PRESIDENT’S REPORT

2017 NCBF CO-CHAIRS

looking back. to the future.
CALENDAR OF EVENTS

THIS CALENDAR INCLUDES EVENTS HOSTED BY WBENC’S REGIONAL PARTNER ORGANIZATIONS AND STRATEGIC PARTNERS. VISIT WBENC’S ONLINE CALENDAR FOR MORE EVENTS.

JUNE 2017

15
WBENC National Conference & Business Fair Pre-Event Discussion Webinar
Click here for details.

15
American Express OPEN for Government Contracting
Washington, District of Columbia
Click here for details.

15
SunTrust 3rd Annual Supplier Diversity Tier 2 Conference
Atlanta, Ga.
Click here for details.

15
Dallas Latina Style Business Series
Dallas, Texas
Click here for details.

16
NAWBO-LA 31st Annual Leadership & Legacy Awards Luncheon
Beverly Hills, Calif.
Click here for details.

16
WBDC-Chicago 19th Annual Early Childhood Education Entrepreneurship Expo
Chicago, Ill.
Click here for details.

16
AMAC Annual Airport Business Diversity Conference
Houston, Texas
Click here for details.

19
WBEC-West Conference Tips with Kellogg
Las Vegas, Nev.
Click here for details.

19
WEConnect International Day
Las Vegas, Nev.
Click here for details.

19
WBENC National Conference & Business Fair
Las Vegas, Nev.
Click here for details.

20-22
WBDC-MN & NCMSDC Joint Procurement Meeting Hosted by SuperValu
Eden Prairie, Minn.
Click here for details.

20-22
WBEO-NY / SBA Long Island / SBDC Women’s Empowerment Program
Farmingdale, N.Y.
Click here for details.

23
WBEO-NY Brown Bag Lunch with Johnson & Johnson
New York, N.Y.
Click here for details.

12
ORV-WBC Cleveland WBE Forum Luncheon
Cleveland, Ohio
Click here for details.

13
WPEO-NY How to do Business with PSEG
Cedar Knolls, N.J.
Click here for details.

13
WPEO-DC Remarkable Women’s Luncheon
Richmond, Va.
Click here for details.

17-18
Dell Women's Entrepreneur Network Summit
San Francisco, Calif.
Click here for details.

18
WBCS Executive Insights
Irving, Texas
Click here for details.

19
ORV-WBC Columbus WBE Forum Luncheon
Columbus, Ohio
Click here for details.

19
WPEO-NY Sustainability Program with Citi
Click here for details.

19
WBDC Future Forum Series: Milwaukee
Brookfield, Wis.
Click here for details.

20
WIPP ChallengeHER Silver Spring, MD
Silver Spring, Md.
Click here for details.

21
WBEC PA-DE-SNJ WBE Meet & Greet Meeting
Wilmington, Del.
Click here for details.

21
Charlotte Latina Style Business Series
Charlotte, N.C.
Click here for details.

21
Astra's 20th Anniversary Portland, Ore.
Click here for details.

21
WBEC-West Keys to a Successful RFP Response
Denver, Colo.
Click here for details.

26
CWE Eastern MA: Wednesday, Women & Wine
Boston, Mass.
Click here for details.

27
WBEC-South Women in Business Leadership Luncheon
Birmingham, Ala.
Click here for details.

27
WBEO-DC Access Reception
Washington, D.C.
Click here for details.

27
GLWBC 4th Annual Indiana Awards of Distinction
Carmel, Ind.
Click here for details.

1-4
NGLCC 2017 International Business & Leadership Conference
Las Vegas, Nev.
Click here for details.

2
WIPP ChallengeHER Nashville
Nashville, Tenn.
Click here for details.

2
WBEC-West WBE Expert Series: How to Give an Engaging Virtual Capabilities Briefing
Webinar
Click here for details.

8
WPEDC: A Successful Corporate Connection with Hilton Worldwide
McLean, Va.
Click here for details.

9
8th Annual General Motors Supplier Connections
Sterling Heights, Mich.
Click here for details.

10
ORV-WBC Cincinnati WBE Forum Luncheon
Cincinnati, Ohio
Click here for details.

10
WBEC-West Meet & Greet Networking Event
Fort Collins, Colo.
Click here for details.

11
WBENC PA-DE-SNJ WBE Meet & Greet Meeting
Pittsburgh, Pa.
Click here for details.
TABLE OF CONTENTS
JUNE/JULY 2017 EDITION OF THE PRESIDENT’S REPORT

4  PRESIDENT’S MESSAGE

FEATURES
6  National Conference & Business Fair: Corporate Co-Chair Spotlights
9  NCBF Keynote Announcement: Suzanne de Passe: Legendary Motown Producer
10 NCBF Keynote Announcement: Dr. Randal D. Pinkett: Founder, Chairman, and CEO of BCT Partners
11 NCBF Special Guest Announcement: Octavia Spencer: OSCAR® Award-Winning Hollywood Actress
12 What Happens in Vegas – Is On the WBENC Mobile App!
14  NCBF – Day-By-Day
16 NCBF – Finding Your Favorite Workshop

CERTIFICATION
18 Women Owned Backstory: Duobed’s Modular Furniture Offers Multifunctional Comfort
21 Corporate Corner

ENGAGEMENT
By the Numbers: WBENC’s Student Entrepreneur Program 23

OPPORTUNITIES
Opportunities Open Doors 24
The WBENC Book Club: Join. Read. Discuss. 26

RESOURCES
WBENC Blog Round-Up 29
Healthy Habits: The Cost of Exhaustion 30
Your Advice: What is the single most important part of the #WBENCconf experience for you? 32

ADVERTISERS’ INDEX
MinkeeBlue 8
Women Owned 20
ACT Intentionally 22
Tuck-WBENC Strategic Growth Program 25
WBENC Shop 28
Legacy Bracelet 34

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NEW CORPORATE MEMBERS: Aurora Health Care; Crisis Prevention Institute; Foodbuy; General Electric; Pontoon Solutions; and Zaner-Bloser, Inc., a Highlights Company.
Next week, we will be gathered at this year’s National Conference & Business Fair in Las Vegas. Celebrating 20 years of WBENC, we will be looking back at memorable milestones and setting our vision to the future of women’s business development. More than ever, we are excited for the connections, ideas, and momentum our attendees will all experience during the largest conference of women business owners in the United States!

