

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

DECEMBER 2021 BOARD BOOK

BOARD OF DIRECTORS MEETING
VIRTUAL ZOOM MEETING

DECEMBER 16, 2021

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AGENDA

2:00 PM ET	WELCOME AND APPROVAL OF AUGUST MEETING MINUTES	BARBARA KUBICKI-HICKS
2:10 PM ET	NOMINATING AND GOVERNANCE COMMITTEE REPORT	CLINT GRIMES
2:30 PM ET	PRESIDENT'S REPORT	PAMELA PRINCE-EASON
3:00 PM ET	TREASURER'S REPORT	PAMELA PRINCE-EASON & THERESA HARRISON
3:30 PM ET	FORUM UPDATE	PATTI MASSEY
3:40 PM ET	LEADERSHIP COUNCIL UPDATE	PHALA MIRE
3:50 PM ET	WRAP-UP	

**Minutes of the August 24, 2021
WBENC Board Meeting**

**Submitted for Approval
During the December 2021
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
August 24, 2021 – 3:00pm- 5:00pm ET
Teleconference

Meeting Roster		
1. Board Chair	Barbara Kubicki-Hicks, Bank of America	Present
2. President and CEO	Pamela Prince-Eason, WBENC	Present
3. Counsel	Jorge Romero, K&L Gates	Present
Corporation	Corporate Members	
4. AARP	Kimberly Marcus	Present
5. Accenture	Nedra Dickson	Present
6. Allstate	VACANT	
7. AT&T	VACANT	
8. Avis Budget Group, Inc.	VACANT	
9. BP America	Kimberly Thornton	Present
10. Capital One	Jim Gorzalski	Authorized Designee
11. Chevron	Stephanie Beveridge	Authorized Designee
12. Comcast NBC Universal	Ajamu Johnson	Present
13. D.W. Morgan	David Morgan	Absent
14. Dell Inc.	Piyush Bhargava	Present
15. ExxonMobil Corporation	Doug Fisher	Present
16. EY	Theresa Harrison	Present
17. FedEx	Sue Spence	Notified Absent
18. Ford Motor Company	Jacklyn Watt	Absent
19. GM	Reggie Humphrey	Present
20. IBM Corporation	Michael Robinson	Present
21. Intel	Jackie Sturm	Notified Absent
22. Johnson & Johnson	VACANT	
23. JP Morgan Chase & Co.	William Kapfer	Present
24. Kellogg	Michele Van Treeck	Present
25. KPMG LLP	Jennie Friedman	Present

26. Kroger	Ryan Verbecken	Present
27. Macy's, Inc.	Diana Pon	Present
28. ManpowerGroup	VACANT	
29. Marriott International, Inc.	Casey Oakes	Present
30. Microsoft Corporation	VACANT	
31. Nationwide Inc.	VACANT	
32. Office Depot/Office Max	Karen Miller	Absent
33. PepsiCo, Inc.	Mary McEvoy	Present
34. Pfizer Inc	Mike Hoffman	Present
35. Procter & Gamble	Andy Butler	Absent
36. Robert Half	Sharon Black	Present
37. Shell Oil Company	VACANT	
38. The Coca-Cola Company	VACANT	
39. The Home Depot	VACANT	
40. The Walt Disney Company	Rick Wertsching	Authorized Designee
41. Toyota North America	VACANT	
42. Twitter	Kristen Hickey	Present
43. United Airlines	VACANT	
44. UPS	Kris Oswald	Present
45. Verizon	VACANT	
46. VISTRA	Phil Seidler	Present
47. Walmart Stores, Inc.	Michael Byron	Present
48. Wells Fargo	VACANT	
Leadership Council Members		
49. WBCS	Debbie Hurst	Present
50. WBEC-South	Phala Mire	Present
51. WBEC-East	Liz Walsh	Notified Absent
52. WBDC Florida	Nancy Allen	Present
53. WBDC Midwest	Emilia DiMenco	Present
54. GWBC	Roz Lewis	Notified Absent
55. WBEA	April Day	Present

