAP Solutions Group?

A: Our clients do business with ASAP because we deliver in the most challenging of all situations and having WBENC Certification is definitely “the icing on the cake.” Since 2002, WBENC has been the gateway to accessing our key clients and our wish list of clients who embrace our core values. Our growth has been a direct correlation to being involved with WBENC.

Q: As a leader in IT staffing firms, how have you been an advocate for women leaders over the years?

A: I have always tried to lead by example for all women leaders. To win at the game of business, I believe you must be in the game and not on the sidelines. My philosophy is that business isn’t always about how much revenue we can achieve, but it is more about delivering a client experience that is far better than any they have ever received. As a collective group, we must be
the catalyst of change and help all WBEs accomplish their dreams while giving back to our communities.

One of the most flattering comments I continue to receive is that I am the same person I was when that individual first got to know me. WBENC has helped me grow both personally and professionally. The connections that I have made over the past 20 years have had an immense impact on my life and our success. Many have started out as connections, but have ended up being very close friends.

Q: Since WBENC was founded in 1997, the workplace environment has completely changed and progress has been made. Yet today women business leaders still face challenges reaching the C-suite or gaining access to capital. How do you see WBENC-Certified business owners working together to continue to erode those barriers in coming years?

A: I recall a conversation with Cheryl Stevens when I was the Chair of the Women’s Enterprise Forum. We were discussing the power of our voice as WBEs. She said, “If the WBEs could come together as one, our voice would be incredibly strong and powerful.”

I took that conversation to heart and started positioning that thought leadership, which has been carried on by future Chairs. I believe our voice is stronger, but we have yet to grasp the strength of our collective voice and how it could truly become the catalyst for change. I believe the organization is stronger today than it has ever been. We still have more to tackle in positioning the powerful force of all WBEs.

Q: As a WBENC-Certified business owner, why is it important to consider your supply chain? What are your goals around WBE-spend from Tier I or Tier II suppliers?

A: Throughout many years, I continue to tell our clients and future clients that we all have something in common: Our businesses started at zero revenues and someone had to believe in our businesses to see us grow.

Small and mid-size businesses are the growth engine of our country and it’s our future for our children and society. Usually if we look hard enough, we will find a fellow WBE and/or MBE to satisfy our needs. It also makes me proud knowing that we are helping others follow their dreams. In my heart, I know someone helped me get started and why not help a fellow WBE get started! Isn’t this truly what WBENC is about—a community supporting each other and helping the growth of all WBEs!

Q: In addition to being a national sponsor, ASAP Solutions Group is also dedicated to working with the local RPO GWBC, helping women-owned businesses work on their businesses instead of just in it. What is the importance of WBEs getting involved on the local level?

A: I believe if you are a true leader, then you are involved at all levels of business, organizations, and communities. I also believe it is my responsibility to “pay it forward” and encourage all WBEs to get in the game and play to win. Many business owners think that branding is just around their business, but it is also actually around you, the business owner. I still believe that clients do business with people they know and trust. Working locally with the RPOs helps to build both your company’s brand, but most of all, your brand.

“As a collective group, we must be the catalyst of change and help all WBE’s accomplish their dreams while giving back to our communities.”

— NANCY WILLIAMS, CEO, ASAP SOLUTIONS GROUP

www.myasap.com

ASAP
PRESENTING SPONSORS

March 21–23, 2017
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SAVE THE DATES

March 21–23, 2017
REGISTER NOW AT SUMMIT.WBENC.ORG
ANNOUNCING AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES

MORE THAN 1,500 ATTENDEES WILL COME TOGETHER IN NEW ORLEANS FOR THE SUMMIT & SALUTE NEXT MONTH TO HELP WBENC PROUDLY CELEBRATE 20 YEARS OF WOMEN’S BUSINESS DEVELOPMENT AS WELL AS RECOGNIZE 59 CORPORATIONS WITH THE PRESTIGIOUS 2016 AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES (WBES) AWARD.

These exceptional Corporate Members have played a significant role in the success of WBENC, making a substantial impact on the growth and advancement of WBEs, and supporting the organization’s mission and vision for two decades. The Top Corporations’ collective spend in 2015 with WBEs exceeded $35.7 billion, fueling economic growth while breaking down barriers for women-owned businesses.

“Our Top Corporations know that stronger WBEs will drive new sources of revenue, deepen customer satisfaction, and generate a stronger economy,” says Pamela Prince-Eason, WBENC President and CEO.

In 1999, WBENC conducted its first “Search for America’s Top Corporations for WBEs” as a result of initial research on Corporate Best Practices. Through the study, WBENC identified and produced the first list of Top Corporations, with 15 companies recognized for their achievement.

In addition to recognizing the 2016 Top Corporations, WBENC will unveil the Women of Distinction and EnCORE, honor past leaders and WBE Stars, and other influential contributors who have enabled two decades of success.