Our wonderful NCBF Co-Chairs take the lead in their fields to support the inclusion of WBEs in their supply chains. By sponsoring our conference, these leaders and their organizations are supporting the best in programming and networking opportunities with the growth of WBEs in mind.

FARRYN MELTON, Sr. Vice President and Chief Procurement Officer, Bristol-Myers Squibb
ANTHONY GLADNEY, Vice President, National Diversity Relations, MGM Resorts International
SHARI SCHUFFELS, Interim Manager, Supplier Diversity and Development, Southern California Edison
HANNAH KAIN, President & CEO, ALOM
ANJALI “ANN” RAMAKUMARAN, CEO, Ampcus Inc.
RANDY WILSON, CRP, CEO, NEI Global Relocation

In addition to our NCBF Co-Chairs, we are so proud to thank more than 100 sponsors of our conference this year! During your time at meal functions, workshops, and 1:1 MatchMakers meetings, please be sure to take notice of the wonderful corporations and WBEs who make supporting inclusion of women and minorities a priority.

For the first time this year, we will have a robust Pre-Conference day. If you’ve never attended NCBF before, the First Time Attendee Orientation led by the Host Council WBEC-West will discuss best practices to make the most out of your time at our conference. In addition, all WBENC-Certified WBEs are invited to attend the Women’s Enterprise Forum Meeting, where you can make great connections for the coming days of conference.
On the first day of conference, we will launch NextGen, a new program aimed at harnessing the energy and innovation of the emerging class of women entrepreneurs and corporate representatives while matching those leaders with the expertise and experience of established WBEs. Our Kickoff Luncheon on Tuesday will pump up the energy and introduce dynamic new programming geared to leave you inspired.

As always, our attendees will find new ideas and fresh takes on best practices during our education sessions, with four one-hour session blocks stretched over Tuesday and Thursday. Find the right session for you on pages 16 and 17 based on your business goals.

Come prepared Wednesday for the extensive Business Fair, which will feature more than 325 exhibitor booths and several interactive sessions. Suzanne de Passe, a legend in the entertainment industry, will open the Business Fair Breakfast. As someone who shattered a few glass ceilings, Ms. de Passe will share her timely strategies for crafting creative potential before you take the floor to pitch your business. Remember to consult the interactive Business Fair map on the WBENC mobile app!

Although you will have the opportunity to work hard, you will also enjoy opportunities to play hard at our evening events. I encourage you to take time for personal wellness during conference. Join me for our Go the Distance Challenge, take the yoga classes by the pool on Wednesday and Thursday mornings, and visit our on-site Wellness Lounge, sponsored by Aetna, CVS Health, Corporate Fitness Works, and Staples. Read more on page 34.

Our final day will prove to be even busier with hundreds of 1:1 MatchMakers, almost a dozen education sessions, and the perennial favorite WBENC Student Entrepreneur Program Pitch Competition. Successful entrepreneur Dr. Randal Pinkett returns to the WBENC stage for our finale luncheon. After his rousing speech at our 2015 Summit & Salute, his remarks promise to bring empowerment to all our attendees.

Before we celebrate the end of another great event, we are so thrilled to have Academy Award-winning actress Octavia Spencer with us for a conversation on stage at our Tribute! Dinner. You won’t want to miss this event, especially with the debut of the WBENC Choice Awards, surprise awards honoring our heroes and heroines of women business development!

Our 20th Anniversary year has been so special already, and I couldn’t be happier to listen, learn, and celebrate with all of you. As your WBENC network grows, we hope what happens at #WBENCconf goes far beyond Vegas! See you next week!

Best,

PAMELA PRINCE-EASON
WBENC PRESIDENT AND CEO
Representatives from our National Conference & Business Fair Corporate Co-Chairs, Farryn Melton, Senior Vice President and Chief Procurement Officer at Bristol-Myers Squibb; Kenyatta Lewis, Executive Director of Supplier Diversity, MGM Resorts International; and Joycelyn Yue, Supplier Development Manager, Southern California Edison 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: Although the workplace environment has completely changed and significant progress has been made since WBENC was founded in 1997, women business leaders still face challenges reaching the C-suite or gaining access to capital. How can corporations like yours continue to erode those barriers in coming years?

Farryn Melton, Senior Vice President and Chief Procurement Officer at Bristol-Myers Squibb

FARRYN:
A: To address this question I will borrow an action statement from WBENC, “Act Intentionally.” This statement truly describes what is needed to promote women executives and women entrepreneurs. When we are deliberate and genuine with our support for women business leaders, we shorten the gap to parity and empower women leaders. Diversity is the price of entry, and the inclusion is where change happens. The inclusion needs to be strategic, with support from the very top of the organization. It is important that we provide growth opportunities to women leaders and promote them into positions that align with their skills and ambitions.

Kenyatta Lewis

Kenyatta:
A: Two of the biggest barriers a company faces are access to capital and connecting with key decision makers. With that in mind, MGM Resorts’ Supplier Diversity department partnered with WBEC-West, the SBA-sponsored Nevada Women’s Business Center, and the Western Region Minority Council to launch a mentorship program. The goal is to provide customized workshops, business resources, and a dedicated coach from MGM Resorts’ C-suite. WBEs were paired with MGM Executives who provided guidance on key business indicators. They helped each company identify operational efficiencies required to grow smart, become financially sound, and maintain reserve capital. Upon completion of the six-month mentorship program, businesses received a low-interest, guaranteed loan of $10,000 from the SBA sponsor, as well as MGM-funded scholarships to business schools. This program allows our C-suite to get to know WBEs within our supply chain and experience the joys and challenges they face. A new passion and pride for mentoring businesses has been birthed within our company, which means more access for WBEs.
JOYCelyn:
A: We have recognized the workplace environment has changed and have implemented programs dedicated to support and develop our employees through the Employee Resource Groups (ERGs). Our ERGs are employee-led organizations that do important work at Edison and in the community. ERGs offer opportunities to get involved and build relationships, learn from others’ experiences, help others realize their full potential in the workplace, and give back to the community.

