### CALENDAR OF EVENTS

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

#### APRIL 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>3</td>
<td>WBEC-West Meet &amp; Greet and Conference Playbook Workshop</td>
<td>Denver, Colo.</td>
<td>Click here for details.</td>
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<td>4</td>
<td>WPO 20th Annual Conference</td>
<td>Orlando, Fla.</td>
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<td>4</td>
<td>WBEC-West Platinum Supplier Program</td>
<td>Denver, Colo.</td>
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<td>5</td>
<td>WBENC Book Club – The Miracle Morning Webinar</td>
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<td>11</td>
<td>WBConnect International in South Africa Conference</td>
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<td>11</td>
<td>WPEO-NY How To Do Business with Pitney Bowes</td>
<td>Shelton, Conn.</td>
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<td>11</td>
<td>WBCS Ladies Who Launch</td>
<td>Dallas, Tex.</td>
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<td>12</td>
<td>ChallengeHER Boise</td>
<td>Boise, Idaho</td>
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<td>15</td>
<td>GL-WBC Leadership Institute for Women</td>
<td>Indianapolis, Ind.</td>
<td>Click here for details.</td>
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<tr>
<td>16</td>
<td>16th Annual DOE Small Business Forum &amp; Expo</td>
<td>Kansas City, Mo.</td>
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#### MAY 2017

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#### JUNE 2017

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<tr>
<td>6</td>
<td>WBCS Table Topics Luncheon</td>
<td>Irving, Tex.</td>
<td>Click here for details.</td>
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<tr>
<td>15</td>
<td>SunTrust 3rd Annual Supplier Diversity Tier 2 Conference</td>
<td>Atlanta, Ga.</td>
<td>Click here for details.</td>
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<tr>
<td>16</td>
<td>Dallas Latina Style Business Series</td>
<td>Dallas, Tex.</td>
<td>Click here for details.</td>
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<tr>
<td>16</td>
<td>NAWBO-LA’s 31st Annual Leadership &amp; Legacy Awards Luncheon</td>
<td>Beverly Hills, Calif.</td>
<td>Click here for details.</td>
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<tr>
<td>17</td>
<td>WBDC-Chicago 19th Annual Early Childhood Education Entrepreneurship Expo</td>
<td>Chicago, Ill.</td>
<td>Click here for details.</td>
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<tr>
<td>18-20</td>
<td>AMAC Annual Airport Business Diversity Conference</td>
<td>Houston, Tex.</td>
<td>Click here for details.</td>
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<tr>
<td>19</td>
<td>WBConnect International Day</td>
<td>Las Vegas, Nev.</td>
<td>Click here for details.</td>
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<td>27</td>
<td>WBDC-MN &amp; NCMSDC Joint Procurement Meeting Hosted by Supervalu</td>
<td>Eden Prairie, Minn.</td>
<td>Click here for details.</td>
</tr>
</tbody>
</table>
TABLE OF CONTENTS
APRIL 2017 EDITION OF THE PRESIDENT’S REPORT

4    PRESIDENT’S MESSAGE

FEATURES

6    National Conference & Business Fair: WBE Presenting Sponsor Spotlights

9    Everything New at the National Conference & Business Fair

10   Meet The 2017 Host Committee for the National Conference & Business Fair

12   Summit & Salute Highlights

18   20 Years of WBENC

CERTIFICATION

20   WBE Success Story: Q&A with Maggie Hardy Magerko, 84 Lumber Owner and President

22   Women Owned Backstory: Meet the Owner of Buzzballz Poolside at #WBENCconf

ENGAGEMENT

25   Corporate Corner: Walmart Spearheads Spend Initiative

27   By the Numbers: WBENC’s National Conference & Business Fair

29   Partner News: WBENC Celebrates International Women’s Day with SBA, WIPP, and NWBC

OPPORTUNITIES

Opportunities Open Doors 30

The WBENC Book Club: Why Did You Wake Up This Morning? 32

RESOURCES

WBENC Blog Round-Up 33

Healthy Habits: Learning How To Grieve as an Entrepreneur 35

Your Advice: Why Is it Important to Take Risks as an Entrepreneur? 36

ADVERTISERS’ INDEX

2017 National Conference & Business Fair Save the Date 8

Women Owned 24

ACT: Intentionally 26

Tuck-WBENC Strategic Growth Program 28

Legacy Bracelet 34

WBENC Shop 36

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President and CEO

NEW CORPORATE MEMBERS: Adient; Airbus Americas, Inc.; Altec Industries, Inc.; Boston Scientific; C.H. ROBINSON; Celgene Corporation; Citrix, Inc; Construction Specialties, Inc.; Federal Reserve Bank of St. Louis; Houghton Mifflin Harcourt; Imagine Learning, Inc.; Jacobs; Omnicom Media Group; Sonoco Products Company; SunButter LLC; Yanfeng Global Automotive Interiors

WWW.WBENC.ORG // APRIL/MAY EDITION 2017
SUCCESS MEANS NEVER HAVING TO BE SATISFIED

As we look toward the lights of Las Vegas for our upcoming National Conference & Business Fair in June, we also look back at an amazing first quarter of our 20th Anniversary year. It is indeed the best time to be a part of the WBENC network and we have so much to be proud of already.

We always continue to strive toward the best outcomes for our Certified WBEs, Corporate and Government Members, and RPOs. This issue of the President’s Report highlights the most important achievements in our CORE strategic plan so far this year, including:

CERTIFICATION

Empowering women’s business development starts with ensuring access. WBENC partnered with Women Impacting Public Policy (WIPP) to host a special event on International Women’s Day, March 8, which included U.S. SBA Administrator, Linda McMahon. Read about the special event on page 29.

We are thrilled to be building a relationship with the new administrator, who we feel has a good understanding for what it takes to both run and grow a business.

OPPORTUNITIES AND RESOURCES

Our signature national events continue to grow and advance with our organization. This year’s Summit & Salute in New Orleans accomplished all we planned and more, with 1600 attendees, almost 500 1:1 MatchMakers sessions, and 59 Top Corporations for WBEs! See highlights from this amazing event on page 12.

In addition, we are already planning for future exclusive resources for our network. By the end of 2017, we will introduce two wonderful new opportunities aimed at cultivating our mission to develop women-owned businesses:

- The Tuck-WBENC Strategic Growth Program, presented by IBM, is a six-day executive development program for WBENC-Certified WBE CEOs/Leaders. It is a concentrated educational experience that focuses primarily on increasing the competitive advantage of the participant’s own business. Read more.

- The WBENC Energy Executive Program is an intensive weeklong program focused on WBEs in the energy, oil, and gas industry. The program combines best-in-class executive curriculum with premium networking opportunities. Shell has provided the initial underwriting and other Corporate Members in this space are partnering to ensure the most successful program is available to WBENC-Certified WBEs. Read more.

ENGAGEMENT

Our strategy for success always includes purposeful engagement with those who support...
our network. That is why we were thrilled to wrap up Women's History Month with an announcement of WBENC Corporate Members coming together to track and report sourcing with women-owned businesses. Spearheaded by Walmart, this new collaboration includes Campbell Soup Company, The Coca-Cola Company, ExxonMobil, General Mills, Johnson & Johnson, Mondelēz International, PepsiCo, and Procter & Gamble. We believe this collaboration by Fortune 50 CEOs will bring game-changing engagement across the retail industry for WBENC-Certified and WEConnect-Certified WBEs. Read more on page 25.

As we look back on this first part of 2017—and even further back at our first 20 years as an organization—we are grateful, energized, and proud of all we have accomplished.

Yet like the entrepreneurs and leaders we represent—WBENC is never satisfied to rest on our success. Instead, we keep looking toward new horizons and determining even greater goals, ensuring our next 20 years are just as strong as our first. I hope to see you in Las Vegas in June!