WBENC’s 2016 America’s Top Corporations for Women’s Business Enterprises are (in alphabetical order):

- ACCENTURE, LLP
- ALLSTATE INSURANCE COMPANY
- ALTRIA GROUP
- AT&T
- AVIS BUDGET GROUP, INC.
- BANK OF AMERICA
- BP AMERICA, INC.
- BRISTOL-MYERS SQUIBB COMPANY
- CAPITAL ONE
- CARGILL
- CHEVRON
- THE COCA-COLA COMPANY
- CVS HEALTH
- DELL TECHNOLOGIES
- DTE ENERGY COMPANY
- DUPONT
- ENERGY SERVICES
- ERICSSON NORTH AMERICA
- EXXON MOBIL CORPORATION
- EY
- FEDEX
- FIAT CHRYSLER AUTOMOBILES
- FORD MOTOR COMPANY
- GENERAL MOTORS
- IBM
- INTEL CORPORATION
- JOHNSON & JOHNSON
- KAISER PERMANENTE
- KELLOGG COMPANY
- KELLY SERVICES, INC.
- THE KROGER CO.
- MACY’S, INC.
- MANPOWERGROUP
- MARRIOTT INTERNATIONAL, INC.
- MERCK
- METLIFE
- MGM RESORTS INTERNATIONAL
- MICROSOFT
- MONSANTO COMPANY
- NATIONWIDE
- NISSAN NORTH AMERICA, INC.
- NOKIA
- PACIFIC GAS AND ELECTRIC COMPANY
- PEPSICO, INC.
- PFIZER INC.
- PITNEY BOWES, INC.
- PROCTER & GAMBLE
- RAYTHEON
- ROBERT HALF
- SHELL OIL COMPANY
- TARGET CORPORATION
- TOYOTA
- UNITED AIRLINES
- UPS
- VERIZON
- VISTRA ENERGY
- WAL-MART STORES, INC
- WELLS FARGO & CO.
- THE WALT DISNEY COMPANY
2016 TOP CORPORATIONS FACTS

$$$ SPENT WITH WBES
$35.7 BILLION
Actual: $35,783,252,104 (FY 2015 reported)

2016 TOP CORPORATION INDUSTRIES REPRESENTED
1) Aerospace & Defense
2) Agriculture & Mining
3) Arts, Entertainment & Recreation
4) Automotive
5) Biotech & Pharmaceutical
6) Business Services
7) Consumer Products
8) Energy & Utilities
9) Financial Services
10) Information Communication Technology
11) Insurance
12) Nonprofit
13) Professional & Technical Services
14) Retail
15) Technology
16) Transportation & Logistics
17) Travel & Hospitality

PERFORMANCE GOALS & BONUS COMPENSATION
Percentage of the 2016 Top Corporations that have supplier diversity tied to both is

85% for Executives / Senior Managers
86% for Sourcing / Procurement Staff

REGIONAL PARTNER ORGANIZATION INVOLVEMENT
100% of the 2016 Top Corporations engage with WBENC nationally and locally

SUPPLIER DIVERSITY MENTIONED IN ANNUAL REPORTS
81% report Supplier Diversity in their Corporate Social Responsibility Report. 29% also include Supplier Diversity in their Corporate Annual Report

SUPPLIER DIVERSITY ADVISORY BOARDS
80% of 2016 Top Corporations have a Supplier Diversity Advisory Board
51% Internal Staff Only
29% Internal Staff and External Members

100% TIER 1
provide supplier development programs for their Tier 1 WBES suppliers including scholarships, education/training, mentorship, etc.

100% TIER 2
also provide supplier development for Tier 2 suppliers

MENTORING / SUPPLIER DEVELOPMENT
53%

CEO ENDORSING SUPPLIER DIVERSITY
88% of the 2016 Top Corporations disseminate a CEO statement regarding supplier diversity externally

SUPPLIER DIVERSITY IN SUPPLIER SCORECARD
90% have Supplier Diversity as a component of their Supplier Scorecard

SET TIER 1 GOALS
95%

SET TIER 2 GOALS
78%
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1-800-704-0546
20TH ANNIVERSARY
WBENC CELEBRATES WOMEN OF DISTINCTION

WBENC RECENTLY KICKED OFF OUR 20TH ANNIVERSARY YEAR BY ANNOUNCING LEGACY OF LEADERS, A PROGRAM ESTABLISHED TO RECOGNIZE CONTRIBUTIONS OF AN EXCLUSIVE SET OF WBENC-CERTIFIED WOMEN BUSINESS OWNERS AND CORPORATE MEMBERS WHO HAVE SERVED AS LONG-TIME ADVOCATES FOR WOMEN’S BUSINESS DEVELOPMENT.

Under the Legacy of Leaders umbrella, the 25 women leaders who comprise the inaugural group of Women of Distinction are engaged Certified WBEs who have shown a deep commitment to the organization over the last two decades. Also included under the Legacy of Leaders is the EnCORE group, a group of former Corporate Members who dedicated their careers to the development of women owned businesses. These leaders will be celebrated center stage at WBENC’s Summit & Salute held in New Orleans next month from March 21 to 23.

“This Women of Distinction program was designed to establish a strategic role for our highly successful and dedicated WBEs as advisors to WBENC, supporting the growth and success of all WBEs,” said Pamela Prince-Eason, WBENC President and CEO. “This program allows leaders to give back to a community they feel passionate about while playing a key mentorship role.”

http://summit.wbenc.org/women-of-distinction

Congratulations to the following Women of Distinction:

TARA ABRAHAM
Accel inc

ALTA BAKER
Safe Haven Enterprises, LLC

HIMANSHU BHATIA
Rose International, Inc.

REBECCA BOENIGK
Neutral Posture, Inc.

MICHELLE BOGGS
McKinley Marketing Partners, Inc

JANICE BRYANT-HOWROYD
The Act 1 Group

BILLIE BRYANT-SCHULTZ
CESCO, Inc.