Our ERG group, Women’s Roundtable, has a mission to assist the women of Southern California Edison in their professional and personal growth and development by mentoring and focusing on opportunities for advancement in the workplace, celebrating the contributions of women, addressing issues that are of concern to women, and providing an information network for sharing ideas and experiences.

Edison Roundtable brings together women from all Southern California business units to forge strong personal networks and assist women in advancing within their chosen fields and enhancing their personal lives.

Q: What is the most important aspect of business a WBE can focus on for the future?

KENYATTA:
A: Technology is the key to the future success of any business. At MGM Resorts International, we are continually looking for innovative products and solutions that help us fulfill our guest and operational needs. In recent years, the integrated resort and entertainment industry has experienced tremendous growth in interactive technology. WBEs can provide technologies that help enhance, streamline, or improve our guests’ experiences. Our goal is to ensure that every guest has a memorable experience when staying at one of our resorts and we believe WBEs can help us deliver.

JOYCelyn:
A: Continuing to re-invent yourself and your company’s service offerings. Staying relevant today, tomorrow, and 5 to 10 years from now. Continuing to set yourself apart from the competition and communicating how you can provide the best value. Reviewing your business plan monthly, quarterly, and annually can help support your business growth.

FARRYN:
A: Innovation! Innovation is one of the most important business attributes that WBEs should continue to focus on. This is essential to sustainability and ensuring they are evolving and delivering value to their customers. Part of our business case for supplier diversity revolves around the innovation that diverse suppliers bring to our supply chain.

READ MORE FROM THE NCBF CORPORATE CO-CHAIRS, INCLUDING WHAT THEY SEE IN THE FUTURE FOR WOMEN’S BUSINESS DEVELOPMENT, ON THE WBENC BLOG.

THANK YOU TO ALL THE NCBF CO-CHAIRS AND SPONSORS!
Click HERE to pre-order your limited edition tote for $200 each. Online orders will be accepted until June 16, 2017 while supplies last. This exclusive offer comes with a WBENC 20th Anniversary dangle on the top zipper!

All orders will be available for pickup on-site at the National Conference & Business Fair June 20-22, 2017 at the Mandalay Bay in Las Vegas, NV. Based on availability, totes can also be purchased on-site. Pre-order yours today!
Ms. de Passe oversaw the production of soundtracks for such memorable films as *Cooly High*, *The Mack*, and *Trouble Man*. She was very involved in the production of Motown film and television projects including: *Mahogany*, *The Last Dragon*, *The Bingo Long Traveling All-Stars*, *Lady Sings the Blues*, and *Goin’ Back to Indiana*. She also secured the rights to the film version of *The Wiz*. Ms. de Passe produced the multiple award-winning NBC special *Motown 25: Yesterday Today Forever* garnering her first Emmy Award as an Executive Producer.

She went on to produce many successful television projects including *Lonesome Dove*, *Sister Sister*, *Smart Guy*, *Kid & Play*, *The Jacksons: An American Dream*, and *Zenon: Girl of the 21st Century*. Ms. de Passe has produced two NAACP Image Awards, The Essence Awards, and *Showtime at the Apollo*. She has won two Emmy Awards, and her productions have garnered over 30 Emmy nominations, a Golden Globe, five NAACP Image Awards, and three Peabody Awards. She is also the only African American woman to be nominated for an Academy Award for co-writing the screenplay, *Lady Sings the Blues*.

Ms. de Passe has been awarded The Women in Film Crystal Award, the Revlon Business Woman of the Year honor, and was chosen by *Black Enterprise Magazine* as one of the Top 50 Hollywood Power Brokers. She has an honorary doctorate in Humanities from Howard University. Ms. de Passe has served on many boards and actively participated in many nonprofits. Ms. de Passe is currently Co-Chairman of de Passe Jones Entertainment producing a wide variety of projects.
Dr. Pinkett has received numerous awards for business and technology excellence including the Information Technology Senior Management Forum’s Beacon Award and the National Society of Black Engineers’ Entrepreneur of the Year Award. He has been featured on nationally televised programs and he has been recognized by USA TODAY as one of the top 20 scholars in the country.

Dr. Pinkett has served as a brand ambassador for AMTRAK, Verizon Communications, and Outback Steakhouse, and as a national spokesperson for Autism Speaks, the National Black MBA Association, the MillerCoors Urban Entrepreneurs Series, the Minority Information Technology Consortium, and other organizations. Most notably, Dr. Pinkett was the first and only African American to receive the prestigious Rhodes Scholarship at Rutgers University.

Dr. Pinkett is the author of Campus CEO: The Student Entrepreneur’s Guide to Launching a Multimillion-Dollar Business and No-Money Down CEO: How to Start Your Dream Business with Little or No Cash. His latest book, Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness, presents the strategies African Americans and other emerging majorities use to successfully navigate today’s rapidly changing professional landscape.

Dr. Pinkett holds five academic degrees including: a BS in Electrical Engineering from Rutgers University; a MS in Computer Science from the University of Oxford in England; and a MS in Electrical Engineering, MBA, and PhD from Massachusetts Institute of Technology (MIT).
Recently, Ms. Spencer starred as Dorothy Vaughan in the highly-acclaimed drama *Hidden Figures* alongside Taraji P. Henson, Janelle Monáe, and Kevin Costner. The film tells the true story of several African American women who provided NASA with critical information needed to launch the program’s early successful space missions. Ms. Spencer’s performance as Dorothy Vaughan earned her a SAG nomination, Golden Globe nomination, and NAACP Image Award nominations to date.

She’s starred alongside actors such as Elizabeth Moss, Chris Evans, Amanda Seyfried, Quvenzhané Wallis, Diane Kruger, Viola Davis, and Russell Crowe. Other notable performances include Johanna in *Allegiant*, Rowena Jefferis in *Black or White*, Mrs. Otterton in *Zootopia*, Linda Workman in *The Free World*, Opal in *Bad Santa 2*, Dr. Corman in *Fathers and Daughters*, and Wanda in *Fruitvale Station*. She’s guest starred on the CBS series *Mom*, *30 Rock*, *Ugly Betty*, and *The Big Bang Theory*.