56. GLWBC	Michelle Richards	Present
57. CWE	Gabby Morse King	Present
58. WBEC-Pacific	Janice Greene	Present
59. WBEC Greater DMV & NY	Sandra Eberhard	Present
Forum Members		
60. CRC Group, Inc.	Patricia Rodriguez-Christian	Present
61. M Davis, Inc.	Peggy Del Fabbro	Present
62. MYCA	Patti Massey	Present
63. Bocci Engineering, Inc.	Lianne Lami	Present
64. Ampcus	Ann Ramakumaran	Present
65. IMAGEN	Joan LaGrasse	Present
66. Magnum Group	Vivian Isaak	
67. Savoca Enterprises	Sharon Savoca-Mahin	Present
68. DevMar Products	Sharon Reynolds	Present
69. SeeHerWork	Jane Henry	Present
70. Kaygen	Rashmi Charturvedi	Notified Absent
Expert Members		
71. Bristol-Myers Squibb	Farryn Melton	Present
72. Past Chair Emeritus	Cheryl Stevens	Notified Absent
73. ACT-1 Group	Janice Bryant-Howroyd	Notified Absent
74. Past First Vice Chair (Retired BP)	Debra Jennings-Johnson	Present
75. Allstate (Retired)	Eugene Campbell	Present
WBENC Staff		
Chief Operating Officer	Jill Sasso	Present
VP, Business Development & Engagement	Mia Delano	Present
VP, Certification	LaKesha White	Present
Assistant Controller	Lauren Herman	Present
Regional Partner Organizations		
WBEC-ORV	Sheila Mixon	Present
WBEC West	Pamela Williamson, Ph.D.	Notified Absent

Board of Director Guests & Representatives		
AT&T	Jalayna Bolden	Present
Capital One	Clint Grimes	Present
Chevron	Dave Feldman	Present
Lowe's	Tabatha Watson	Present
Manpower Group	Ron Needham	Present
Shell Oil Co.	Brian Hall	Present
The Coca-Cola Company	Fernando Hernandez	Present
The Walt Disney Company	Leonard Spencer	Present
Toyota	Chris Garramone	Present
Wells Fargo	Peter Lee	Present
WBENC	Cheri Simmons	Present
WBENC	Amanda Zack	Present

WBENC BOARD OF DIRECTORS' MEETING – August 24, 2021

CALL TO ORDER: Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 3:04pm ET.
A Quorum was established – see Attendance Sheet.

BOARD CHAIR'S REPORT

BARBARA KUBICKI-HICKS

- Ms. Kubicki-Hicks opened the meeting with a welcome to the August 2021 WBENC Board of Directors meeting.
- Thanked the Board for their ongoing support and involvement in the WBENC Network.
- Ms. Kubicki-Hicks reminded everyone that the information shared during the meeting is confidential and is for WBENC Board Members only and should not be shared outside of the Board of Directors.
- Commended the WBENC Staff for the successful programming produced in June 2021.
 - The Think Tanks were rated overall very well.
 - Some struggled to participate in so many virtual events, which will be taken into consideration going forward.
 - The ability to interact with Corporate Members during the Think Tanks in smaller groups, and the debrief sessions were well-received.
 - The on-demand replays were noted as very much appreciated. Some on-demand content was used to view corporate profiles and other resource materials housed in the event platform.
 - Corporations sharing sourcing needs was appreciated.
 - Just over 1,100 people attended the June series.
- Congratulated all of the Top Corporations recognized during the June series.
- Any questions or comments about the August 2021 Board Book should be directed to Ms. Jill Sasso, Ms. Pamela Prince-Eason, or Ms. Kubicki-Hicks as the focus of this meeting will not include all topics in the Board Book.
- Emphasized that the November 2021 in-person event will prioritize everyone's safety and recognized the Marriott team for their work to make the event meaningful and robust.
- Asked for questions or comments about the November sessions. There were none.

- Ms. Kubicki-Hicks asked if there were any corrections to the April 2021 Board Meeting minutes. There were none.

Following a motion by Ms. Deborah Jennings-Johnson and a second by Ms. Patricia Rodriguez-Christian, the meeting minutes for the April 2021 Board Meeting were accepted and unanimously approved. There was no opposition, no further discussion.

Full details can be found in the August 2021 Board Book and PowerPoint slide deck.

- Mr. Grimes stated that there are six (6) nominations for existing corporate board seats to consider.
 - The nominations are for Jalayna Bolden from AT&T, Ron Needham from Manpower Group, Kimberly Proffitt from Nationwide, Fernando Hernandez from The Coca-Cola Company, Chris Garramone from Toyota, and Clint Grimes from Capital One.
- Mr. Grimes asked if there were any questions or comments regarding the candidates.
 - Ms. Pamela Prince-Eason thanked the Nominating and Governance Committee for the great work they have done to fill open board seats.