JULIE COPELAND
Arbill

SHARON EVANS
CFJ Manufacturing

MAGGIE HARDY MAGERKO
84 Lumber Company

LYNNE MARIE FINN
Superior Workforce Solutions, Inc.

EARTHA JEAN JOHNSON
Risk Mitigation Worldwide

BRENDA LOUBE
Corporate Fitness Works, Inc.

OLSA MARTINI
OLSA Resources, Inc

TERRI MCNALLY
Global Capital Ltd.

SHARON OLZEROWICZ
Hired By Matrix, Inc.

PAMELA O’ROURKE
Icon Information Consultants, LP

RANJINI PODDAR
Artech Information Systems LLC

PATRICIA RODRIGUEZ CHRISTIAN
CRC Group, Inc.

ANDRA RUSH
Rush Trucking Corporation

LESLEI SAUNDERS
Leslie Saunders Insurance Agency, Inc.

CHERYL SNEAD
Baneker Industries, Inc.

LYNN TILTON
Patriarch Partners, LLC

NINA VACA
Pinnacle Group

NANCY WILLIAMS
ASAP Solutions Group, LLC
WBEs FIND PARTNERS IN LOVE AND BUSINESS

WORK-LIFE BALANCE TAKES ON A WHOLE NEW MEANING WHEN YOUR BUSINESS PARTNER IS ALSO YOUR SPOUSE. THREE WBENC-CERTIFIED COUPLES SHARE HOW THEY’VE BUILT SUCCESSFUL COMPANIES AND MARRIAGES TOGETHER. FORGET ANY MISCONCEPTIONS ABOUT CUTE COUPLES RUNNING A PIZZA PARLOR TOGETHER. THESE WBEs HAVE LEARNED TO RELY NOT ONLY ON INDUSTRY KNOWLEDGE AND FORTUNE 500 EXPERIENCE, BUT ALSO ON EACH OTHER AS THEY GROW THEIR COMPANIES AND COMPETE FOR BUSINESS.

FINDING WHAT WORKS FOR EACH OTHER

Learning to work together effectively can take time and experimentation, and these couples know that it’s not all work all the time.

“It’s been an interesting balancing act,” says Rodriguez Christian. “There are some days when you have to turn the business off, and there are days that become 24-hour workdays. We’re very conscious to take time out to refresh ourselves as a couple.”

Beavers and Floyd initially worked side-by-side around the clock when they formed 5 Star Office Furniture.

“It took us a little while to figure out our roles,” says Floyd. “To have a happy life together, we found out my wife should be in charge of the sales. Carey develops relationships with clients and they love her. I am the decision-making person tackling business issues, such as invoicing, taxes, and insurance.”

Realizing they could be complementary partners at work as well as at home was a relief for both women. Beavers appreciates that she doesn’t need to be involved in day-to-day crunching of numbers.

Patricia Rodriguez Christian and Larry Christian

Dori Kelner and Larry Hugg

Carey Beavers and Trish Floyd

own CRC Group, Inc., providing corporations with mailroom/warehouse services and commercial paint contracting.

own Sleight-of-Hand Studios, a website development agency that helps organizations evaluate, conceptualize, and solve digital challenges using innovative technology.

own 5 Star Office Furniture, Inc., supplying high-quality office furniture products, ergonomic accessories, and professional installation services to government clients.

Patricia Rodriguez Christian and Larry Christian, Owners, CRC Group, Inc.
“What I’ve learned about Trish is that she can really focus and do her job well and take care of all the things I don’t like to do,” says Beavers. “Just like she’s a great wife and cook, I don’t have to look at everything she does—and I don’t want to.”

All three couples discussed working together from the beginning of their relationship and committing to their professional life together formed an important part of their bond. In fact, Kelner is proud that most clients of Sleight-of-Hand Studios aren’t aware she and her husband are married.

“Because our competitors are other large web agencies, it’s important to stay professional in our interactions with potential clients. We want people to feel like we’re not standing there as husband and wife, we’re standing there as business owners.” – DORI KELNER

When Rodriguez Christian was diagnosed with leukemia, Mr. Christian picked up extra shifts as the primary caretaker at home as well as keeping an eye on CRC Group, Inc. Employees stepped up to keep the company running smoothly while the couple navigated medical treatments and family care.

“I knew Patricia was a fighter,” says Mr. Christian. “The hardest part was being both dad and mom, especially when I picked our son up from school, and we’d go down to the hospital. It was a trying time for all of us not to break down.”

Rodriguez Christian credits Mr. Christian for encouraging the family and supporting her leadership of the business through the stressful time.

“Larry is a very large personality,” says Rodriguez Christian, who is now in the recovery process following a bone marrow transplant. “He’s a very gregarious person, and that was one of the things that I got to enjoy during a very difficult time: his unrelenting positive attitude that it’s all going to be okay, we’re going to get through this together.”

Even when it comes to smaller daily struggles, working with a spouse can provide a richer source of support for everyday entrepreneur challenges.

“If your partner gets down, you need to say it’ll work out, it’s going to be fine,” says Beavers. “When the other person’s anxious, it helps to suggest ways to calm down and take a step back.”

Hugg joked that working with a spouse takes away the “safety valve” of venting about annoying co-workers after hours. But there’s no one he’d rather do business with.