Ms. Spencer was awarded “Best Supporting Actress” from the National Board of Review for her performance in *Fruitvale Station* and received an individual nomination from the NAACP Image Awards. She also served as a producer on the film.

Among her many other professional achievements, Ms. Spencer has co-authored an interactive mystery series for children called *Randi Rhodes, Ninja Detective*. Spencer is a native of Montgomery, Alabama and holds a BS in Liberal Arts from Auburn University. She currently resides in Los Angeles.

**NCBF SPECIAL GUEST ANNOUNCEMENT**

**OCTAVIA SPENCER: OSCAR® AWARD-WINNING HOLLYWOOD ACTRESS**

OCTAVIA SPENCER, WILL ANCHOR OUR TRIBUTE! DINNER CELEBRATION ON THURSDAY, JUNE 22 AT THE WBENC NATIONAL CONFERENCE & BUSINESS FAIR. MS. SPENCER HAS BECOME A FAMILIAR Fixture ON BOTH TELEVISION AND THE SILVER SCREEN. HER CRITICALLY ACCLAIMED PERFORMANCE AS MINNY IN DREAMWORK’S FEATURE FILM *THE HELP* WON HER THE 2012 ACADEMY AWARD, BAFTA AWARD, GOLDEN GLOBE AWARD, SAG AWARD, AND BROADCAST FILM CRITIC’S CHOICE AWARD AMONG NUMEROUS OTHER ACCOLADES.

DATE: Thursday, June 22, 2017
TIME: 7:00 PM - 9:30 PM
LOCATION: Mandalay Bay
ROOM: Oceanside Ballroom
WHAT HAPPENS IN VEGAS – IS ON THE WBENC MOBILE APP!

IN PREPARATION FOR THE NATIONAL CONFERENCE & BUSINESS FAIR, JOIN YOUR FELLOW ATTENDEES BY DOWNLOADING THE WBENC MOBILE APP TO NAVIGATE THE CONFERENCE AND MAXIMIZE YOUR EXPERIENCE. FIND EVENT TIMES AND LOCATIONS, PLAN A PERSONAL SCHEDULE, NAVIGATE THE BUSINESS FAIR, AND GET CONNECTED WITH OTHER ATTENDEES. MAKE SURE TO DOWNLOAD THE LATEST VERSION THROUGH YOUR DEVICE APP STORE.

KNOW YOUR SPONSORS

Proactively plan for #WBENCconf by scoping out what companies will have a presence onsite. Sponsors will have a representative in attendance, so scroll through this list to find out who is sponsoring and plan strategic connections. Be sure to begin the conversation by thanking them for supporting women business owners.

CREATE A SCHEDULE

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

NAVIGATE THE MAPS

Navigating is easy when you have all of the maps in one place. The maps module will allow you to easily locate any number of sessions, receptions, or the Business Fair floor. Some maps may be interactive, and you may find that certain locations are linked to exhibits or sessions.
BOOKMARK A BOOTH

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

ENGAGE ON SOCIAL MEDIA

Social media is a great way to see what topics are top of mind for fellow WBES and corporations. By using Twitter and Facebook—and the hashtags #WBENCconf and #WBENCis20—through the WBENC mobile app, you can get exposure as a thoughtful business leader.

CONNECT WITH ATTENDEES

The attendees list and user log-in features bring a whole new level of networking to an event. Create a user account to connect with other attendees by finding the person’s name in the attendees module and tap the “+” to the right of his or her name. The requested user will need to approve your request before he or she can connect. Attendees can be searched by name, company, and position.

ENABLE NOTIFICATIONS

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

SCALE YOUR SOCIAL MEDIA

MORE THAN ANY OTHER TIME OF YEAR, THE WBENC NATIONAL CONFERENCE & BUSINESS FAIR IS THE TIME TO SCALE YOUR SOCIAL MEDIA TO GAIN VISIBILITY WITH CORPORATE MEMBERS, SPONSORS, AND OTHER WBES.

MAKE SURE TO FOLLOW WBENC ON THE FOLLOWING SOCIAL MEDIA CHANNELS:

USE
#WBENCconf
#WBENCis20
TO BE PART OF THE CONVERSATION!
MONDAY – ARRIVE
MANDALAY BAY

Download the WBENC Events mobile app and log in as an attendee.
Post to social media using the #WBENCconf and #WBENCis20 hashtags!

9:00 a.m. to 5:00 p.m.  Registration open
1:00 to 4:00 p.m.       Women’s Enterprise Forum Meeting
2:00 to 4:00 p.m.       First-Time Attendee Orientation
4:00 to 5:00 p.m.       Women’s Enterprise Forum Keynote Speaker (Open to all attendees)

TUESDAY – DAY ONE
MANDALAY BAY

8:00 a.m. to 5:00 p.m.  Registration open
8:00 to 11:00 a.m.      NextGen Meeting (RSVP required)
9:00 a.m. to 5:00 p.m.  Wellness Lounge
                        GO THE DISTANCE CHALLENGE STARTS TODAY!
11:00 a.m. to 2:00 p.m. Kickoff Luncheon
2:30 to 3:30 p.m.       Workshops Sessions
3:35 to 4:45 p.m.       Workshops Sessions
5:00 to 7:30 p.m.       Open
8:00 to 11:00 p.m.      Welcome Reception & Auction

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

BROUGHT TO YOU BY:

aetna
Corporate Fitness Works
CVS Health
STAPLES Business Advantage
When selecting which panel or workshop to attend, make sure to consider your business goals. Where is your business on the growth continuum? What do you need to learn? As you plan, take a moment to think about which conversations need your voice. Here are a few categories of choices:

1. **LEADERSHIP, CHANGE MANAGEMENT, AND GLOBAL EXPANSION**
   Every great business owner must think about the future. WBENC brings together Fortune 500 panelists and global WBEs to share how to build your team, confront change, and plan for expansion.