Following a motion by Ms. Theresa Harrison, and a second by Ms. Kristen Hickey, the nominations of Jalayna Bolden from AT&T, Ron Needham from Manpower Group, Kimberly Proffitt from Nationwide, Fernando Hernandez from The Coca-Cola Company, Chris Garramone from Toyota, and Clint Grimes from Capital One to the WBENC Board of Directors were unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes announced that there is a recommendation for a corporate board seat change for consideration.
 - Recommended to nominate Ms. Tabatha Watson from Lowe's to replace the seat formerly held by Home Depot expiring in 2024.
- Mr. Grimes asked if there were any questions or comments regarding the board seat change.
 - Ms. Prince-Eason commented that there is a scorecard that is reviewed to evaluate participation in support of WBENC regarding the ongoing commitment each individual has to serve the organization, and when there has been a vacancy in a seat and a company has not asked to retain the seat for a long period of time, a change to the board seat will be made.
 - Ms. Prince-Eason stated that WBENC looks forward to working with Home Depot's new Supplier Diversity colleague that joined their team, and when appropriate, WBENC will re-engage with them regarding a potential board seat.

Following a motion by Mr. Reggie Humphrey and a second by Ms. Sharon Black, the approval for the corporate seat change as well as the nomination of Ms. Tabatha Watson from Lowe's to the WBENC Board of Directors were unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes commented that there are seven (7) vacant board seats remaining which should be filled in 2021.
 - The vacant seats are held by Allstate, Avis, Microsoft, Shell, United Airlines, Verizon, and Wells Fargo.
 - Ms. Prince-Eason commented that within the next three weeks there will be recommendations to the Nominating & Governance Committee to fill the seats held by Wells Fargo, United Airlines, Shell, and Allstate. The remaining vacant seats are under discussion with the respective Corporate Members.
- Ms. Prince-Eason welcomed the new Board Members to the WBENC Board of Directors.

Full details can be found in the August 2021 Board Book.

- Ms. Pamela Prince-Eason reminded everyone to review the Board Book in detail.
 - Any questions about items not covered in the meeting should be directed to Ms. Prince-Eason.
- Highlighted the session held on August 6th regarding planning for 2022.
 - An internal review of WBENC's strategic plan reinforced that WBENC's mission has not changed as it relates to fueling economic growth, certifying and facilitating the development of women, and emphasizing WBENC's C.O.R.E. platform.
 - WBENC's updated strategic plan will be reviewed during the November Board Meeting.
 - Board Members will be given 10 days' time to pre-read the material.
- A review of WBENC's By-law's confirmed that every committee currently in place should remain.
 - The committee structure was last reviewed in 2015 and combined the Nominating and Governance committees.
- Recognized that due to the strong amount of capability within the WBENC network, the work the committees have been doing will be evaluated so Corporate Members have strategic roles that benefits both their organizations and WBENC.
- Each committee will review what is and is not currently working.
- Board Membership rosters are being updated due to changes in roles. The roster will be updated for the November Board Meeting.
- A new set of goals for Board committees and industry groups for 2022 will be reviewed in the November Board Meeting.
- 2022 is WBENC's 25th Anniversary and the team has reviewed the best of the last 24 years and coupled it with what will be required for success for the WBENC organization in the future.
- There will be discussions with new Board Members in November about what committees they should serve on.
- Ms. Prince-Eason asked if there were any questions about what was previously covered. There were none.

- Ms. Prince-Eason thanked Ms. Lauren Herman, Ms. Michele Van Treeck, Ms. Barbara Kubicki-Hicks, and Ms. Theresa Harrison for their work on the 2020 Financial Audit.
- A publication of the 2020 Financial Audit will be distributed to the Board at the November Board Meeting.
 - There are still small details to be finalized with the 202 Financial Audit, but there are no issues anticipated.
- Ms. Prince-Eason asked if there were any questions about what was previously covered.
 - Ms. Harrison complimented the Financial Team for their great work with the audit.
- Ms. Prince-Eason discussed operational excellence and the programs still scheduled for 2021.
 - The WBENC Collegiate Accelerator recently concluded and is the continuation of the Student Entrepreneur Program.
 - The first quarterly CPO session was held in conjunction with EY to advance work in the DEI space and to ensure it is supportive of the future of procurement and supply chain. This is a group only for CPO's and the sessions will be held virtually.
 - The third cohort of WeTHRIVE is currently underway and is sponsored by IBM.
 - An advanced Tuck program is being planned for 2022, and WeTHRIVE will be a feeder program for it.
 - There is a significant amount of NextGen programming being done.
 - The Women of Color Program is starting incubator programs in conjunction with North Carolina A&T and Howard University.