“Because our competitors are other large web agencies, it’s important to stay professional in our interactions with potential clients. We want people to feel like we’re not standing there as husband and wife, we’re standing there as business owners.” – DORI KELNER

Carey Beavers and Trish Floyd, Owners, 5 Star Office Furniture, Inc.

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Hugg joked that working with a spouse takes away the “safety valve” of venting about annoying co-workers after hours. But there’s no one he’d rather do business with.

“Because our competitors are other large web agencies, it’s important to stay professional in our interactions with potential clients. We want people to feel like we’re not standing there as husband and wife, we’re standing there as business owners.” – DORI KELNER

Carey Beavers and Trish Floyd, Owners, 5 Star Office Furniture, Inc.

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Hugg joked that working with a spouse takes away the “safety valve” of venting about annoying co-workers after hours. But there’s no one he’d rather do business with.
“One of the challenges of starting a business partnership is finding someone you know well and can trust,” says Hugg. “That’s a given about your spouse; there’s no issue there. Having someone you trust and love with you every day is a positive.”

**BRINGING THE WBENC NETWORK ON BOARD**

All three couples have been involved in WBENC, including attending local RPO and national WBENC events like the National Conference & Business Fair together. Kelner will be in New Orleans next month for the 20th Anniversary celebrations at Summit & Salute, and she feels lucky to have found WBENC after trying a series of networking meetings in the Washington, D.C. area.

“The WBENC Certification process really made me think ‘this is something different,’” says Kelner. “The access to the Corporate Members has helped us to be more conversant in what our offerings are or what’s needed in corporate America right now. The opportunity to talk to both WBEs who are really serious about their business and engaged Corporate Members keeps our business moving forward.”

Both Kelner and Rodriguez Christian participate on the national Women’s Enterprise Forum, and Rodriguez Christian serves on the leadership as the Forum’s 1st Vice Chair. She underscores the importance of WBENC’s commitment to growing a community of dedicated women business owners.

“As an entrepreneur, you have to be passionate about what you do, and you have to be passionate about delivering quality,” says Rodriguez Christian. “WBENC gets that. I think sometimes marriage is romanticized. Although the romance is why we’re together, there’s so much more that keeps Larry and I together—and one of those is our commitment to the business.”

Blending love and business can result in insight, support, and trust. For these WBEs, bringing their business and marriage together is a sound strategy to strengthen both.

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Dori Kelner and Larry Hugg, Owners, Sleight-of-Hand Studios

www.5starofficefurniture.com
www.crcgroupinc.com
www.sohstudios.com
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
"My mom had two small kids and another on the way," says LaFreniere. "She didn't have a high school diploma or a college education, but she had a lot of tenacity. She knew she needed to make money and she knew she liked to bake."

After expanding into local grocery stores, Muffin Mam quickly grew from a small local bakery, to a 23,000 square foot building in 1994, and then to a 55,000 square-foot building in 1998. The success has only continued. "The building seems tiny now, but we have learned a lot about lean manufacturing. I believe we produce more per square foot than anyone else in our category of wholesale bakery," says LaFreniere.

Muffin Mam is one of the first bakeries in the nation to produce a traditionally shelf stable clean label product line, free of 155 unwanted additives and...
preservatives for the private label fresh bakery category. Taking on the Muffin Mam product development and the company’s employees was challenging for LaFreniere in 2014, she admits she was completely new to the world of manufacturing.

“The only way I know how to learn as a leader is to start from the bottom and work my way up, so I heaved the oven racks; I scrubbed with the sanitation team, mixed the bowls, did all the positions within the company, and spent my time just learning the operations,” says LaFreniere. As LaFreniere grew as a leader, so did her involvement with WBENC. Although her mother had sought WBENC Certification, the transfer in leadership had caused the company’s certification status to lapse. LaFreniere made it a priority to get recertified by June 2015 and attend functions with the local RPO, Greater Women’s Business Council (GWBC).

Because of LaFreniere’s resolve, GWBC President Roz Lewis became invested in her leadership development, and the local RPO sponsored LaFreniere’s attendance at the 2015 WBENC’s National Conference & Business Fair in Austin, Texas and helped her get into a mentorship program ran by GWBC. LaFreniere also completed the Tuck-WBENC Executive Program in 2015, all while restructuring Muffin Mam.

“For me the most impactful thing that WBENC has offered is the mentorship and the community. When I came in I was really shaky and not confident at all. After going through the Tuck-WBENC Executive Program, I learned that my intuition isn’t wrong, I just have to have the courage to stand up and say it even when it’s not popular.”

LaFreniere attributes part of Muffin Mam’s success to her involvement in WBENC and the Women Owned logo program. She is excited to display her pride on the website and hopes to integrate the Woman Owned logo into some of her labels for private brands. She also plans on further developing her relationships within the WBENC network.

“I think that there’s a lot to be lost by approaching your certification as ‘How do you get business from this certification?’ and while it’s certainly an objective, it’s something that comes a lot more naturally if you pursue people and relationships,” says LaFreniere.

In 2016 Muffin Mam’s sales grew 14% over the previous year. It was so successful that Muffin Mam was featured in Food and Drink Magazine and recognized at the Top Women in Grocery Gala held last November. The company was also recognized in the 2016 Bakery Redbook by Sosland Publishing.

Yet LaFreniere is not content to sit on her laurels. After such a successful year, LaFreniere plans to continue to grow Muffin Mam in 2017, including expanding her operations while pitching her own clean label product line to potential customers.