   **TUESDAY, JUNE 20**
   2:30 p.m. to 3:30 p.m.
   - Securing Your Supply Chain From 21st Century Risk presented by ALOM
   - The Intricacies Of Establishing And Growing Your Global Footprint

   **TUESDAY, JUNE 20**
   3:45 p.m. to 4:45 p.m.
   - WBEs: Growing Global Together – WEConnect International

   **THURSDAY, JUNE 22**
   10:00 a.m. to 11:00 a.m.
   - Changing The Trajectory: Lifting Up The Next Generation Of Women Leaders presented by ManpowerGroup

   **THURSDAY, JUNE 22**
   11:15 a.m. to 12:15 p.m.
   - Corporate Agility - “Survive & Thrive” Office Politics & Organizational Dynamics presented by Southern California Edison
   - Disrupt Or Be Discarded presented by Cisco Systems

2. **MARKETING AND COMMUNICATIONS BEST PRACTICES**
   Great communications skills in-person and savvy marketing skills in print and online can translate into dollar signs. Refresh your marketing and communications plans with insights from experts.

   **TUESDAY, JUNE 20**
   2:30 p.m. to 3:30 p.m.
   - The Perfect Value Proposition presented by Southern California Edison
   - Powerful Pitches And Presentations presented by Bristol-Myers Squibb
   - Branding Va-Va-Voom! How Your Voice And Visuals Must Reflect Your Value presented by DuPont

   **TUESDAY, JUNE 20**
   3:45 p.m. to 4:45 p.m.
   - Up Your Public Speaking Game To Attract New Business presented by DuPont

   **THURSDAY, JUNE 22**
   10:00 a.m. to 11:00 a.m.
   - Addressing The Digital Disconnect - Your Website presented by DuPont

   **THURSDAY, JUNE 22**
   11:15 a.m. to 12:15 p.m.
   - Addressing The Digital Disconnect - Social Media presented by DuPont

3. **CERTIFICATION AND SUPPLIER DIVERSITY TOOLS**

4. **FOCUS ON INDUSTRY AND INNOVATION**

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

TUESDAY, JUNE 20
2:30 p.m. to 3:30 p.m.
•   Leveraging Your Certification

TUESDAY, JUNE 20
3:45 p.m. to 4:45 p.m.
•   WBES: Growing Global Together – WEConnect International

THURSDAY, JUNE 22
10:00 a.m. to 11:00 a.m.
• Supplier Diversity For Economic Impact presented by Kaiser Permanente

THURSDAY, JUNE 22
11:15 a.m. to 12:15 p.m.
•   Future Of Supplier Diversity – Part 2

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

TUESDAY, JUNE 20
2:30 p.m. to 3:30 p.m.
•   The Voice For Women Entrepreneurs

THURSDAY, JUNE 22
10:00 a.m. to 11:00 a.m.
• Where’s My Money? - Payment Solutions For Small Businesses presented by The Coca-Cola Company

THURSDAY, JUNE 22
11:15 a.m. to 12:15 p.m.
•   Enter The New World Of Equity Crowdfunding! Learn How Women Business Owners Can Use It To Raise Capital & “Invest Intentionally” In Each Other presented by Microsoft

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

TUESDAY, JUNE 20
3:45 p.m. to 4:45 p.m.
•   Top Trends In Information Technology In 2017 - “Do Not Get Your Businesses Disrupted” presented by Ampcus, Inc.
•   Navigating The Automotive Industry

THURSDAY, JUNE 22
10:00 a.m. to 11:00 a.m.
• Keys To Hospitality Business Success: Know The Industry presented by MGM Resorts International

Don't Miss the WBENC Student Entrepreneur Program Pitch Competition!
Thursday, June 22 from 3:00 to 5:00 p.m.

VIEW THE COMPLETE WORKSHOP DESCRIPTIONS HERE.
I can’t imagine myself playing golf and tennis everyday,” says Singer. “I think everybody should take the opportunity, especially when they’re older, to do what they want to do rather than what they have to do. That’s a big plus in old age.”

Singer came up with Duobed while remodeling the den in her Palm Springs condo to suit her need for a multipurpose room.

“I have two grandsons and I wanted that den to be an office, as well as a place for them to sleep,” says Singer. “If I wanted to watch TV in there, I wanted it to be comfortable and a sofa bed is the most uncomfortable thing there is. All inventions come from a need and I was not going to sit on furniture that was going to break my back, so I created a multifunctional concept that is like Legos. A few basic pieces can be put together in many creative ways.”

The foundation of Duobed is a storage ottoman. A pillow and back support can be added to transform the piece into a chair. Add another ottoman to make a chaise lounge, couch, or a twin bed. “There are a lot of things you can do with our furniture. Instead of being a single use piece there are two, three, four options with it and you can’t do that with anything else,” says Singer.
After founding Duobed in 2009, Singer initially struggled with reaching consumers.

“I thought the furniture industry and everybody would welcome me with open arms,” says Singer. “It was a challenge and a half. But I hung in long enough and I’ve finally made it to where we’re starting to make money, starting to make real sales. It’s a challenge to be an entrepreneur and have a new concept.”

Singer found the support she needed to grow her business with WBENC. Her local SBA District Office encouraged her to become WBENC-Certified. After receiving her WBENC Certification in 2010, Singer became involved with her RPO WBEC-West through events and networking. She participated in their first ever Platinum Supplier Class where she learned how to prepare a capability statement.

“WBEC-West gave me my start if you want to know the truth of the matter because I didn’t know what I was doing,” says Singer. “I have had careers in insurance, candy, and real estate, certainly not this.”

Nationally, Singer attends both Summit & Salute and the National Conference & Business Fair every year to continue to grow her professional network by making new connections and prospecting with potential clients.

“One of my mentors early on said at every lunch sit at a table where you don’t know anybody,” says Singer. “And that was probably the best advice I’ve ever received because you tend to go with who you’re comfortable with and who you know, but you’re never going to get to know anybody else. It’s really important to be out there and talk to other people because you never know who knows somebody else who might be able to help you.”

Although Duobed started as a home furniture product, Singer quickly saw how Duobed could be the perfect solution wherever there is a need for sitting and/or sleeping options including dormitories, hotels, motels, cruise cabins, healthcare, and government housing.

This year, Singer is determined to get into the healthcare industry by offering Duobed as a practical solution to hospital rooms.

“Have you ever spent the night in a hospital with a sick relative or friend?” says Singer. “Your sitting and sleeping options are the absolute worst. This is such a great product for them. During a really stressful period being able to lay down and rest comfortably makes a big difference.”