Best,
PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO

RECOGNITION IS A CORE VALUE OF THE WBENC NETWORK, AND HONORING OUR FIRST 20TH ANNIVERSARY AWARDEES WAS BOTH MEANINGFUL AND FUN. AT SUMMIT & SALUTE, WE WERE PROUD TO CALL ATTENTION TO THE FOLLOWING:

20 YEARS OF WBE STARS, representing more than 200 successful business owners from around the nation and our 14 RPOs.

WOMEN OF DISTINCTION, representing women leaders who have demonstrated a deep commitment to WBENC and to breaking down barriers for women owned businesses in the corporate and government supply chains.

EnCORE, representing past WBENC corporate leaders who have shown deep commitment to WBENC through their service as active and committed leaders, some of whom have remained involved and some who want to continue to be involved. The purpose of the EnCORE Group will be to provide counsel and support the growth and sustainability of WBENC from a strategic perspective.

In addition, during our Salute! Dinner, we presented an Oscars-like ceremony, including presenting WBENC’s first president Susan Phillips Bari with the inaugural Lifetime Achievement award. Four others were also recognized with the award, including Carol Dougal, Hedy Ratner, and posthumously to Dorothy B. Brothers and Lillie Knox. This inspiring group of leaders have spent their entire life making a difference for women business owners, and without their work there would be no parity for women-owned businesses in corporate and government supply chains.

As we look back on this first part of 2017—and even further back at our first 20 years as an organization—we are grateful, energized, and proud of all we have accomplished.

Yet like the entrepreneurs and leaders we represent—WBENC is never satisfied to rest on our success. Instead, we keep looking toward new horizons and determining even greater goals, ensuring our next 20 years are just as strong as our first. I hope to see you in Las Vegas in June!

Best,
PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO

Our National Conference & Business Fair WBE Presenting Sponsors, Hannah Kain, President & CEO, ALOM; Anjali “Ann” Ramakumaran, CEO, Ampcus Inc.; and Randy Wilson, Chief Executive Officer, NEI Global Relocation share how they have 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: How has WBENC Certification impacted your business growth and success over the years?

HANNAH:
A: It is fantastic! We have a “sherpa” inside the corporations to help us gain insight and win opportunities.

Like WBENC, we are turning 20 this year, and since getting certified in 2002, we have seen how WBENC continues to grow and improve. We benefit from learning and expanded educational opportunities such as the Tuck-WBENC Executive Program, and WBENC Certification is respected throughout the business community.

I am grateful for the visionaries who started WBENC and for today’s fabulous WBENC and RPO leadership. But mostly, I am grateful for the diversity professionals who work hard each day to provide new business opportunities. They deserve kudos! It is up to us to leverage the opportunities. Over the years, ALOM has been granted hundreds of millions of dollar contracts that we landed through working with diversity professionals we met through WBENC and through registration via the diversity portals, such as WBENC2.0.

RANDY:
A: A valued NEI client, after a few years of working with us, suggested that we consider obtaining certification as a WBE. The client recognized that we met all the criteria as a WBE and that their first tier spend with NEI would be extremely helpful in meeting their goals for diversity spend.

Our goal is always to be selected as the relocation management company by prospects because we are the best. We have come to realize, however, that when a prospective client is weighing the benefits of the companies in the selection process, the added value of our WBENC Certification is a significant plus. In 2016 our cumulative diversity spend was $703 million dollars!

We now say to our prospects: “We believe we are the best, but if that added value tips the scale for us, it will be a win-win for both of us!”

ANN:
A: Ampcus has been a proud WBENC-Certified WBE since 2009, and our certification has fueled our economic growth and facilitated meaningful dialogue with major corporations, public sector entities, and non-profits, many of which we now call our clients.
Our revenue has grown on average 40 percent year-over-year and we are grateful for WBENC and other organizations’ role in our accomplishments. By utilizing all the programs WBENC (their RPOs) have to offer and working to build a world-class high-performance team, Ampcus has realized great success in its business.

In addition, we have been afforded numerous opportunities to participate in various mentorship programs with Fortune 1000 corporations. I look forward to the next 20 years with our WBENC family as we work together to further the growth and development of women-owned businesses across the nation.

**Q:** The National Conference & Business Fair has a lot of dynamic programming and networking opportunities. What is your favorite part of the event—and why?

**RANDY:**

**A:** Part of me wants to say, “Everything!” The other part says that the quality of the 1:1 MatchMaker Meetings is the best. Why? Because we have found over the years that the Corporate Members who participate in these meetings genuinely want to find out about our company, what differentiates us from our competition—and help us. Perhaps most important, they share their insight into the process within their company that will help us get the opportunity to meet with the decision makers and tell us what their company needs and values in a service partner.

Frequently, these corporate representatives let us know who we need to meet with and offer to set up an appointment. With that assistance from within the company, doors are more easily opened, giving us the opportunity with large multinational companies. They become our advocates throughout the process.

**ANN:**

**A:** WBENC’s National Conference & Business Fair has afforded Ampcus a tremendous opportunity to grow our brand through sponsorships, 1:1 MatchMaking Meetings, capacity-building programs, and numerous other educational sessions. The access to decision makers with major corporations, public sector entities, and non-profits is unprecedented and has resulted in new and incremental business for our company. The networking opportunities alone can be the difference in whether your company will be considered for that next RFP or other incremental business that you may have otherwise not even known about.

Being a WBENC-Certified supplier and taking advantage of all the amazing opportunities this organization has to offer has contributed greatly to our success in building long lasting relationships and ultimately increasing business opportunities with new and existing clients. It is nearly impossible to select only one favorite aspect of WBENC’s National Conference & Business Fair as it is the comprehensive programming that makes this event such a success year after year.

**HANNAH:**

**A:** I love the networking and the energy I feel from networking, both with the corporate diversity professionals and with other WBES. I always return home energized from learning about new developments. WBENC is doing a great job at providing opportunities to learn about new developments and for WBES to showcase their innovation.

ALOM has exhibited at the Business Fair each year since 2002, and we love the discussions we have with conference attendees. Everyone is doing business and having fun at the same time. There is nothing stuffy about WBENC’s Business Fair.

---

**READ MORE FROM THE NCBF WBE PRESENTING SPONSORS, INCLUDING WHAT THEY SEE IN THE FUTURE FOR WOMEN’S BUSINESS DEVELOPMENT, ON THE WBENC BLOG.**
SAVE THE DATES

June 20–22, 2017
Register Now at conf.wbenc.org

CONFERENCE CO-CHAIRS
EVERYTHING NEW AT THE NATIONAL CONFERENCE & BUSINESS FAIR

WHAT HAPPENS IN VEGAS…MAY BE NEW THIS YEAR! AS WE CONTINUE TO CELEBRATE OUR 20TH ANNIVERSARY YEAR, WBENC IS PROUD TO ANNOUNCE THE FOLLOWING CONFERENCE ENHANCEMENTS TO ENSURE YOU HAVE AN EXCEPTIONAL EXPERIENCE!

WARM-UP WITH THE PRE-CONFERENCE DAY

In addition to a robust Women’s Enterprise Forum meeting (open to all WBENC-Certified WBEs) and keynote session, the First Time Attendees Orientation is Monday! If this is your inaugural conference make sure you arrive on Monday for special insights on how to make the most of your week.

FOSTER #NextGen ENTREPRENEURS

Tuesday morning will be the first-ever #NextGen meeting, encouraging emerging entrepreneurs and supplier diversity professionals under the age of 40 to learn about and share trends in the women’s business development movement. Make sure to RSVP if you want to attend.

FOCUS ON YOUR MINDFULNESS

Open your mind, decrease stress, and increase your heart rate with yoga by the pool on Wednesday and Thursday mornings. Brought to you by one of our Wellness Sponsors, Staples, conference attendees can gather by the Mandalay Bay pool at 6:00 AM and start their days balanced and energized.

WORK HARD, PLAY HARD

Each day will wind down with opportunities to have a little fun in the desert nights. Tuesday’s Welcome Reception starts later this year at 8 p.m. and will be outside at the Mandalay Bay Beach. Our always-entertaining Wednesday night Evening Event will be hosted at Light Nightclub in the Mandalay Bay Casino.

ARE YOU LOOKING AT MY LANYARD?