“Being Women Owned and meeting WBES who really took me under their wing and helped me have a strong voice when I really didn’t feel like I had earned it—WBENC is part of what made 2016 our best year yet. I can’t wait to see what comes next,” says LaFreniere.
#BuyWomenOwned

Proudly supporting those who support Women Owned businesses

Bringing consumer recognition to products supplied by Women Owned companies

Learn more at www.womenownedlogo.com
WBE SUCCESS STORY

FOUR WBENC-CERTIFIED WBEs INDUCTED INTO WBE HALL OF FAME

The WBE Hall of Fame is a nonprofit organization launched in 2009 to recognize the contributions of women entrepreneurs in their communities, as well as their accomplishments within their industries. Through a network of women’s business development organizations, corporations, government advocates, and women-owned enterprises, the WBE Hall of Fame spotlights best practices and insights, as women create businesses that help build a stronger economy.

2016 WBE Inductees:

**CARMEN CASTILLO**, President and CEO of SDI International Corp., which provides fully scalable global procurement solutions centered on procure-to-pay and source-to-pay for the final stages of the supply chain.

**JULIE COPELAND**, CEO of Arbill Industries, Inc., a leading provider of safety services, safety technology, and safety products in the United States.

**ROSA SANTANA**, Founder and CEO of Santana Group dba Integrated Human Capital and Forma Automotive, LLC, a Texas-based group of companies providing innovative outsourcing solutions to organizations across all industries.

**TERRI QUINTON**, President of Q2 Marketing Group, an award-winning marketing and business development firm that assists small and mid-size companies with connecting to prime target markets. She is also CEO of Alliance of Diversity Printers, LLC, a printing, warehousing, and fulfillment company with a national footprint.

The induction ceremony celebrated nine individuals and one corporation on November 29 at the Four Seasons Resort and Club Dallas at Las Colinas in Irving, Texas. During the ceremony the WBE Hall of Fame also recognized Randall Stephenson, the CEO of WBENC’s Corporate Member AT&T Inc. and inducted Lillie Knox, in memoriam, as the Corporate and WBE Advocate. The ceremony was hosted by American Institute of Diversity & Commerce (AIDC) is a 501(c)(3) organization that focuses on education, research, best practices, validation, and recognition of performance in diversity and inclusion.

“This is the 8th anniversary of the WBE Hall of Fame awards and we continue to receive nominations of outstanding individuals who deserve this special recognition,” says Tom Trotter, AIDC Chairman of the Board. “This year’s international class of inductees have demonstrated their devotion to the success of WBEs. We look forward to recognizing additional winners next year.”

For a complete list of inductees, visit [www.wbehf.org](http://www.wbehf.org).
SUMMIT & SALUTE
KNOW BEFORE YOU GO!

GET PREPARED!
Review the schedule and site details. Know who is being honored from America's Top Corporations, our Women of Distinction, and our new EnCORE program. Know the event sponsors and make a point to thank them. Arriving prepared sets you up for a productive week.

SELECT YOUR SESSIONS!
The Summit & Salute sessions will focus on “The Industry of the Future” and will consist of representatives from America’s Top Corporations for Women’s Business Enterprises. There are three concurrent session opportunities, so be sure to read the session descriptions and select the best sessions for you!

STAY INFORMED!
Download the event mobile app (available in early March) and stay connected to the latest and greatest Summit & Salute info. Check-in to the Attendee section. Make sure your information is available and accurate – this is your opportunity to make your contact information available to all attendees.

GET INVOLVED!
Join the Women’s Enterprise Forum on Tuesday, March 21st for a chance to share experiences, hear from experts, and understand more about the WBENC network and how to navigate it. This extraordinarily welcoming group of WBEs is an incredible resource and you’ll be sure to have an engaging afternoon. Don’t miss Kate Megan, Negotiation Leader at EY, speak about “What Matters” in her keynote at 4:00 PM.

PREP TO CONNECT!
Are you ready for Meet & Greet and 1:1 MatchMakers? If you registered before Early Bird, you will receive the table assignments for Meet & Greet before the event. Pick your top 5 to 10 targets and develop your game plan for navigating the room. If you receive a 1:1 MatchMaker meeting, make sure to do your research and arrive at your meeting with a deep understanding of the corporation. Make sure to print off your schedule and arrive 20 minutes prior to your meeting.

PREP YOUR MATERIALS!
Update your business cards and capability statement. People still want them! Make sure your marketing materials truly reflect your business as it is today.

GET ENGAGED BEFORE YOU’RE ONSITE!
Join the conversation on WBENC’s social media, including Facebook, LinkedIn, Twitter, and even Instagram so you never miss a thing. Follow along and use hashtags #SummitSalute and #WBENCis20 and connect with fellow attendees.
BY THE NUMBERS:
WBENC'S SUMMIT & SALUTE

SPONSORED BY ACCENTURE, EY, AMPCUS, AND ASAP SOLUTIONS GROUP, THIS YEAR’S WBENC SUMMIT & SALUTE WILL REFLECT ON THE PAST 20 YEARS WHILE SHARING A VISION FOR THE FUTURE OF WOMEN’S BUSINESS DEVELOPMENT.

ATTENDANCE!
Since first recorded in 2002, the event has more than doubled in total attendance.