- The Women & Pride cohort has begun in conjunction with NGLCC.
- The next Wells Fargo Executive Education Program is planned for the end of the year.
- WBENC Industry Groups continue to meet with their WBENC leads to plan programs for the remainder of 2021 and for 2022.
- The Dell Women in Technology Program is scheduled for this fall.
- The WBENC Team is currently planning for the 2022 National Conference and Business Fair in Atlanta which will have a new look and feel and will be co-hosted by RPO leaders, Ms. Roz Lewis and Ms. Sheila Mixon.
- Ms. Prince-Eason asked if there were any questions about what was previously covered. There were none.
- Ms. Prince-Eason commented that there have been discussions ongoing with The Women’s Business Development Center - Midwest regarding concerns about risk assessments that have been done regarding the certification system.
 - B2Gnow is the company WBENC partners with to house certification information and to provide WBENC Corporate Members with sourcing solutions.
 - The risk assessment included a full review of the system’s functionality, system processes, system performance, customer service provided by B2Gnow, and overall system security.
 - Nothing of significant concern was identified during the system review and this will continue to be overseen by the Audit Committee.
 - A meeting will be held with B2Gnow on August 30, 2021, to discuss various WOSB updates required by the SBA, and to review items that can be improved through routine system enhancements.
 - WBENC will be looking to enter into the next 3-year agreement with B2Gnow following the meeting on August 30, 2021.
- WBENC has received requests from Corporate Members who would like to access supplier data from multiple D&I organizations in one system location.
 - Conducted a previous discussion about Supplier Gateway and their work with Amazon.
 - The support of Corporate Members in recognizing the value of true third-party certification is appreciated.
 - The request from Corporate Members is a solution that will make it easier to search across all of the D&I organizations’ platforms in one location.
 - Held a meeting with all certifying organizations to discuss a search capability that would include all diverse business enterprises.
 - Only considering a solution that would serve as a data repository for back-end reporting – not looking at combining certification processes which would greatly impact the viability of WBENC’s RPO network.
 - Any further discussions about combining certification processes would require significant RPO and WBENC Board input to determine the appropriate next steps.
 - The upcoming 3-year contract between WBENC and B2Gnow would allow for an early exit of the contract, if needed.
 - WBENC is evaluating better ways for its Corporate Members to search for diverse business enterprises across various organizations.
 - Ms. Prince-Eason asked if there were any questions about what was previously covered.
 - Ms. Jennings-Johnson asked if the criteria for the back-end reporting through one system across D&I organizations would be that the companies included in any such combined system would be members of WBENC.
 - Ms. Prince-Eason commented that the capabilities would not only be regional, but national and only those who were part of each “silo” would be able to access the data. The database would not provide information to anyone who should not access it.