She hopes displaying the Women Owned logo on her products helps set her apart from the competition as she continues to grow Duobed. Despite the initial struggle to launch into the furniture industry and attract customers, Singer is thankful for her entrepreneurial journey with Duobed.

“When you have a product you have to be passionate about it in order to make it really fly, because you’re going to hit every roadblock and bump in the road before you get it launched and going,” says Singer. “If people hadn’t encouraged me to do more with it than make it for myself I wouldn’t be here. I hope when women get older and don’t know what to do, they should do what they really want to do. I think that is the most rewarding thing I think I could have experienced in the last seven years.”
#BuyWomenOwned

Proudly supporting those who support Women Owned businesses
CORPORATE CORNER

MONSANTO SUPPLIER DIVERSITY MENTORING PROGRAM GRADUATES SECOND GROUP OF BUSINESS EXECS

On April 27, Monsanto graduated its second class of executives from the Monsanto Supplier Diversity Mentoring Program (MSDMP), offered by Monsanto’s North America Supply Chain team. Eight graduating suppliers joined Monsanto on campus for a panel discussion and ceremony to round out the 12-month program.

The MSDMP is a development program designed for certified diverse businesses with majority ownership by diverse individuals including minorities, women, people with disabilities, veterans, disabled veterans, and persons who are lesbian, gay, bisexual, and transgender (LGBT). The program includes a combination of face-to-face mentoring with members of Monsanto’s executive leadership team, on-site training sessions with Monsanto subject matter experts, assessments led by members of Monsanto’s Supplier Relationship Management team, and access to a third-party professional development coach.

“The MSDMP is one way Monsanto is demonstrating our commitment to provide diverse suppliers with the training, development, and tools necessary to compete in the marketplace,” said Peter Stoyoff, Global Procurement Lead (CPO) with Monsanto. “Proactively partnering with diverse suppliers has, and will continue, to produce a wealth of opportunities for both Monsanto and the communities we serve.”

This is the second group of suppliers to complete the program, which launched in 2015. The MSDMP is considered a best-in-class program based on feedback from supplier diversity organizations and recognition by the editors of FORTUNE magazine.

LEARN MORE HERE.

MONSANTO

MASTERCARD GLOBAL INCLUSION SUMMIT

In May, Mastercard held its annual Global Inclusion Summit, in which employees from around the world came together to harness “The Power of Inclusion” – gaining insights on how the unique skills, experiences, and backgrounds of its workforce can serve as a competitive differentiator and make it a fantastic place to work.

Pamela Prince-Eason, WBENC President & CEO participated on a panel that explored how the company creates value through its supplier diversity program. The entire event served as a forum for debate, sharing, brainstorming and action, highlighting the importance of inclusion and employee engagement in driving business growth and innovation.

LEARN MORE HERE.
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 STUDENT ENTREPRENEUR PROGRAM**

WBENC’s National Conference & Business Fair is the largest national gathering for WBES—it fosters the next generation. This year marks the 9th annual WBENC Student Entrepreneur Program, where aspiring collegiate female entrepreneurs studying in STEAM (Science, Technology, Engineering, Arts, and Math) or business receive mentoring from the most successful WBES and America’s largest Fortune 500 companies. Learn more.

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**PROGRAM**

5 days of tailored entrepreneurial curriculum

1 pitch competition with $10K in seed money.

$5,000 for 1st
$3,000 for 2nd
$2,000 for 3rd

2 off-site visits and experiential learning to WBE offices, corporate campuses, and accelerators.

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**THE CLASS OF 2017**

20 students will participate

Representing 17 universities

10 alumnae will join the program to celebrate WBENC’s 20th Anniversary

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**ECONOMIC STATISTIC**

Women make up half of the total U.S. college-educated workforce, but only 29% of the science and engineering workforce.

(Source: National Science Foundation)

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**HISTORY**

Since its inception in 2008...

150+ students from 64 colleges and universities across the country have graduated from SEP

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**MEMBERSHIP MATTERS**

Each SEP participant gets a Corporate Member mentor and WBE Mentor. Since 2015, we’ve had:

20+ Corporate Member companies

30+ WBEs participate as mentors

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**WHO MAKES IT POSSIBLE**

WWW.WBENC.ORG // JUNE/JULY EDITION 2017

23
OCCUPATIONAL 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: JUNE 30, 2017

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

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 30, 2017

LEARN MORE HERE.

NEW! WBENC ENERGY EXECUTIVE PROGRAM

NOVEMBER 5-10, 2017
ROBERT, LOUISIANA

WBENC is excited to announce the WBENC Energy Executive Program founded in partnership with Shell Oil Company. This program will be a week-long, immersive executive education experience focusing on the Energy, Oil, and Gas industry to drive development of WBE leaders within the Energy Industry supply chain. The program will focus on increasing the competitive advantage, capabilities, and strategy development of each WBE. This program supports the evolution of Diversity and Inclusion strategies among major Energy, Oil, and Gas companies, and further shows the commitment towards impacting the long-term success of diverse businesses that are critical to the global energy supply chains.

CANDIDATE ELIGIBILITY

- Currently certified and in good standing as a women’s 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 $1,000,000 for past 2 consecutive years.
- Provide technical services applicable to the Energy, Oil, and Gas Industry

APPLICATION DEADLINE: JUNE 30, 2017

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

LEARN MORE HERE.
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.

**PROGRAM TOPICS**

- Strategic Vision
- Value Proposition Focused on Customer Needs
- Decision-Making Strategies
- Financial Understanding
- Build, Develop, and Maintain the Right Team
- Growth Strategies

**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 30, 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
JOIN, READ, DISCUSS
THE WBENC BOOK CLUB

SINCE NOVEMBER 2016, THE WBENC BOOK CLUB HAS SELECTED BI-MONTHLY TITLES FOCUSED ON PROFESSIONAL AND BUSINESS DEVELOPMENT. JOIN US AS WE READ AND DISCUSS RELEVANT ISSUES WITH OTHER STRONG WOMEN IN THE WBENC NETWORK.

As we gear up to celebrate WBENC’s 20th Anniversary in Las Vegas next week, we are reading *Fast Forward: How Women Can Achieve Power and Purpose* by Melanne Verveer and Kim K. Azzarelli. With a foreword from presidential candidate Hillary Clinton, the book speaks to the global tide of women’s leadership empowerment.