IN 2002
IN 2017
1500+
attendees are expected this year

TYPES OF ATTENDEES
Corporate Members
Government Members
WBEs
RPO leaders and staff
WBENC Staff

RECOGNITIONS
59
America’s Top Corporations honored
25
Women of Distinction
15
EnCORE

INDIVIDUAL MEETING
Corporate Members in Meet & Greet opportunities

500+
Expected MatchMakers 1:1
80+

LARGE SCALE NETWORKING

Population growth in 5 years
13%

NEW ORLEANS / LOCATION STATISTIC

Between 2010 and 2015, the New Orleans population grew 13 percent, resulting in a ranking of 41st in population growth out of more than 700 U.S. cities with populations of 50,000+. Source: The Data Center

READ MORE
More than 11 years since Hurricane Katrina, the city is still going through recovery. Read six women’s stories from the WBENC network here.
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.

SANDIA NATIONAL LABORATORIES OPEN HOUSE
MARCH 2017 | SANDIA NATIONAL LABORATORIES, ALBUQUERQUE, NM

Open House hours in Sandia’s Supplier Lobby allow suppliers to network with Sandia’s Supplier Diversity Team. Please review Working with Sandia website to ensure you understand how Sandia buys from suppliers and to determine if it is the correct market for your business.

OPEN HOUSE HOURS:
• Tuesday, March 7 from 9:00 am to 11:00 am
• Wednesday, March 8 from 1:00 pm to 3:00 pm
• Thursday, March 16 from 2:00 pm to 4:00 pm

PLEASE NOTE: All individuals must be a U.S. Citizen to enter Sandia’s Supplier Lobby.

TO INQUIRE about a time to visit, please email supplier@sandia.gov or call 1-800-765-1678.

WBENC STUDENT ENTREPRENEUR PROGRAM
JUNE 19 TO 22, 2017 | LAS VEGAS, NEVADA

WBENC’s Student Entrepreneur Program (WBENC SEP) fosters growth for the next generation of women-owned businesses through tailored curriculum and mentoring from certified Women’s Business Enterprises (WBEs) and WBENC Corporate and Government Members. In addition to one-on-one mentoring students will also participate in a live pitch competition set at WBENC’s National Conference & Business Fair, and they will also have experiential learning through off-site visits to corporate campuses and accelerators and our Student Scholar Supporters.

CANDIDATE ELIGIBILITY:
• Student must be enrolled full time in an undergraduate or graduate program at a recognized College or University.
• Student must be studying in one the STEAM fields; Science, Technology, Engineering, Arts, or Math, or have an entrepreneurial aspiration in a STEAM field.

Program Cost: Free to student candidates. Applicants must be physically located in the continental U.S. at time of the program. WBENC SEP does not cover international travel costs.

APPLICATION DUE: MARCH 10, 2017 | LEARN MORE HERE.

WBENC NATIONAL CONFERENCE & BUSINESS FAIR
JUNE 19 TO 22, 2017 | LAS VEGAS, NEVADA

WBENC’s National Conference & Business Fair is the largest national gathering for WBEs. The three-day event will include lectures and panels by thought leaders, 1:1 MatchMaking sessions, and networking opportunities as well as a world-class business fair. Attendees also have the chance to connect with other WBEs, senior executives from Fortune 500 companies, and select partner organizations that share WBENC’s mission to promote women’s business development.

EARLY BIRD PRICING: APRIL 3, 2017 | REGISTER HERE.

BMW SUPPLIER DIVERSITY MATCHMAKER CONFERENCE
APRIL 6, 2017 | GREENVILLE, SOUTH CAROLINA

As a leader in the global automotive industry, and one of the leading manufacturers of premium automobiles, BMW Manufacturing Co. works toward a goal of inclusiveness that enables us to attract and retain a talented workforce, develop a diversified supplier network, and have a positive impact through extensive community involvement.

EARLY BIRD PRICING: MARCH 3, 2017
LEARN MORE HERE.
THE TUCK-WBENC EXECUTIVE PROGRAM

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

CANDIDATE ELIGIBILITY

- Currently certified and in good standing as a women business enterprise by WBENC
- Must be the owner of the company
- Have a minimum of three years’ experience running a business
- Maintain a minimum annual sales volume of $500,000

PROGRAM COST: $3,750 FOR WBENC-CERTIFIED WBES.
LEARN MORE HERE

COMING SOON: NEW IN 2017!
TUCK-WBENC ADVANCED EXECUTIVE PROGRAM!

WOMEN IN MANUFACTURING LEADERSHIP LAB

Women in Manufacturing™ (WiM) and Case Western Reserve University’s (CWRU) Weatherhead School of Management have collaborated to produce the Leadership Lab for Women in Manufacturing which will provide executive education and training to WiM members in mid-to-high level management roles in manufacturing careers.

The Leadership Lab for Women in Manufacturing program consists of three sessions over eight days on topics including Women in Manufacturing: Bias Barriers and Opportunities; High-impact Leadership for Women in Manufacturing; and Skills and Strategies for Leading the Way Forward in Manufacturing.