- Ms. Kristen Hickey commented that some Corporations send their data out to be validated by a third-party due to the large nature of their supplier streams. She asked if there could be an ability to leverage the third-party resources to validate the supplier base.
 - Ms. Prince-Eason commented that the main objective is to provide the ability for Corporations to find suppliers. WBENC will not look at combining certification but will consider how to incorporate data-scrubbing.
 - Mr. Fernando Hernandez commented that using LinkedIn could be an option as the platform already exists.
 - Ms. Prince-Eason commented that any additional ideas should be sent to her and that WeConnect would be included when considering options.
 - Ms. Kimberly Thornton commented that including WeConnect and considering a global footprint is important for the BP organization.
 - Ms. Prince-Eason recognized the comment in the Zoom chat from Ms. Peggy Del Fabbro regarding the ability for WBEs to find other WBEs for business opportunities is important as well.
 - Ms. Prince-Eason commented that WBENC looks forward to continuing involvement with the Corporate Members in their D&I platform reviews and engagements with other parties and that the Regional Partner Organization leaders are great resources to support that activity as well.
 - Mr. Reggie Humphrey commented that Corporations should be aware that not every organization they may engage with are recognized in other countries as legitimate D&I organizations or to administer Certification.
 - Ms. Prince-Eason commented that any additional organization's involvement would be brought to the Board of Directors for approval prior to engaging them.
- Ms. Prince-Eason commented that many WBEs have attended the WBENC Listens Series and this year it is focused on the RPO Network.
 - Each month a different RPO hosts a session. Board Members are encouraged to participate in the sessions.
 - Ms. Prince-Eason recognized Ms. Liz Walsh, Ms. Phala Mire, and Ms. Debbie Hurst for hosting the first sessions and Forum leader Ms. Patti Massey and Women of Distinction leader Ms. Michelle Boggs for their involvement as well.
- Ms. Prince-Eason commented that she wanted the Board to be aware that she and the new leader of the NMSDC have been in discussions about the leadership transition at NMSDC and that there have been two meetings conducted, and a third is scheduled.
 - Ms. Prince-Eason is aware of what information and the amount of detail that can and cannot be shared between the two (2) organizations.
- Ms. Prince-Eason asked if there were any questions about what was previously covered. There were none.
- Ms. Prince-Eason commented that WBENC has been in significant planning sessions with NGLCC for the November 2021 WBENC event, to discuss data availability for Corporate Members, and to discuss how activities between both organizations can be combined in the future.
 - There are discussions ongoing about how to transport Corporate Members from the WBENC 2021 November event to the NGLCC 2021 November event in a safe manner.
- WBENC continues to monitor Supplier Gateway's activities. Their process includes checking for a WBENC or other certifying organization's certificate and does not provide its own unique certification.
- A portion of the November 2021 WBENC event will be conducted virtually including the WBENC business case workshop.
- Ms. Prince-Eason asked if there were any questions about what was previously covered. There were none.

TREASURER'S REPORT

PAMELA PRINCE-EASON / THERESA HARRISON

Full details can be found in the August 2021 PowerPoint slide deck.

- Ms. Pamela Prince-Eason opened stating that WBENC is in a great financial position and thanked the Corporate Members for their support.
- Ms. Prince-Eason reminded the Board that the information shared is confidential and for use only within the WBENC network.
- The cash position remains great, and as of June 30, 2021, is \$8,368,961.
 - The peak cash position is normally in March, but due to grants provided by Corporate Members, the peak occurred in June.
- The total 2021 revenue budget as authorized in November 2020 was \$9,775,000.
- The total 2021 revenue budget as updated in August 2021 is \$8,380,000.
 - Updates to revenue were made as a result of the decision not to have in-person Summit & Salute or National Conference and Business Fair.
 - The total budgeted revenue for Memberships in 2021 has been updated to \$5,200,000 and reflects the increase in the number of new members.
 - The total budgeted revenue for Sponsorships in 2021 is \$2,220,000.
 - The total budgeted revenue for Registration Fees in 2021 is \$400,000.
- Ms. Prince-Eason asked Ms. Theresa Harrison for additional comments.
 - Ms. Harrison commented that the team has done a great job growing memberships and revenue.
- The 2021 total expenses budget is \$8,380,000.
- Ms. Prince-Eason asked if there were any questions about what was previously covered. There were none.

WOMEN'S ENTERPRISE FORUM REPORT

PATTI MASSEY

Full details can be found in the August 2021 Board Book.

- Ms. Patti Massey commented that the Forum is focused on actively collaborating and innovating with the goal of accelerating growth for WBEs.
 - Forum teams are sharing expertise and learning from each other in WBENC programming.
 - Group connecting occurs outside of WBENC programming.
 - A support system has been created to discuss challenges and share successes.
 - Forum members are doing business together and partnering with each other to provide higher value services to Corporate Members.
 - WBENC Listens serves as a way for WBEs to learn about opportunities in the WBENC Network and for WBEs to share their concerns.
 - The virtual environment allows WBEs to connect with RPOs outside of their immediate location
- Forum Team Leaders have identified opportunities to engage their members.
 - The Domestic Team created a newsletter to share information and The Global Team created a new Hangouts session to connect with each other.
- The Forum File Sharing Site was launched to house all Forum-related documents.
- The Forum is the voice of WBENC WBEs and has received input about WBEs wanting additional opportunities for exposure for their businesses.
- Ms. Prince-Eason thanked Ms. Massey, Ms. Del Fabbro, and Ms. Hannah Kain for their leadership of the Women's Enterprise Forum.