In the past, we’ve waited until Wednesday’s reception to celebrate our 14 RPOs with branded T-shirts. This year, we’re celebrating RPO status from the moment you get your badge! Look for the colored lanyards that identify which conference attendees belong to which RPOs—and start networking immediately!

ENJOY EXPANDED PROGRAMMING

In addition to a longer and more exciting Kickoff Luncheon on Tuesday, we have expanded educational sessions throughout the conference. We have added a concurrent workshop block, bringing our total to four workshop blocks during the conference and increasing opportunities for attendees to enjoy diverse programming. Stay tuned to conf.wbenc.org for updates on workshops soon!

VOTE NOW FOR THE 2017 WBENC CHOICE AWARDS

WBENC is asking for nominations for the 2017 WBENC Choice Awards. Nominate a WBE or Corporate Member representative through May 24, 2017. The winners will be announced during the Tribute! Dinner during the National Conference.

BACK BY POPULAR DEMAND! These debuts last year were such a hit; we’re bringing them back this year!

- The Business Fair will stay open during lunch.
- The “Go the Distance” Step Challenge will crown a winner at the Thursday night Tribute! Dinner.
- Each attendee will receive an ACTIntentionally365 planner and maps.
LISA MICHELE CHRETIEN
President & CEO, EventMover, Inc.
Founded: 2001 | WBENC-Certified: 2011
Headquartered: Irvine, CA | About: EventMover is a transportation services company that delivers brand assets to trade shows, auto shows, special events, and mobile marketing tours. They specialize in the transportation of exhibit properties and staging, specialty vehicles, and products for domestic and international trade fairs and experiential marketing events.

Website: eventmover.com

RASHMI CHATURVEDI
President, Kaygen, Inc.
Founded: 2003 | WBENC-Certified: 2009
Headquartered: Irvine, CA | About: Kaygen Inc. is an award-winning global technology solutions provider enabling Fortune 500 corporations to leverage their data as a strategic asset to solve their most pressing business challenges and achieve their goals. Their highly specialized data visionaries and proven technologies drive strategies for clients to utilize their enterprise data from the shop floor to the boardroom and make the right decisions to maximize productivity, efficiency, and profitability. Data-driven solutions include data strategy and governance, data quality and stewardship, master data management, cloud service, business intelligence & analytics, big data & enterprise integration, and technology resource management. Kaygen’s excellence has been recognized with awards from leading software providers including Oracle.

Website: www.kaygen.com kaygentalent.com

SUSAN MUNRO
President, Hybrid Collective
Founded: 2009 | WBENC-Certified: 2012
Headquartered: Los Angeles, CA | About: Hybrid is a multicultural marketing and branded content creative studio. Hybrid offers creative/marketing strategy development, live action production, and postproduction for General, Asian, Hispanic, African American, and LGBT Markets.

Website: hybridcollective.tv

SYLVANA COCHE
Founder & CEO, Gravity Pro Consulting
Founded: 2007 | WBENC-Certified: 2010
Headquartered: San Clemente, CA | About: Gravity Pro Consulting inspires, builds, and delivers leading-edge technology and business process redesign that solves real-world business challenges. From design through implementation, Gravity Pro helps clients realize competitive advantages, create organizational efficiencies, and achieve strategic business objectives through the power of SAP enterprise solutions. Gravity Pro has been serving the technology needs of leading brands worldwide since 2007. Today, it stands unrivaled in the industry as not only the #1 Value-Added Reseller (VAR) for SAP, but also as an SAP Gold partner and North America’s only woman-owned SAP Gold Partner VAR. As a woman-owned company certified by the Women’s Business Enterprise National Council (WBENC) and a Small Business Enterprise, Gravity Pro is certified for supplier diversity programs and can help companies both meet goals for achieving strategic advantages with SAP solutions and support diversity spending objectives.

Website: gravityproconsulting.com
HEATHER COX  
President, Certify My Company  
Founded: 2010 | WBENC-Certified: 2011  
Headquartered: Henderson, NV | About: Certify My Company is the national leader in transforming Fortune 1000 supplier diversity programs into profit centers. As experts in all key diversity certifications, they enable clients to reach or exceed the 133% ROI that established supplier diversity programs can deliver. They are a trusted partner in growing standard setting programs - unlocking the potential to certify more Tier I & Tier II suppliers and filling the pipeline with future suppliers who have vetted and prepared for certification. They are your secret weapon in achieving and maintaining the long-term integrity of your profitable program. | Website: certifymycompany.com

KATHY DAWSON  
President & CEO, Dawson & Dawson Staffing, Inc  
Founded: 2008 | WBENC-Certified: 2013  
Headquartered: Mission Viejo, CA | About: Dawson & Dawson Staffing operate as a true “Search & Staffing” business partner that looks at the big picture, not just filling a job requisition. They collaborate with their clients to develop a very thorough hiring strategy that suits their client’s unique hiring demands. The complexity of the search, level of the position, and the client’s sense of urgency all play a role in selecting the services that will best serve their clients. They provide jobs for their clients in three categories, Executive Search, Middle Management, and Clerical Secretarial, and across all industries. All job structures are also serviced from direct hire, contract, and contract to direct. | Website: dawsondawsoninc.com

DEANNA EDWARDS  
President & CEO, INTU Corporation  
Founded: 2005 | WBENC-Certified: 2010  
Headquartered: Las Vegas, NV | About: INTU Corporation is known as one of the most reputable corporate wellness companies in the country. Its award-winning services include: corporate wellness, spa oasis, casino gaming, luxury poolside services, sporting and special events, elite in-room massages, conferences, and conventions. | Website: intucorporation.com

CHARLENE HESKETH  
President, Photomation  
Headquartered: Anaheim, CA | About: Photomation brands environments and enhances the décor of corporations, hospitals, banks, and sports venues. They turn ordinary walls into extraordinary walls using wall coverings and adding other elements, like custom logos, acrylic pieces, or custom frames, completes the package. All of their work is done in-house assuring you fast, accurate, and affordable projects done on-time, every time. | Website: photomation.com

RONDA JACKSON  
Principal, Décor Interior Design, Inc.  
Founded: 1997 | WBENC-Certified: 2013  
Headquartered: Los Angeles, CA | About: Décor Interior Design, Inc. is a Los Angeles-based, HUBZone, SBA 8(a), woman-owned, facility resource company with considerable experience in designing Fortune 100 executive suites, furnishing healthcare interiors, and maintaining government facilities. Décor’s products and services seamlessly transition from design and specification to installation and upkeep. Décor’s forward thinking, collaborative, and integrated approach enables them to develop solutions that enhance aesthetics, optimize business operations, and dynamically transform any work environment. | Website: designsbydecor.com

LOUISE PARKER  
President, Blade Editorial Inc.  
Founded: 2002 | WBENC-Certified: 2012  
Headquartered: Phoenix, AZ | About: Blade is a design agency that specializes in content design & development, and web & mobile application development, from design and architecture to development and deployment of elegant code. They pride themselves on their team’s aptitude for creating beautiful content and functional user experiences. Within their web & mobile app development they create sleek front-end work supported by solid back-end infrastructure. Their in-house team of art directors, copywriters, editors, animators, designers, developers, and project managers - ensures that everything is managed and executed well - from idea to reality. | Website: bladeinc.com

ROBIN RICHTER  
President & CEO, Wearable Imaging, Inc.  
Headquartered: Trabuco Canyon, CA | About: Wearable Imaging’s focus is to elevate your brand and get your business noticed. They start with a deep dive promotional marketing plan, customized to fit the unique personality and mission of your business. Next they create cutting-edge, branded promotional products so you can be seen as an authority in the marketplace. Wearable Imaging offers overseas sourcing for rare finds with extremely competitive pricing. With 24 years of experience in the business, they stand behind their expertise. Wearable Imaging guarantees on time delivery or your order is free. | Website: wearableimaging.com

JANEEN ZOOK  
President & CEO, Trattativa Meeting & Event Solutions International  
Founded: 2007 | WBENC-Certified: 2013  
Headquartered: Las Vegas, NV | About: Trattativa Meeting & Event Solutions International is a full service meeting and event planning company with global resources. Fueled by their strong passion for strategic event management, they bring a fresh perspective to the event management industry. If you want someone who understands your business and wants your event to support your organization’s strategic vision, Trattativa can help! | Website: trattativameetings.com
WBENC’S SUMMIT & SALUTE IS MADE POSSIBLE BY THE ONGOING SUPPORT OF OUR PRESENTING SPONSORS.