PROGRAM COST: $5,000 FOR WOMEN IN MANUFACTURING (WIM) MEMBERS (LIMITED SPACE AVAILABLE) AND $10,000 FOR NONMEMBERS.
APPLICATIONS DUE: MARCH 15, 2017
LEARN MORE HERE

DOROTHY B. BROTHERS SCHOLARSHIP

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

The following schools are approved for scholarship funds:

- The Tuck-WBENC Executive Program, brought to you by IBM
- Berkeley Center for Executive Education, University of California at Berkeley
- Darden Graduate School of Business Administration, University of Virginia
- Dartmouth Tuck School
- Harvard Business School
- Kellogg School of Management, Northwestern University
- Kennedy School of Government, Harvard University
- Marshall School of Business, University of Southern California
- McCombs School of Business, University of Texas at Austin
- University of California at Los Angeles, UCLA Anderson

LEARN MORE HERE ABOUT THE HISTORY OF THE SCHOLARSHIP AND REQUIREMENTS

WWW.WBENC.ORG  //  FEBRUARY EDITION 2017
JOIN, READ, DISCUSS: THE WBENC BOOK CLUB

OUR BOOK CLUB HAS A UNIQUE APPROACH. ALL OF THE BOOKS SELECTED WILL BE FOCUSED ON PROFESSIONAL AND BUSINESS DEVELOPMENT. JOIN US AS WE READ AND DISCUSS RELEVANT ISSUES WITH OTHER STRONG WOMEN IN THE WBENC NETWORK. BOTH YOUR BUSINESS AND THE WBENC COMMUNITY WILL BE STRENGTHENED AS WE LEARN TOGETHER.

In December, we read *Presence* by Amy Cuddy and had a lively discussion about the top takeaways that we can use in our own lives. This included talking about the popular concept of Power Posing where you hold your body in high power positions to increase confidence and decrease anxiety. These types of poses can be used before big meetings or presentations to prepare yourself and feel more powerful.

This month, we read *The Advantage: Why Organizational Health Trumps Everything Else in Business* by Patrick Lencioni. We held our webinar discussion on how to best achieve organizational health through building a cohesive leadership team and maintaining clarity throughout the organization. Through talking about Lencioni’s approachable model, we learned how to best apply it to our own companies.

JOIN: Register for our book club here.

READ: The next WBENC Book Club selection is *The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life*. This book promotes a wellness approach routine every morning to better face the challenges of any entrepreneur’s life.

DISCUSS: Join us on Friday, May 5 at 1 p.m. EST for our live webinar discussion. Each book club discussion is moderated by a member of the WBENC staff.
WBENC BLOG ROUND-UP

THOUSANDS OF PEOPLE ARE READING THE WBENC BLOG! ARE YOU? STAY UP-TO-DATE ON CERTIFICATION, OPPORTUNITIES, RESOURCES, AND ENGAGEMENT WITH WBES SHARING THE TOOLS AND TIPS FOR LEVERAGING THE WBENC NETWORK AROUND THE WORLD.

CERTIFICATION

Connect and build your relationships around WBENC Certification at our 2017 events! Which one is right for you?

- Learn more about our 2017 events!

My WBENC Certification Story:

- Cogberry Creative

Check out the Top 10 Blog Posts from 2016!

OPPORTUNITY

Take a moment to #ACTIntentionally and learn what corporations are supporting WBEs:

- WBENC’s 20th Anniversary Celebration Honors Tops Corporations Advancing Women Owned Businesses

Do you love discussing books, especially when they help with business development?

Join the WBENC Book Club!

- WBENC Book Club: Presence Digest
- New WBENC Book Club Selection – The Advantage

RESOURCES

Sluggish start to the week? Enjoy Monday Motivation blog posts!

- That Little Black Book
- Saying No

Women Owned Wednesday gives you a chance to checkout great products produced by fellow Certified WBEs. Here are just a few:

- Nectar Fresh (WEConnect WBE)
- Jelmar, LLC
- AutoTex
- Dipsa (WEConnect WBE)

ENGAGEMENT

Focus on the Forum:

- Building a Winning Culture – It’s More than a Pay Raise
- Creating a Healthy Culture to Grow Your Business!

Get to know the WBENC staff:

- Susan Cates
- Andrew Gaeckle
- Pat Birmingham

Around the Network:

- A Celebration of the Sweet Success of Women Business Owners in Philadelphia
“Physical therapy is reactive,” says Soloff. “I wanted to make a greater impact by helping proactively reduce pain and improve productivity. I understand the body, so I know why it hurts and what drives pain—and that experience includes our team of physical therapists, who are uniquely positioned to help our clients grow and sustain a stronger and healthier workforce.”

Soloff pursued WBENC Certification after joining her local RPO, WPEO-NY. Since getting certified in March 2015, she has attended several events with her RPO and has become a part of the steering committee. She also enjoyed attending the 2016 National Conference & Business Fair in Orlando, FL.

“How in the WBENC network has certainly put me in front of potential clients,” says Soloff. “But the true value of being WBENC-Certified is...”
learning how to grow my business and meeting fellow inspiring WBEs.”

The Posture People specializes in managing risk with custom ergonomic solutions through consultations and best practice training for Fortune 500 clients both onsite in-person and remote, including ergonomic assessments and equipment review; posture and habit modification; and custom body mechanic programs to reduce risks of injury and increase employee health and productivity.

“I’ve talked to so many WBEs who are in pain or are ‘making do’ in spaces where they are prone to develop injury. My company focuses on corporate clients, but everyone can benefit from this information.” – SHANI SOLOFF, THE POSTURE PEOPLE

HERE ARE HER TOP FOUR TIPS TO REDUCE INJURY:

1. ASSESS.
   - Assess your pain level. Any discomfort, no matter how small, should be noted. Where? Does it stay for long periods of time or is it transient (comes and goes)?
   - Assess your workstation. Take pictures. Where is your computer in relation to your face? If you’re in an industrial setting, are you stooping to access equipment?
   - Assess your routine. Do you sit for long periods of time? Do you stand for long periods of time?