RPO LEADERSHIP COUNCIL REPORT

PHALA MIRE

- Ms. Phala Mire commented that the Covid-19 pandemic has caused many changes relative to required safety measures and how RPO's operate and conduct Certification Site Visits.
 - Many RPO's will have virtual and smaller in-person events for the remainder of 2021.
- Certification numbers have increased despite the Covid-19 pandemic.
 - There is a greater need for resources that support small businesses.
 - Women business owners are in the office more than in prior years, and have more time to complete their certification applications.
- There is more programming for and participation by Women of Color across the WBENC network.
- Virtual site visits for Certification have worked well for the RPOs and WBEs.
- There has been a higher level of participation and collaboration among RPOs during the pandemic.
 - Various RPO events and activities are being aligned so they don't conflict with each other.
 - The virtual environment has helped create more national marketing and engagement opportunities.
- RPO's are now more interdependent.
- RPO's are looking at more ways to support each other to remain sustainable, financially independent, and strong.
- Ms. Mire thanked Ms. Emilia DiMenco for her prior leadership with the RPO Leadership Council.

CLOSE OF FORMAL AGENDA

BARBARA KUBICKI-HICKS

- Ms. Prince-Eason thanked Ms. Mire and Ms. Sandra Eberhard for their work with the RPO's and asked Ms. Kubicki-Hicks to make final comments.
- Ms. Kubicki-Hicks thanked everyone for their time and attention during the meeting and for their support of the WBENC Network.
- Discussion transitioned to the WBENC Business Case topic.

WBENC BUSINESS CASE DISCUSSION

PAMELA PRINCE-EASON

WBENC Board Members discussed ways in which the WBENC Organization can continue to provide enhanced value and engagement that is aligned with Corporate Member business priorities. See Attachment A for detailed notes on the discussion.

The discussion included the following topics and will be included in the 2021 November workshop activity:

- Cross-corporation engagement and the ability to compare WBE interaction across multiple corporations and industries without anti-trust violations
- Increasing community impact through allyship and engagement with small businesses
- Incorporation of ESG priorities with WBE interactions and in identifying solutions to corporate challenges
- Expanding Diversity initiatives to include an emphasis on bringing innovative and sustainable solutions forward
- Minimizing barriers for WBEs in areas like digital transformations

- Identifying niche WBEs with strategic and innovative solutions and finding opportunities to facilitate partnerships and JV's, including interactions with private equity and venture capital entities
- Creating development programs to help prequalify WBEs to do business with Prime suppliers, increasing new business opportunities, offsetting risk, and creating performance opportunities
- WBENC as a promoter of the agility of WBEs instead of being perceived as high risk
- WBENC as a liaison between Corporations and WBEs to help grow corporate Diversity spend through specialized programmatic offerings
- Building meaningful WBE profiles so Supplier Diversity Teams are prepared to collaborate with Sourcing Teams to identify the appropriate suppliers for specific sourcing needs
- Inviting Corporate Sourcing Teams to participate in WBENC programmatic offerings to directly identify potential suppliers to fill sourcing pipelines
- Leveraging the expertise within the WBENC Board of Directors to educate WBEs on topics of specific interest and emerging issues

MEETING ADJOURNMENT

Following a motion by Ms. Kubicki-Hicks and a second by Mr. Grimes, the meeting was adjourned.

Meeting ended at 5:00 pm ET.

**Materials for December 16, 2021
WBENC Board of Directors Meeting**

Nominating and Governance Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 December 16, 2021

GOAL 1: Based upon the needs of WBENC and input from the Executive Committee, we will provide a slate of qualified Board of Director candidates to the Executive Committee and Board of Directors.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Reviewed open corporate seats and candidates. Provided recommendations for board consideration and elections at April 13, 2021 meeting. 	<ul style="list-style-type: none"> Reviewed 12 open board seats and provided a slate of 5 candidates for board consideration and elections at August 24, 2021 meeting. 	<ul style="list-style-type: none"> Committee met to review corporate nominations for existing seats, corporate scorecards for expiring seats and Forum and Leadership Council nominations. Committee approved and put forward a slate of candidates for approval by board vote.

GOAL 2: We will review, validate and update (as required) documents supporting the nomination and governance processes, and collect required documents annually.