Corporate Presenting Sponsor, Chloe Barzey, Managing Director in Accenture Strategy

Corporate Presenting Sponsor, Kate Megan, Director, Markets and Business Development, EY

Pamela Prince-Eason, President & CEO of WBENC and Theresa Harrison, WBENC Board Chair and Diversity & Inclusiveness Procurement Leader, EY, welcome attendees and kick off the 20th Anniversary celebration.

WBE Presenting Sponsor, Anjali “Ann” Ramakumaran, CEO, Ampcus

WBE Presenting Sponsor, Nancy Williams, Principal, ASAP Solutions Group, LLC

WBENC’s current and former Presidents – (left to right) Linda Denny, Pamela Prince-Eason, Susan Phillips Bari

Pamela Prince-Eason, President & CEO of WBENC and Theresa Harrison, WBENC Board Chair and Diversity & Inclusiveness Procurement Leader, EY, welcome attendees and kick off the 20th Anniversary celebration.

CLICK HERE TO SEE ALL THE SPONSORS FOR THE 2017 SUMMIT & SALUTE.
Cheryl Snead, CEO of Banneker Industries, Inc. and Chair of the Women’s Enterprise Forum, welcomes attendees.

WBEs come together for robust discussions during the Women’s Enterprise Forum Meeting.

Forum Keynote, Kate Megan, EY, sharing insights on negotiation.

Celebrating all of the WBE Stars from the past 20 years!

Candace Waterman, Vice President, WBENC Certification and Program Operations, leads the first panel during the WBE Stars Celebratory Luncheon.

The Procurement Opportunity Connection Meet & Greet was a lively session filled with new connections.
CONGRATULATIONS TO AMERICA’S TOP CORPORATIONS FOR WOMEN’S BUSINESS ENTERPRISES

SENIOR EXECUTIVES ACCEPTED AWARDS ON BEHALF OF THEIR CORPORATION DURING THE TOP CORPORATIONS CEREMONIES HELD THROUGHOUT THE SUMMIT & SALUTE.

PLATINUM

America’s Top Corporations for Women’s Business Enterprises at the Platinum Distinction: (front row, left to right) UPS; EY; Exxon Mobil Corporation; Bank of America; BP America, Inc.; Shell Oil Company; Dell Technologies; The Coca-Cola Company; (back row, left to right) Wal-Mart Stores, Inc.; IBM; ManpowerGroup; Accenture, LLP; AT&T; Chevron; Vistra Energy; Johnson & Johnson

GOLD

America’s Top Corporations for Women’s Business Enterprises at the Gold Distinction: (front row, left to right) PepsiCo, Inc.; General Motors; Verizon; Raytheon; United Airlines; Fiat Chrysler Motors; Capital One; Bristol-Myers Squibb Company; (back row, left to right) TOYOTA; Marriott International, Inc.; Ford Motor Company; Kelly Services, Inc.; Wells Fargo & Co.; Pacific Gas and Electric Company; Procter & Gamble; CVS Health; Avis Budget Group, Inc.

SILVER

America’s Top Corporations for Women’s Business Enterprises at the Silver Distinction: (front row, left to right) Altria Group; Macy’s, Inc.; DTE Energy Company; MetLife; Allstate Insurance Company; The Walt Disney Company; Entergy Services; (back row, left to right) Kellogg Company; Merck; Kaiser Permanente; Microsoft; Ericsson North America; Target Corporation

Not Pictured: Pitney Bowes, Inc.

BRONZE

America’s Top Corporations for Women’s Business Enterprises at the Bronze Distinction: (front row, left to right) The Kroger Co.; Monsanto Company; Nationwide; Robert Half; FedEx; (back row, left to right) DuPont; Cargill; Nissan North America, Inc.; Intel Corporation; MGM Resorts International

Not Pictured: NOKIA
DID YOU KNOW THAT THE HASHTAG #SUMMITSALUTE WAS USED ALMOST 442,000 TIMES THIS YEAR?

HERE ARE SOME HIGHLIGHTS FROM AROUND THE EVENT AND FROM ATTENDEES ON TWITTER!

@SliceComm: Celebrating and appreciating Benita who has given @Raytheon 47 year and given @WBENCLive as much wisdom.

WBENCLive honored the EnCORE group – (left to right) Jill Sasso, WBENC; Kim Brown; Shari Francis; Lynn Scott; Diane Pinkney; Linda Sexton; Howard Thompson; Kathy Homeyer; Bill Kirk; Joan Kerr; Bill Alcorn; Cheryl Stevens

@CEOVazquez: Congrats to @WEConnection team, members & women biz owners for @WBENCLive Best Diversity Partner Award #summitsalute

Attendees danced the night away during the Welcome to New Orleans! Reception honoring the WBENC Women of Distinction.

WBEs brought their solutions and ideas during 1:1 MatchMakers Meetings.

Tamron Hall shared her personal journey and insights on relationships as well as navigating a well-rounded, challenging career.

@YourCESolution: “In life, you need allies and you also need to be an ally” @TamronHall @wbenc #SummitSalute
America’s Top Corporations for Women’s Business Enterprises led a series of informative sessions around the future of their industries.

@artechinfo: Another g8 afternoon filled w/ educational sessions on future of travel, insurance, utility and consumer products @WBENCLive #summitsalute

Attendees sang along to “Sweet Caroline” during WBENC’s Carpool Karaoke.

Presenter Hal Stern, Executive Director, IT Architecture, Merck said: “It was an exceptionally well organized, orchestrated, and attended event.”

@BP_America: Proud to be recognized by @WBENCLive as a Top Corporation for women-owned businesses. #SummitSalute

The high-energy Salute! Dinner Celebration 20 Years of WBENC! was a night to remember.

WBENC’s legendary Shirelle and Lamont serenaded attendees with “Ain’t No Mountain High Enough.”

@BillKapfer: Celebrating #womenownedbusiness #summitsalute @WBENCLive #wbencis20 with Punita Patel @MarriottNOLA @Marriott

@ninavaca: @WBENCLive @EY_EOYUS @EYnews
#SummitSalute #crazygood #seeitbeit
Throughout the Salute! Dinner WBENC presented a series of awards modeled after the Oscars, surprising many of the awardees.

Susan Stentz, Exxon Mobil Corporation, was presented with the first award of the night, Best Corporate Advocate in a Supporting Role.

Donna Erhardt, Ampcus (left) was presented with the award for Best WBE Advocate in a Supporting Role.

Blanca Robinson (left) was presented with the award for the Best RPO Advocate NOW in a Supporting Role.

Debra Jennings Johnson, BP America, Inc., was presented with the award for Best Corporate Advocate. 

Hannah Kain, ALOM, was presented with the award for Best WBE Ambassador.

Titanium was presented with the award for Best WBE Collaboration.

IBM was presented with the award for Best Corporate Advocate in a Mentorship Role.

WBENC’s second President, Linda Denny, and WEConnect International’s President Elizabeth Vasquez were presented with the award for Best WBENC Diversity Partnership.

Pamela Prince-Eason (left) inducted Susan Phillips Bari (right), Carol Dougal, and Hedy Ratner into the Lifetime Achievement Club.
In the U.S. alone, women-owned business grew three times as fast as all firms between 1992 and 1997. Yet although Fortune 500 corporations had begun to understand the power of diversity in the supply chain, there were still significant barriers for women-owned businesses.

**2000**

In 2000, WBENC also established the event that would come to be known as the National Conference & Business Fair. By focusing on supplier diversity and establishing connections and access to WBENC-Certified WBEs, the event and WBENC experienced exponential growth over the next decade.

**1ST NATIONAL CONFERENCE & BUSINESS FAIR**

**2007**

In addition, Linda led the rebranding and re-launch of the WBENC website, further raising the reputation of WBENC as a leader in women’s business certification.