2. FIND THE “DRIVER” MOTION.
   - For one of her clients who had transient pain in her ulnar nerve near her wrist, Soloff pinpointed the source or “driver” was actually when the client crossed her ankles under her desk. So by planting her feet, the client had better posture and ceased having wrist pain.

3. CREATE.
   - Create a workstation that fits your individual needs. Most computer monitors are either too far away or too close, causing workers to lean. What can you do with the equipment you already have?
   - Create a motion-focused routine. Adding motion can improve focus and productivity. Schedule small, frequent changes of position, such as walking around the office, taking the stairs, and going to the bathroom. If you sit or stand for too long, your mind and your body slow down. Pain results from inactivity.

4. VALUE YOUR POSTURE.
   - The right equipment doesn’t help with posture. No matter if you’re sitting or standing, your head should be aligned with your body. It’s hard to evaluate your own posture, so have someone else take photos and make adjustments.

“If you can, seek out an expert,” says Soloff. “The Posture People has proven outcomes with an interactive, hands-on approach. You will have immediate knowledge of how to apply the these tips when you have completed our assessments and workshops.”

FOR FREE RESOURCES, VISIT THEPOSTUREPEOPLE.NET
SAVE THE DATES

REGISTER NOW AT conf.wbenc.org

June 20-22, 2017

CONFERENCE CO-CHAIRS
Q: “What is your biggest business goal for 2017?”

Answer:

My business goal for 2017 is to remain true to my values and beliefs as well as doing what’s right! I believe people are good, opportunities exist, and relationships are essential. In today’s business world, women leaders need to have faith in their people, be fair and honest, show loyalty, remain positive, and trust that the mission will get done.

Michelle D’Souza
CEO, Unified Business Technologies, Inc.
ubtus.com

My advice to me every day is plan your work and work your plan – and embrace the interruptions – you never know when they will turn into opportunities.

Kathleen Hunt
President, Personalized Payroll Services
personalizedpayroll.com

I want to grow and support our existing customers. We are blessed with having large and significant customers, and I want to make them successful by increasing their use of technology and innovative strategies in their supply chain as well as executing flawlessly around the globe. We simply want to pamper our customers.

Hannah Kain
President & CEO, ALOM
alom.com

Camille Austin
Owner, Elite Roofing Services
eliteroofingservices.com

Our word for the year is “process.” Our major service goal is implementing a roofing software program, and tracking and keeping service calls streamlined from start-to-finish.
We have worked diligently to grow our experience and expertise in the self-funded and large group arena and have moved our target market to companies with more than 50 employees up to 5,000 employees. We specialize now in professional firms (accounting, engineering, high tech, investment banking, and management consulting), manufacturing, nonprofits, and municipalities.

Our primary business goal in 2017 is to grow our top line fee and commission revenue by $450,000. We are focused on this like a laser beam.

Suzy Johnson
President, Owner and Employee Benefit Specialist, Employee Benefit Advisors of the Carolinas, LLC

Suzy Johnson has been blessed with amazing Fortune 500 clients who seek protection, management, and storage of their data. While we will continue to grow our account base, 2017’s business goal is to increase our footprint within our existing customers by providing additional value through thought leadership, vendor neutral solutions, and unparalleled professional services.

Susie Galyardt
Founder & CEO, XIOSS
xioss.com

As an automotive supplier, my business has experienced tremendous growth in recent years. Managing the growth requires a good business strategy that controls growth to insure sustainability. One strategy that I have put into place is to be very intentional with my supply chain. I have reviewed my women-owned business and have recommended that they pursue WBE certification as a way of adding value to their business as well as mine. I have also worked with some of my WBE suppliers to strengthen our relationship and truly partner with one another to succeed together.

Serafina Schorer
CEO, RIM Custom Racks
rimcustomracks.com

Our focus will be research and development. Our Innovations Team, led by our Senior Director of R&D, will champion this goal. A wellness model, that encompasses all aspects of well-being, will be a key component of our R&D plan. We will continue to invest in technology and develop strategic business partnerships, accompanied by professional training, to expand our innovative service offerings.

Brenda Loube
President, Corporate Fitness Works
corporatefitnessworks.com

Celebrating our 25th anniversary this year, our goals have always included - investing in our people, processes, and technologies; and most importantly, giving back to the community. We continue wanting to reach for the stars by maintaining our status as #1 Largest Women Owned IT Staffing firm in the US and reach $500 million in revenue in 2017.

Ranjini Poddar
Co-Founder and CEO, Artech Information Systems LLC
artechinfo.com

Softpath is focused on improving its customers’ experience, which in turn drives our business strategy and accelerates growth. We will continue to strategically align our business with the needs of customers on as many levels as possible. Our ultimate goal is to build trust, offer innovative solutions, and continuously improve operational efficiencies to reach our target of $80 million in 2017.

Sushumna Roy Jalajam
Softpath System LLC
softpath.net

Upcoming Question:

“Why is it important to take risks as an entrepreneur?”

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

Executive Rhinestone Pens

Pebble Grain Zippered Portfolio W/ Calculator

Wine Carrier & Purse

Alexis Nylon Purse Style Wine Tote Bag

Bling Mugs

16 Oz Tervis Tumbler

Sling Backpacks

Tervis Water Bottle

shopwbenc.com