“Corporate executive and government leaders alike are waking up to the fact that women are drivers of both economic growth and social progress,” write the authors. “We stand today on the cusp of a global power shift, one that has the potential to redefine the way we work and live.”

JOIN our unique book club and both your business and the WBENC community will be strengthened as we learn together. Stay tuned to the WBENC Blog for more information on the upcoming webinar!

“We stand today on the cusp of a global power shift, one that has the potential to redefine the way we work and live.”
HOW TO EMBRACE
Power Posing in big meetings and presentations, where you hold your body in high power positions to increase confidence and decrease anxiety.

HOW TO ACHIEVE
organizational health through building a cohesive leadership team and maintaining clarity through communication.

HOW TO DEVELOP
a morning routine that will help you start each day feeling energetic, inspired, and motivated.

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

Email your story pitch to wbenc-news@wbenc.org
THE WBENC SHOP

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

Bling Mugs

16 Oz Tervis Tumbler

Sling Backpacks

Tervis Water Bottle

Alexis Nylon Purse Style Wine Tote Bag
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
Read insights from the 2017 NCBF Host Committee!
- Wearable Imaging, Inc.
- Kaygen Inc.
- Photomation

In celebration of our 20th Anniversary, WBENC is showcasing the Women of Distinction and their journeys with the WBENC network.
- Nancy Williams, ASAP Solutions Group
- Ranjini Poddar, Artech Information Systems LLC

Meet some of the NCBF Co-Chairs through NCBF Co-Chair Spotlights:
- NEI Global Relocation
- Ampcus
- ALOM

RESOURCES
Sluggish start to the week? Enjoy Monday Motivation blog posts!
- 5 Tips for a Healthier Work Environment

Women Owned Wednesday gives you a chance to checkout great products produced by fellow Certified WBEs. Here are just a few:
- Galassi Foods, LLC
- The Greater Knead
- Celebrate Cinco de Mayo with Women Owned Products
- Mother’s Day
- Tempagenix, LLC
- Innovator’s Box

OPPORTUNITY
During NCBF, focus on your personal wellness and join the fun-filled Go the Distance challenge!

How One WBE Spurred Me to Build An Advisory Board

The new Future Friday column features guest blog posts from WBENC’s America’s Top Corporations for Women’s Business Enterprises as they share insights on the future of doing business with them and their industry.
- DTE Energy
- Capital One

ENGAGEMENT
Get to know the WBENC staff:
- Hannah Brown
- Meredith Satz
- Lindsay Burger
- Lauren Herman

Focus on the Forum:
- The Power of Authentic Networking
**HEALTHY HABITS**

**THE COST OF EXHAUSTION: KNOW YOUR SLEEP SCHEDULE**

WITH BRENDA LOUBE OF CORPORATE FITNESS WORKS

THE EFFECTS OF EXHAUSTION ON YOUR BODY ARE STAGGERING. EXHAUSTION CAN INCREASE YOUR APPETITE AND CAUSE YOU TO CRAVE UNHEALTHY FOODS; LEAD TO HIGH BLOOD PRESSURE, DIABETES, HEART DISEASE, DEPRESSION, ANXIETY, AND OBESITY; AND AFFECT YOUR IMMUNE SYSTEM AND COGNITIVE ABILITIES.

Exhaustion does not only take a toll on you mentally and physically, but on your company as well. Brenda Loube, President and Founder of Corporate Fitness Works, understands the vital role sleep plays in overall health and wellness. Sleep is part of the health consultation that Corporate Fitness Works offers within their wellness model to assess how much sleep participants get a night, the quality of sleep, and the consistency of sleep.

“So many people equate long exhausting days with vitality and success, but that’s not true,” says Loube. “The exhausted entrepreneur might find herself in the middle of a presentation to a potential client and be unable to present a coherent subject. In other day-to-day situations, an exhausted entrepreneur may be unable to maintain a calm demeanor due to their fatigue. They may have trouble managing their anger, sadness, and fear and that might impact their bottom line.”

The first step in preventing exhaustion is to know your ideal sleep schedule. Most people are not
getting the minimum recommendation of seven to nine hours of sleep a night.

“You really need to understand your sleep schedule and the easiest way is to keep a log of when you go to bed and when you wake up,” says Loube. “Number two is to use tracking technology and number three is to talk to your health care providers if it’s more serious to see if you need a more extensive evaluation such as a sleep lab.”

As a sponsor of WBENC’s National Conference & Business Fair for many years, Loube knows just how essential managing your sleep and stress can be for your conference experience. Between getting up early for breakfast meetings, constant networking, and staying up late, it can be easy to stop paying attention to your sleep schedule.

“We have to be on our game and that means a lot of energy; that means that you have to be attentive, you got to be alert, and you’re hopefully in a positive frame of mind,” says Loube. “Sleep plays a big part in all of that.”

5. **Keep Moving!** Thirty minutes of daily exercise is one of the most important things you can do to help improve sleep. During NCBF, participate in the Go the Distance Challenge by tracking your distance walked during the event. Take advantage of the hotel’s fitness center and beautiful pool, network while walking, and participate in the morning yoga classes by the pool on Wednesday and Thursday mornings. Any of these activities or just a short walk during a break can give you the energy boost that you are looking for.

For more wellness tips and information about the Go the Distance Challenge at the event, make sure to stop by the WBENC Wellness Lounge sponsored by Corporate Fitness Works, Aetna, CVSHealth, and Staples.

“The essence of the Wellness Lounge is really all about increasing health awareness and what the role of your health is in your life and the overall success of your business,” says Loube. “I’ve always said if the women cannot get their feet out of bed in the morning what happens to their business? It’s critical for the success of your business that you take care of your health. You might think employees are your competitive advantage, but at the end of the day—you are. You’re the champion and you need to walk the talk and you need to take care of yourself.”

**HERE ARE HER TOP TIPS TO FEEL WELL RESTED DURING #WBENCconf:**

1. **Preventing Exhaustion Starts Before You Even Arrive in Las Vegas.** Get plenty of rest before your trip and try to acclimate yourself to the time zone a few days before the conference. If you’re traveling west, go to bed an hour later for several nights before you get there. If you’re traveling east, go to bed an hour earlier leading up to the conference. Also, try to eat your meals similar to the time zone you’re traveling to.