**LINDA DENNY**

SUCCEEDS SUSAN AS PRESIDENT AND CEO OF WBENC

**2011**

By the time Pamela Prince-Eason became WBENC President and CEO in 2011, WBENC was on the verge of surpassing 10,000 WBENC-Certified WBEs and had over 250 Corporate Members.

**PAMELA PRINCE-EASON**

SUCCEEDS LINDA AS PRESIDENT AND CEO OF WBENC

Join Forces. Succeed Together.

WBENC adopted the slogan “Join Forces. Succeed Together.” reinforcing that women-owned business success is only possible when our communities come together toward a set of common goals.

**WOSB CERTIFICATION**

In July, 2011, the U.S. Small Business Administration approved WBENC as a third-party certifier for Women Owned Small Business (WOSB) certification as part of the federal WOSB contracting program.

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THE WOMEN’S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC) WAS FOUNDED IN MARCH OF 1997.
Visionary leaders from around the country came together to plant the seeds of a national certification program and cultivate a new class of diverse leaders committed to the global cause of growing and sustaining women-owned businesses.

1997

1999

1ST WBENC WOMEN’S BUSINESS ENTERPRISE STARS
WBENC awarded the first Women’s Business Enterprise Stars, recognizing WBEs from each RPO who best illustrate the strategic vision, business acumen, and sheer talent to meet their corporate clients’ complex needs and propel our economy forward.

1ST SALUTE TO WOMEN’S BUSINESS ENTERPRISES
As part of the work elevating WBENC-Certified Women’s Business Enterprises (WBEs) to the national conversation, WBENC established the first “Salute to Women’s Business Enterprises,” which included the first annual list of America’s Top Corporations for Women’s Business Enterprises.

64

IN 1998, WBENC HAD 64 CORPORATE MEMBERS THROUGHOUT THE U.S.

2014

In 2014, WBENC launched the Women Owned logo, establishing a consumer-facing brand.

2017

As we look back on the past 20 years, we can see how women-owned businesses have gone from the outskirts of industry to an essential engine of our global economy. In this 20th Anniversary magazine, we outline the people, organizations, and opportunities that helped WBENC become a robust ecosystem of growth and foster diversity in the world of commerce.

WBENC CELEBRATES 20 YEARS OF DEVELOPING AND GROWING WOMEN-OWNED BUSINESSES.
WE ARE WBENC!

WWW.WBENC.ORG // APRIL/MAY EDITION 2017
Q: TELL US THE 84 LUMBER STORY.

A: 84 Lumber established its roots in Eighty Four, Pennsylvania in 1956 when my dad, Joseph A. Hardy III, in conjunction with his two brothers, Norman and Bob Hardy, and family friends Ed Ryan and Jack Kunkle, pooled together $84,000 in funds to purchase land and buildings for a new “cash and carry” lumberyard.

As the business expanded, my dad and uncles became sole owners of 84 Lumber, and the company entered a new phase of expansion throughout the 1960s. During the 1970s and 1980s we maintained growth at a rapid pace.

I grew up with 84 Lumber. It wasn’t unusual to find me at the lumberyard or at a store grand opening or even a board meeting as a child. My dad and I have a unique bond that continues to this day and when I took over the business in 1992, I worked to maintain his legacy and the success of the organization.

The company has evolved to match the changing landscape. In 2016, 84 Lumber had revenue of $2.86B and sales up were 15 percent. We’re opening several new stores across the country in 2017, and we are focused on recruiting and retaining top talent for roles across our organization.
Q: WHAT ABOUT 84 LUMBER’S MISSION AND VISION DROVE YOU TO DECIDE TO ADVERTISE DURING THE SUPER BOWL?

A: We wanted to let the world know 84 Lumber is the place for people who don’t always fit nicely into a box. The home building industry is going through a period of disruption and we knew we needed to recruit, hire, and train people differently to continue to compete at a high level. This spot wasn’t just about 84 Lumber — it was about creating a rallying cry that inspires the next generation of talent for the entire industry.

Q: AS CEO, WHAT MADE YOU FEEL COMPELLED TO TELL THIS SPECIFIC STORY FOR THE AD? WHY WAS THIS AD IMPORTANT TO YOU?

A: The goal of our Super Bowl commercial wasn’t to sell people something. It was to tell the world who 84 Lumber is and what we stand for. It was to increase awareness, and to launch our recruitment campaign, and it did that.

The content and format of the ad garnered a lot of attention, especially from the advertising world— which ranked it among the best ads from event.

Q: WHAT HAS HAPPENED SINCE THE AD APPEARED? WHAT OPPORTUNITIES AND CHALLENGES HAVE RESULTED FROM THE AD?

A: The ad allowed us to show the world 84 Lumber is a company of opportunity. A company that cares more about your attitude and work ethic than your resume and degrees. If you’re ready to roll up your sleeves and work hard, we’ll do the same to support you in building your career. While it’s still early in the process, since the ad ran we’ve seen an increase in traffic to our Careers page and the number of employment applications we’ve received.

Q: WHAT DO YOU THINK OTHER WBES CAN LEARN FROM YOUR EXPERIENCE WITH THIS AD?

A: Be passionate and authentic – tell your company’s story, stand firm in who you are and everything else will work out.

"This spot wasn’t just about 84 Lumber – it was about creating a rallying cry that inspires the next generation of talent for the entire industry."

Q: YOU’VE RECENTLY BEEN NAMED PART OF THE NEW PROGRAM, WBENC WOMEN OF DISTINCTION. WHAT DOES THAT MEAN TO YOU? HOW DO YOU HOPE TO GIVE BACK TO WBENC?

A: I am privileged to be a part of this group of successful women honored with the Women of Distinction. I’m looking forward to seeing everyone in August at Nemacolin Woodlands Resort and continuing to learn from one another.

Q: WHAT OPPORTUNITIES HAVE YOU TAKEN ADVANTAGE OF THROUGH WBENC?

A: We continue to identify ways to support WBENC and other WBEs to ensure the community thrives and grows, including:

- We have a supplier diversity program and meet with WBES at WBENC events looking for new suppliers to add to our vendor list. A few recent examples of these partnerships include:
  - We work with a WBENC-Certified trucking company as one of our haulers. Soon after our partnership began the company grew its hauling from one to two stores and continues to demonstrate potential for further growth.
  - We also recently signed an agreement to use a WBENC-Certified safety supplier and are building that relationship.

84 Lumber also serves as an advocate for WBES of all sizes including the following efforts:

- We have been instrumental in changing the law in Pennsylvania to recognize large diverse Pennsylvania companies as home state certified if they have WBENC, NMSDC, and other nationally recognized third-party certifications.
- We currently have a bill in New York state legislation that, if passed, will help many diverse businesses in New York.

Q: WHAT IS YOUR ADVICE FOR NEW WBES WHO WANT TO GET INVOLVED?

A: At 84 Lumber we value grit, determination, and a strong work ethic. We’d encourage WBES who want to get involved to apply this type of mindset to everything you do, including involvement with WBENC.
IT ALL STARTED WHEN BUZZBALLZ PRESIDENT MERRILEE KICK WAS DRINKING A COCKTAIL BY THE POOL GRADING PAPERS FOR HER HIGH SCHOOL CLASS. “I HAD A LITTLE SNOWBALL ROUND VOTIVE CANDLE, AND I THOUGHT: ‘WHAT IF THERE WAS A DRINK IN A ROUND CONTAINER SHAPE? WOULDN’T IT LOOK COOL?’" SAYS KICK.

The idea of Buzzballz, ready-to-drink cocktails sold in plastic round containers, was born. Soon, Kick had a line of products in a variety of flavors such as their take on a margarita, the Tequila ‘Rita and their piña colada flavor, Lotta Colada. Yet, despite successfully producing products, Kick struggled to get the company fully funded and connected with distributors.

“I put every penny I had into it and I didn’t have much because I was just a teacher and no one really wanted to give me any funding,” says Kick. “It was a good ole’ boys club and it wasn’t conducive to someone with no experience in the alcohol industry to step in to start a company and try to expand with no money.”