- | | |
|---------------------------------|-------------------------|
| a) By-laws | d) Committee Timeline |
| b) Committee Charters | e) Code of Ethics |
| c) New Board Member Application | f) Conflict of Interest |

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> No updates in Q1 2021 	<ul style="list-style-type: none"> Reviewed 2021 expiring board seats. Notified corporate board members regarding renomination process. 	<ul style="list-style-type: none"> Reviewing New Board Member Application to make suggested updates/edits.

GOAL 3: We will develop metrics that track board member attributes and Committee performance.

- a) Corporate Scorecard
- b) Board Matrix

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none">• No updates in Q1 2021	<ul style="list-style-type: none">• Drafted updates to corporate scorecard intake information due to 2020-21 changes in WBENC program and event delivery.	<ul style="list-style-type: none">• Implemented new corporate re-nomination scorecard intake process successfully.

Nominating Governance Committee: Board Elections

Corporate Re-nominations for Existing Board Seats (14) (Term Ending 2024)

Allstate	VACANT
Dell	VACANT
FedEx	Sue Spence
IBM	Michael Robinson
JP Morgan Chase	Bill Kapfer
Kroger	Ryan Verbecken*
Macy's	Diana Pon*
Nationwide	Kimberly Proffitt*
Office Depot	Karen Miller
PepsiCo	Mary McEvoy
Pfizer	Mike Hoffman
Walt Disney	VACANT
Verizon	VACANT
Wells Fargo	Barbara Kubicki-Hicks*

**Board members in seat less than 1 year. Per the Nominating Governance Committee directives, a scorecard is not completed for directors in a corporate seat for less than 1 year or vacant seats.*

Nominations for Existing Corporate Board Seats (3)

Dell	Larry Senger	(term exp 2024)
Johnson & Johnson	Jennifer Curley	(term exp 2022)
The Walt Disney Company	Claudia Splichal	(term exp 2024)
Wells Fargo	Barb Kubicki-Hicks	(term exp 2024)

Forum Re-Nominations Extending Term by 1 Year (4)

Ann Ramakumaran, Ampcus	(term exp 2022)
Joan LaGrasse, IMAGEN	(term exp 2022)
Jane Henry, SeeHerWork	(term exp 2022)
Vivian Isaak, Magnum Group	(term exp 2022)

Leadership Council Nominations Extending Term by 1 Year (3)

Liz Walsh, WBEC-East	(term exp 2022)
Janice Greene, WBEC-Pacific	(term exp 2022)
Emilia DiMenco, WBDC Midwest	(term exp 2022)

Nominating Governance Committee: Executive Committee Appointments

Board Chair – Re-nomination

Wells Fargo Barbara Kubicki-Hicks (term exp 2022)

- *Extends term to end at same time as Leadership Council Chair and Forum Chair.*

First Vice Chair

Accenture Nedra Dickson

- *Seat has been open since Debra Jennings-Johnson retired in 2020.*



Larry Senger
Vice President, Supply Chain Assurance
Dell Technologies

Larry Senger currently leads the Supply Chain Assurance organization at Dell Technologies. In his role, he oversees Dell's efforts to deliver a responsible, secure and resilient supply chain that protects customers and workers, alike.

Larry is an experienced leader and strategic analyst with nearly two decades of experience providing time-critical support to senior US national security policymakers.

Prior to joining Dell, he served as the Deputy Director of Intelligence at the National Counterterrorism Center and as the senior intelligence officer for analysis under the Joint Staff Director of Intelligence (J2).

Larry holds a Bachelors in Criminology and a Masters in International Relations from Florida State University.



Jennifer Curley
Senior Director, Citizenship Solutions
Johnson & Johnson

Jen has been with J&J since 2012, serving in various procurement roles across a variety of categories.

She started in her current role in September 2021, after serving as Senior Director, Global Category Lead, HR Services Procurement for approximately three years.

Prior to J&J, Jen also served in a variety of roles with Merck Sharp & Dohme Corp for over 12 years, including Senior Engineer, Senior Sourcing Analyst and Sourcing Manager.

Jen earned a B.S. in Chemical Engineering from Bucknell University and a Master of Biotechnology from University of Pennsylvania.

She is a champion of talent and women's leadership.



Claudia Splichal
Director, Strategic Sourcing
The Walt Disney Company

Claudia joined Disney in 2006 and has held various sourcing roles with progressive responsibilities.

During her tenure, she has supported a variety of Segments and categories, always with a focus on delivering outstanding value, innovation and services through a strong and diverse supply chain.