2. **Are You Getting Enough Natural Light?** Exposure to light in the evening helps you adjust to a later than usual time zone, while exposure to light in the morning can help you adapt to an earlier time zone. Sunlight is a regulator for your biological clock, so staying completely inside at the conference can worsen jet lag. Stay refreshed by going outside during breaks!

3. **Be Mindful of What You’re Drinking.** Try to avoid drinking alcohol on the plane because it can quickly dehydrate you, which leads to fatigue. While you’re at NCBF, avoid alcohol and caffeine at least 3 to 4 hours before bed to ensure you get a good night’s sleep. Opt for water instead to prevent dehydration and stay feeling alert throughout the day.

4. **Make Your Hotel Room Your Home.** You may not have control over your mattress, but you can position the pillow how you like it and set your ideal sleeping temperature to make sure you’re comfortable. Try to incorporate a winding down period before you go to bed by meditating, listening to music, doing yoga, or trying another activity to calm yourself down before bed. Turning off all electronics and any unnecessary light coming from your electronics will also help you get a restful sleep.
“What is the single most important part of the #WBENCconf experience for you?”

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**Reshma Moorthy**  
President, Frontier Technologies, Inc.  
ftiusa.com

Inspired by the solidarity of our WBENC community and motivated by our team’s determination, we formed a strategic alliance with another family-owned WBE to leverage our strengths and succeed together. Since then, we’ve closed deals, attended weddings, hosted strategy meetings, and drank wine together. None of this would have been possible without exposure provided by #WBENCconf.

**Susie Galyardt**  
Founder & CEO, XIOSS, Inc.  
xioss.com

The single most important part of NCBF is the networking with not only the Corporates, but with WBEs as well! Lifelong relationships are born there.

**Juli Sinnett**  
Principal, New Normal Life, LLC  
newnormallife.com

Most important to our team at New Normal Life is organizing our strategic business development plan with NCBF at the center. We know corporations, supplier diversity and procurement professionals, and WBEs who share our values of diversity and well-being will be in attendance and ready to join forces and succeed together!

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**Susan Michel**  
CEO, Glen Eagle Advisors, LLC  
gleneagleadv.com

The single most important part of the #WBENCconf experience for me is networking with WBEs and Corporate Members.

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

That’s easy! Attending the conference! We cannot expect WBENC to flourish and succeed if we do not show up at their conferences. We cannot expect that our organization will grow and that our Corporate Sponsors, Corporate Members, and Corporate Mentors will continue to support WBENC if we don’t support WBENC! These are our best opportunities to grow our networks and learn from each other.

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

It is a special experience being able to engage with all the amazing women that attend #WBENCconf. Personally, I have formed many relationships through WBENC that started off as strictly business and quickly shifted into lifelong friendships. Together we support, guide, and encourage each other in our journeys of building our businesses.
The Business Fair! Having our booth and the Banneker Team available to network with current and prospective customers. The ability to engage directly with Corporate Members and WBE connections and begin conversations that can lead to more business is invaluable to us. Our booth tends to be a draw as we use the fair to “pay it forward” in creative and enduring ways. This year we’re supporting our troops overseas, so please stop by!

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

There are so many wonderful aspects of NCBF, that it is hard to pinpoint one; but I believe the networking with Corporate Members and WBEs is the most important part. There are so many opportunities whether it be at the workshops, keynotes, parties, trade fairs, or MatchMakers. The possibilities are truly endless. The positive energy and momentum is like a vortex that sucks you in, and you don’t want to get away from it!

Tara Abraham
CEO, Accel Inc.
accel-inc.com

Getting to know fellow WBEs is the most rewarding and enjoyable part of WBENC for me. I often begin a dialogue with fellow business owners at conference events that leads to valuable business partnerships for my company and theirs down the road. Equally important, WBENC enables me to meet and develop a mentoring relationship with newer WBEs where we learn from each other.

Margaret Marcucci
CEO & President, Coranet Corp
coranet.com

The most important part of the #WBENCconf for me is the opportunity to meet so many diverse WBEs from all over the country to network, socialize, and form new relationships with.

Fran Dichner
CEO, Aries Group, Inc.
ariesgroupinc.com

The Business Fair is an opportunity to network with existing customers and potential customers. For existing customers I prepare a sales report so they can see progress. For potential customers, I am clear about what we do and offer to email my capability statement. I try to be respectful of the corporate representative’s time and get my point across quickly.

Peggy Delfabbro
CEO, M. Davis and Sons, Inc.
mavisinc.com

Connections for INTU’s ROI! We stay goal focused despite the conference excitement in order to engage in relationship building and one-on-one meetings with other executives.

Deanna Edwards
President & CEO, INTU Corporation
intucorporation.com

For me, it is being able to reconnect and reassess my business outreach. I love it when someone gives me a new idea or a new approach to troubleshooting my business challenges! Everyone is willing to share. You just need to be there!

Teresa Lawrence
President/Owner, Delta Personnel, Inc.
deltapersonnel.com

The most important part of NCBF is getting to know people personally. It is difficult to get to know WBEs and corporate representatives in a three-hour event. There is also such a wonderful opportunity to get to know people from all of the RPOs. As business owners, we must be able to depend on each other for connections and introductions.

Patti Winstanley
President, Aztec Promotional Group, LP
aztecworld.com

My goal for #WBENCis20 is to make 20 WBE-to-WBE connections by year end. While attending the most recent Summit & Salute in New Orleans I was able to make eight connections: five for my company Coastal Telecom and three for our clients. Finding solutions for your clients and making valuable connections are a win-win for all.

Angela Gill
President, Coastal Telecommunications, Inc.
coastaltelecom.net

Upcoming Question:
“How do you incorporate education into your professional development?”

Send your answer to wbenc-news@wbenc.org. Your response could appear on these pages. Please limit your answer to 60 words.
Isn’t it time to start your Legacy®?

Order Your WBENC Legacy® Online
www.thedwgroup.com/wbenclegacy
1-800-704-0546

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®?