Kick’s big break came when she started selling Buzzballz to Glazer’s Wholesale on a trial run in her local region of Texas. “A Glazers Sales Manager named Blair Casey took a chance on me and brought me into the Dallas/Fort Worth marketplace,” says Kick.

WOMEN OWNED BACKSTORY

MEET THE OWNER OF BUZZBALLZ POOLSIDE AT #WBENCCONF

THE MORE I LOOKED INTO IT, THE MORE I THOUGHT IT WOULD LOOK COOL TO MAKE A FUNKY PARTY BALL TYPE OF COCKTAIL YOU COULD BUY BY THE DRINK,” SAYS KICK.

THE IDEA OF BUZZBALLZ, READY-TO-DRINK COCKTAILS SOLD IN PLASTIC ROUND CONTAINERS, WAS BORN. SOON, KICK HAD A LINE OF PRODUCTS IN A VARIETY OF FLAVORS SUCH AS THEIR TAKE ON A MARGARITA, THE TEQUILA ‘RITA AND THEIR PIÑA COLADA FLAVOR, LOTTA COLADA. YET, DESPITE SUCCESSFULLY PRODUCING PRODUCTS, KICK STRUGGLED TO GET THE COMPANY FULLY FUNDED AND CONNECTED WITH DISTRIBUTORS.

“I PUT EVERY PENNY I HAD INTO IT AND I Didn’T HAVE MUCH BECAUSE I WAS JUST A TEACHER AND NO ONE REALLY WANTED TO GIVE ME ANY FUNDING,” SAYS KICK. “IT WAS A GOOD OLE’ BOYS CLUB AND IT WASN’T CONDUCTIVE TO SOMEONE WITH NO EXPERIENCE IN THE ALCOHOL INDUSTRY TO STEP IN TO START A COMPANY AND TRY TO EXPAND WITH NO MONEY.”

KICK’S BIG BREAK CAME WHEN SHE STARTED SELLING BUZZBALLZ TO GLAZER’S WHOLESALE ON A TRIAL RUN IN HER LOCAL REGION OF TEXAS. “A GLAZERS SALES MANAGER NAMED BLAIR CASEY TOOK A CHANCE ON ME AND BROUGHT ME INTO THE DALLAS/FORT WORTH MARKETPLACE,” SAYS KICK.
She expanded across the main cities in Texas and distribution slowly grew as Casey referred the company and Kick to stores in Arkansas, Missouri, Kansas, and the rest of the Glazer’s Wholesale network.

“Glazer’s Wholesale kept growing, and I kept growing with them,” says Kick. “Now we’re up to 42 states and we’re selling internationally. That was part of my five-year plan, and we accomplished it! It’s amazing to think that I started this thing six years ago and here I am selling internationally to Bermuda, China, Hong Kong, and Taiwan. It’s actually happening. It’s a goal I wrote on paper and I wasn’t sure it would ever come to fruition, but it did.”

And to give credit where credit was due, she hired Casey, the guy who gave her a chance, as her new VP of Sales and Marketing. Now valued at a 20 million dollar company, BuzzBallz is continuing to grow through focusing on on-premise sales, international expansion, and custom opportunities such as a branded “Mile High Lemonade” for Spirit Airlines.

“The Mile High Lemonade flavor is on the Spirit Airlines menu for the next year,” says Kick. “It has the little jet stream for the Spirit Airline jet going across the little yellow ball, so it’s really cute.”

After getting her company WBENC Certified in 2016, Kick ensured the Women Owned logo is on all of her Buzzballz products. She is also eager to expand her involvement with WBENC national events and visibility this year.

“The WBENC Summit & Salute in New Orleans was packed with events and great women-owned businesses. I met not only strong women owners, but also the advocates (both men and women alike) who actively seek diverse supplier opportunities to support WBEs. It was very empowering, and a lot of fun. I was surprised at how many big companies were there to meet us.”

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Although Kick is just starting to grow her relationship with WBENC, she’s already honed her professional skills through participating in the EY Entrepreneurial Winning Women Class of 2016. She participated in everything the program had to offer including forums, networking, and matchmaking.

“Between investors, mentors, and my sisters in the program, I was able to make some really key connections during the program and scored some great interviews, too,” says Kick. “During the whole adventure, I’ve been surrounded by support.”

Even with all her success, it’s not all business at the Buzzbalz factory. Kick prides herself on keeping a fun company culture, and she even compares the factory to Willy Wonka and the Chocolate Factory because it is so fun and colorful.

“All the colors are a fun environment because that’s what our products look like,” says Kick. “On the outside it looks like just a regular warehouse, but you walk in on the inside and we got green walls, red walls, purple walls, crooked windows that are tipsy and tilted on one side. We make it colorful and interesting.”

By focusing on building relationships while bringing fun to work everyday, Kick knows she is ready for the set of opportunities and challenges for the company. But meanwhile, she is looking forward to not grading papers around the pool in June—instead she will be meeting new friends from the WBENC network in Las Vegas at the National Conference & Business Fair!

buzzballz.com
#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
CORPORATE CORNER

WALMART SPEARHEADS COLLABORATION WITH WBENC AND 8 OTHER CORPORATIONS TO TRACK AND REPORT AGGREGATED SPENDING ON WOMEN-OWNED BUSINESSES

On March 29, as part of the Walmart Women’s Economic Empowerment (WEE) Summit in Washington, D.C., Doug McMillon, President of Walmart announced the collaborative effort to track and report sourcing from self-identified and certified women-owned businesses over the next five years. In partnership with WBENC, Walmart spearheaded the unified front of major corporations and WBENC Corporate Members, including Campbell Soup Company, The Coca-Cola Company, ExxonMobil, General Mills, Johnson & Johnson, Mondelez International, PepsiCo, and Procter & Gamble.

During the event Doug McMillon led a panel discussion with Denise Morrison, President and CEO, Campbell Soup Company; Muhtar Kent, Chairman and CEO of The Coca-Cola Company; and Alex Gorsky, Chairman and CEO of Johnson & Johnson. Their commitment, along with the other participating corporations CEOs are the key drivers of making this initiative a success.

“Creating economic opportunity and growth is central to who we are as a company,” said McMillon. “We are proud to be part of this important initiative, and together we can make an even bigger impact in elevating these successful women-owned businesses. Our customers care where products are sourced, and we believe supporting women-owned businesses helps us put innovative products on our shelves while helping these businesses thrive and grow.”

As the largest third-party certifier of businesses owned, controlled, and operated by women in the U.S., WBENC will lead the collaboration and audit the reported aggregated spend amounts. Pamela Prince-Eason, WBENC President and CEO, is enthusiastic that so many Corporate Members are willing to take on this essential work.

“We believe this collaboration by Fortune 50 CEOs will bring game-changing opportunities across the retail industry for WBENC-Certified and WEConnect-Certified WBEs,” said Prince-Eason.

READ THE FULL PRESS RELEASE.

TIME WARNER HOSTS FIRST SUPPLIER DIVERSITY SHOWCASE

On February 22, 2017, Time Warner convened the 2017 Studio Collaborative Supplier Diversity Showcase. The goal of the event “was to forge connections between diverse suppliers of production and post-production services with producers, directors, and show runners from major studios.”

In attendance were representatives from 21st Century Fox, Comcast NBC Universal, Sony Pictures, Viacom, and The Walt Disney Company. The event featured a roundtable discussion moderated by Clint Grimes, Time Warner’s Executive Director of Global Sourcing and Supplier Diversity. Panelists included:

- **PAMELA PRINCE-EASON**, WBENC President and CEO;
- **JUSTIN G. NELSON**, National Gay & Lesbian Chamber of Commerce President and Co-Founder;
- **MARQUIS MILLER**, Vice President Field Operations, National Minority Supplier Development Council; and
- **BRIAN ANSARI**, Director, Business Development, Division of Minority and Women’s Business Development.

“As the leader in women’s business development, WBENC knows the importance of visual representation of women leaders in the entertainment industry,” says Prince-Eason. “It was an honor to be on such a distinguished panel and encourage open discussion about inclusion in such a pivotal platform.”

READ THE FULL PRESS RELEASE.
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
BY THE NUMBERS
WBENC’S NATIONAL CONFERENCE & BUSINESS FAIR

WBENC’S NATIONAL CONFERENCE & BUSINESS FAIR IS THE LARGEST NATIONAL GATHERING FOR WBES. THE THREE-DAY EVENT IS THE PERFECT MIX OF EDUCATION, BUSINESS-BUILDING ACTIVITIES, AND CELEBRATION. NCBF EVENTS INCLUDE PANELS BY THOUGHT LEADERS, 1:1 MATCHMAKING SESSIONS, AND NETWORKING OPPORTUNITIES AS WELL AS A WORLD-CLASS BUSINESS FAIR. LEARN MORE.

ATTENDEES
4,000+
Total attendees

TYPES OF ATTENDEES INCLUDE
Women Business Owners,
Government Agencies,
and Fortune 1000 Enterprises.

ECONOMIC STATISTIC
18%
Percentage increase in tourists that Las Vegas has recorded since 2009, mostly attributed to higher-value conventions—like WBENCconf!
(Source: Las Vegas Convention and Visitors Authority)

BUSINESS FAIR
300+
Exhibitors including Fortune 500 companies and America’s leading WBES as well as federal, state, and government agencies

WHO MAKES IT POSSIBLE

Conference Co-chairs
6
1
Host Council
Host Committees Chairs
2
1
Host Committee Members
10
100+
Sponsors

sessions of yoga by the pool

Energy
Automotive
Tech
Pharma

industry-specific pavilions:

Energy
Pharma
Tech
Automotive

Hours the Business Fair is open
7.5

awarded in seed capital through SEP

$10K
20 years of WBENC

2
1 pre-conference day
The Tuck-WBENC Strategic Growth Program, presented by IBM, is a six-day executive development program for WBENC-Certified Women’s Business Enterprises (WBEs) CEOs – Leaders. It is an intensive learning experience that focuses on increasing the competitive advantage and capacity of the participant’s own business. Up to 40 WBE attendees will form a learning community that will continue to provide a source of support, expertise, opportunities and expanded peer networks long after graduation. Attendees in the Tuck-WBENC Strategic Growth Program must have completed the Tuck-WBENC Executive Program.

**SPACE IS LIMITED, APPLY NOW!** Don’t miss this opportunity to be a part of the next class by attending the 2017 Tuck-WBENC Strategic Growth Program!

**2017 TUCK-WBENC STRATEGIC GROWTH PROGRAM**

- **Program Date:** October 1-6, 2017  
- **Location:** Palisades, NY  
- **Application Deadline:** FRIDAY, JUNE 9, 2017  

*For details and the application:* Can be found on the Opportunities tab on www.wbenc.org

**SCHOLARSHIPS ARE AVAILABLE!**

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

Questions? Contact Vaughn Farris at Tuck@wbenc.org or by phone at 202.872.5515 ext: 8689
PARTNER NEWS

WBENC CELEBRATES INTERNATIONAL WOMEN’S DAY WITH SBA, WIPP, AND NWBC

ON MARCH 8, WBENC WELCOMED ALMOST 100 WBES, CORPORATE MEMBERS, GOVERNMENT REPRESENTATIVES, AND PARTNER ORGANIZATIONS TO PARTICIPATE IN SPECIAL EVENTS IN CELEBRATION OF INTERNATIONAL WOMEN’S DAY.

WBENC’s President and CEO Pamela Prince-Eason participated in the National Women’s Business Council (NWBC) March Public Meeting, which focused on the history, participation, and progress of the movement for women business leadership development. Please view the entire presentation on NWBC’s YouTube channel.

Skip to minute 17 for a fascinating presentation called “Keys to Equality: Women’s Growing Wealth in the United States” from Victoria A. Budson, Founder and Executive Director of Women and Public Policy Program at the Harvard Kennedy School of Government.

Following the online NWBC Public Meeting, guests gathered onsite in the WBENC Headquarters offices for a joint panel hosted by Women Impacting Public Policy (WIPP) and WBENC. Prince-Eason introduced the panel, including:

- **MODERATOR JANE CAMPBELL**, President, WIPP
- **ADMINISTRATOR LINDA MCMAHON**, U.S. Small Business Administration
- **SENATOR JEANNE SHAHEEN (D-NH)**
- **MEREDITH WEST**, Deputy Staff Director, Senate Small Business Committee

After her introduction, Administrator McMahon immediately set a candid and genuine tone in discussing the challenges and opportunities ahead for the SBA, including raising the goal for awarding more than 5% of government contracts to women-owned businesses. Senator Shaheen spoke about her personal story as an entrepreneur and her dedication to ensuring women-owned businesses get the access to credit they deserve. West wrapped up the speaking portion of the event with real life examples of bipartisan bills and advances in economic policy as part of the Senate Small Business Committee.

Following the conclusion of the programming portion, guests were given a chance to thank the panelists and engage in networking during a small reception. All the speakers urged attendees to remain involved in economic policy discussions to better ensure women’s voices are heard.
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.

DOROTHY B. BROTHERS SCHOLARSHIP

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

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

APPLICATION DEADLINE: MAY 2, 2017

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

NATIONAL SMALL BUSINESS WEEK

APRIL 30 – MAY 6, 2017
U.S. SMALL BUSINESS ADMINISTRATION

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

This year, in-person events are happening around the nation, including Washington, D.C., Indianapolis, Dallas, and Fresno. Make sure to check out webinar opportunities and regional events at your local SBA offices.

LEARN MORE HERE.

NEW! TUCK-WBENC ADVANCED EXECUTIVE DEVELOPMENT PROGRAM

OCTOBER 1-6, 2017
PALISADES, NY

The Tuck-WBENC Strategic Growth Program, presented by IBM, is a six-day executive development program for WBENC-Certified WBEs CEOs and leaders. It is an intensive learning experience that focuses on increasing the competitive advantage and capacity of the participant’s own business.

APPLICATION DEADLINE: JUNE 9, 2017

LEARN MORE HERE.

NEVER MISS AN OPPORTUNITY TO GROW YOUR BUSINESS!

Read the WBENC Blog for timely opportunities with Corporate Members!
STUDENT ENTREPRENEUR PROGRAM MENTORS

The WBENC SEP Mentorship program seeks to enhance the experience of the students throughout SEP including; pitch competition preparation, networking at the National Conference & Business Fair, and ongoing support as students look to successfully launch their business and begin their careers.

WBENC SEP connects WBENC Corporate Members known as “Corporate 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 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.

LEARN MORE HERE.

INTERESTED IN BECOMING A MENTOR?
Email Andrew Gaeckle, WBENC’s Director of Strategic Partnerships, at agaeckle@wbenc.org.

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, MatchMaking 1:1 sessions and networking opportunities, and a world-class business fair. Attendees also have the chance to connect with other WBEs, senior executives from Fortune 500 companies, and select partner organizations that share WBENC’s mission to promote women’s business development.

REGISTER HERE.

EY ENTREPRENEURIAL WINNING WOMEN PROGRAM™

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

Entrepreneurial Winning Women join an elite business network of the country’s best high-growth companies and participate in a customized executive leadership program with year-round activities designed to:

- Expand their knowledge with the latest information, research, and executive dialogues about business strategies and practices.
- Identify potential partners, strategic alliances, customers, and suppliers as well as prospective sources of private capital.
- Provide access to informal, one-to-one guidance and support.
- Strengthen their executive leadership and business skills and identify opportunities to grow through meetings with senior advisors and seasoned entrepreneurs.
- Increase national and regional visibility for themselves and their companies among corporate executives, investors, and the media.

QUESTIONS? Email EY.WinningWomen@ey.com.

APPLICATION DEADLINE: JUNE 9TH, 2017

APPLY OR NOMINATE A WOMEN ENTREPRENEUR HERE.
WHY DID YOU WAKE UP THIS MORNING?

EIGHT YEARS AFTER A CAR CRASH ALMOST CLAIMED HIS LIFE, AUTHOR AND LIFE COACH HAL ELROD HIT ROCK BOTTOM FINANCIALLY AND EMOTIONALLY DURING THE 2008 RECESSION, WHICH DEVASTATED HIS BUSINESS. YET DURING HIS LOWEST POINT, HE FOUND INSPIRATION TO DELVE INTO HIS PERSONAL DEVELOPMENT, RESEARCHING THE IMPORTANCE OF A SUCCESSFUL MORNING ROUTINE.

In this WBENC Book Club selection, The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life (Before 8 AM), Elrod confronts the constant struggle of entrepreneurs everywhere: how to start each day feeling energetic, inspired, and motivated.

“The Miracle Morning will give you purposeful blocks of intentional, focused, and uninterrupted time each day to invest in achieving your most important goals and dream (especially those you’ve been putting off),” writes Elrod.

The book shares his 60-minute morning routine, including six Life S.A.V.E.R.S., practices that make up the overall routine.

Elrod makes the point that our morning mindset is the key to taking your personal and professional life to the next level. His practical application of a morning routine is one way entrepreneurs can start each day with the passion and purpose necessary to pursue their dreams.

WANT TO SHARE YOUR THOUGHTS? READ THE MIRACLE MORNING AND JOIN US FRIDAY, MAY 5TH FROM 1–2 P.M. EST FOR A WEBINAR DISCUSSION!
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

Learn all about last month’s successful Summit & Salute!
- Get Ready for #SummitSalute 2017
- An Exciting Day at #SummitSalute 2017
- 20 Years of WBENC! – Wrapping up at #SummitSalute
- Sustainability with Bocci, and with FedEx
- WBENC’s 20th Anniversary Celebration Honors Women of Distinction

The Women’s Enterprise Forum just welcomed a new group of Forum Team Representatives. Each week we introduced a group of them to you and share their insights about the WBENC Network!
- Week 1, Week 2, Week 3, Week 4, Week 5, Week 6

OPPORTUNITY

Want to join a book club that combines your love of reading with professional development? Check out the WBENC Book Club!
- WBENC Book Club: The Advantage
- Next WBENC Book Club Selection – Miracle Morning

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RESOURCES

Sluggish start to the week? Enjoy Monday Motivation blog posts!
- 12 TED Talks to Develop & Inspire Innovation
- Old Wisdom to Inspire Innovation
- Using Insights to Learn about WBENC

Women Owned Wednesday gives you a chance to checkout great products produced by fellow Certified WBEs. Here are just a few:
- Happy Tummi
- Alliance Rubber
- Olen Cosmetics
- eb5
- Traveling to Summit & Salute
- Graceship
- Southern Valley Produce

ENGAGEMENT

Get to know the WBENC staff:
- Jill Sasso
- Mia Delano
- Laura Swenson
- David Gifford-Robinson
- LaKesha White

Ever wonder where WBENC SEP participants are now?
- Brenda Simental

We shared inspiring stories from leading MWBEs to celebrate Black History Month. Read them all.
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®?

Order Your WBENC Legacy® Online
www.thedwgroup.com/wbenclegacy
1-800-704-0546
“Loss is experienced differently for each person, and grief is an extremely personal process,” says Watson. “I am thankful that Larry and I had time to talk about what was important to him, especially as it came to the copyrights we shared and the nonprofit we started together. We had time to acknowledge what this relationship meant to both of us. His wife requested that I write his memorial tribute, which was cathartic for me and my grief process.”

As a member of the 2016 NCBF Host Committee and workshop presenter, Watson emphasized that although she was affected by the news, she never thought of missing the biggest WBENC event of the year. She had prepared for this moment. However, the same cannot be said for a moment a few months earlier, when one her key employees suffered the unexpected loss of her husband.

“Change can either be disruptive or planned, and whereas we had time to plan with Larry’s passing, this was a disruptive change and very emotional loss,” says Watson. “We also quickly realized this employee owned certain financial processes no one else, including me, knew how to accomplish without a more detailed process map in place. We learned a lot with that experience about planning for the unexpected.”

As a CEO or President, here are four tips to learn how to plan for grief:

1. **Acknowledge** that you and your employees may experience grief not just limited to the death of a loved one. Grief also includes:
   - The loss of any relationship, including divorce;
   - The loss of place, such as a house; and
   - The loss of status, job, or income.

2. **Plan to take the time to grieve** through an official bereavement leave process. Realize that you and your employees will not be at their best in the middle of a loss.

3. **Be sensitive to trigger moments**. Although you and your employees may be back at work, birthdays, anniversaries, and holidays can be difficult for people who are still moving through the grief process.

4. **Ensure your human resources or operations team have a contingency plan in place** to ensure critical systems have redundancy in case of long-term staff absence or loss in productivity.

As a breast cancer survivor, Watson also stresses the importance of discussing succession planning with business partners, support staff, and family.

“All entrepreneurs are storytellers,” says Watson. “We tell our success stories and our client stories, but we also need to learn how to plan for the story our organization would tell without us—as hard as that challenge may be.”
Q: Why is it important to take risks as an entrepreneur?

Answer:

There is no success without risk of failure. Nobody can innovate and grow without risk. Nobody can employ people, have suppliers, or maintain contracts without risk. Paradoxically, it is risky and possibly fatal to a business to avoid risk. Be risk-aware by analyzing and mitigating risk in business and especially in the supply chain. I’m happy to share our tools.

Hannah Kain  
President & CEO, ALOM 
alom.com

As a woman in a male-dominated field, I wanted to be successful. “The Middle Way” is an integrated path that merges professional and personal lives and creates opportunities for greater success and fulfillment in both. I took a risk and built my own company, and that resulted in the great reward of being BOTH a mom and a business owner.

Susan Michel  
CEO, Glen Eagle Advisors, LLC 
gleneagleadv.com
The short answer is risk facilitates growth. An entrepreneur needs to be “uncomfortable” in order to think creatively, futuristically, and passionately. Fear of failure is a great motivator for success.

**Lois Gamerman**  
President / CEO, Soft Stuff Distributors, Inc.  
gosoftstuff.com

Take action today for what you plan to have happen in 6-9 months. Build it and they will come!

**Sandra James**  
President, Private Eyes, Inc.  
privateeyesinc.com

Part of the definition of an entrepreneur is “risk taker.” WBEs who live on the edge and take on challenges that many can’t, thrive on making things happen. They’re tenacious, persistent, and understand success is more than surviving. It is living as an accomplished person who wears many hats, juggles a full plate, and continues to laugh. Amen.

**Sandy Hunter**  
Owner and President, Hunter Hawk  
hunterhawk.com

If you never take a risk, you are not living! Why not be in control of your destiny?

**Pamela O’Rourke**  
Owner, ICON Information Consultants, LP  
iconconsultants.com

Risk is the mantra of an entrepreneur. When an entrepreneur leaves whatever they are doing for something big that they dream about, they are risking many things. For instance, if someone who is working and has a steady paycheck leaves to start something on their own they are risking stable financial health! Or if they start something out of the box because they dared, they risk failure! Taking a risk and managing a risk (preferably planned / informed) is what propels a business forward.

“Everyone can tell you the risk. An entrepreneur can see the reward.” -Robert Kiyosaki

**Sushumna Roy Jalajam**  
President, Softpath System LLC  
softpath.net

“Risk” does not cross my mind, but opportunity does. Without opportunity, growth does not exist.

**Deanna Edwards**  
President & CEO, Intu Corporation  
intucorporation.com

“No risk, no reward” has continually driven me to try something new to improve my business. As an example, in 2013, I was told that I had to move my manufacturing facility due to new zoning in NYC. Do I risk making a huge investment to move with the hope of increased business or sell, shut down, or merge? I took a tremendous financial risk to move to a much larger building and invested in new equipment. This risk turned into a 20% increase in sales. Start with small risks and grow them to big ones. Entrepreneur = risk taker.

**Hallie Satz**  
CEO/Managing Partner, Highroad Press  
highroadpress.com

“What is the single most important part of the #WBENCconf experience for you?”

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.