Currently leads several sourcing teams within the Disney Parks, Experiences and Products Segments.

Prior to joining Disney, worked as the Production Controller for the West Coast PBS station KCET and prior to that held several roles in a Financial Services startup company.

Claudia was born and raised in Southern Germany and has a B.S. degree from a German University. She received her MBA from the University of Phoenix after relocating to the US.

She lives in Pasadena, CA with her husband, two kids in elementary school a dog and a cat.



Barbara Kubicki-Hicks
Chief Procurement Officer
Wells Fargo & Co.

Barb's previous role was Senior Vice President, Procurement Services Executive at Bank of America

Her new role with Wells Fargo & Co. began in November 2021

This is a corporate board seat change only.

Governance, Board Management and Strategic Focus:

Item 1: As a reminder, in August 2021 I reported the progress the WBENC team had made in re-affirming our Mission, C-O-R-E Platform, Committee Structure and Strategic Direction. Since then we have been able to fill Chair/Vice Chair roles to ensure strong governance remains in place over time. During 1Q-2022 Jill Sasso will be leading our effort to finalize all Board Assignments to committees or Industry Boards, to finalize all committee rosters and to identify our 2022 – 25th Anniversary Goals.

During November 2021 during our Miami Meetings we were able to engage parts of the network in person for the first time in 2 years. We used this time to network and to advance our understanding of the most important needs of our Corporate Member base and our WBE community.

We feel we were able to affirm and enhance our understandings as follows:

- a. Understand the needs of corporate and government members in this permanently changed business environment to support the ever-evolving needs of the businesses they serve.
- b. Understand the needs of women-owned businesses (both certified and non-certified) to ensure we have appropriate support available across the network to survive, grow and thrive but also to outreach to non-certified businesses to include them in this network enhancing their individual businesses and including their capabilities in the solutions and innovations current WBEs and Corporate Members are pursuing.
- c. Understand the business environments and industries that we are serving and also the industries that we should be serving.
- d. Reinforcing our strong belief that this network is served by a strong National Organization with 14 strong Regional Partner Organizations in order to stay close to our customers, recognize changing needs quickly and be pro-active in preparing and serving our customers.

We will continue to report progress against our more detailed planning to support our Strategic Plan throughout 2022. Thank you for your continued support of this organization and for your active involvement in ensuring our success!

Item 2: All work at WBENC continues to be supported through a strong governance model consisting of the Board, Executive Committee, Committee Structure, as well as strong continued oversight of all WBENC policies, procedures, processes, technologies, tools and practices. The 2020 audit was completed in October 2021 and the 990 was filed in November 2021. I am pleased to report that there were no deficiencies reported in our operations or our financials.

Operational Excellence:

In addition to planning and delivering the Nov Meeting in Miami, TEAM WBENC completely planned timing for 2022 activities while delivering our remaining 2021 activities which included:

1. 3rd cohort of WeTHRIVE
2. WeTHRIVE Digital Program launched
3. Next Gen Sessions & NextGen Pitch Competition
4. Women of Color Programming including new Incubator at NCA&T and Howard University

5. Cummins Collegiate Grant Program
6. Women and Pride
7. Allyship Program
8. Next Wells Fargo Executive Education Cohort (WeIGNITE)
9. Industry Group sessions and webinars
 - Women-owned in Retail
 - Healthcare in R&D
 - Energy Industry with both Jazz Fest Suppliers and EEP
 - Manufacturing Industry Strategic Sourcing
10. Women in Technology support led by Dell
11. 4Q-2021 CPO Summit (virtual and led by EY)
12. Hilton Supplier Summit and Capability Statement Workshop
13. Decision making for June 2022 National Conference & Business Fair.
14. Lowes' Certification Grant Program
15. Thriving with Capital One Program
16. Waste Management Share the Green Development Program

Support for the Network

Though we have remained in a virtual setting, we have continued to support the engagement needs of our corporate members, government partners and Regional Partner Organizations. From September – December:

1. JPMC who now offers financial education opportunities as part of our LIFT model
2. Facebook who offers a receivable funding opportunity for WBENC -certified WBEs
3. Citi who is launching a pilot in January 2022 to facilitate better access to loans for WBENC-certified WBEs
4. Participated in Wells Fargo monthly call
5. Participated in Monthly SBA – Third Party Provider calls
6. Pamela Prince-Eason and Elizabeth Vasquez continue monthly calls to ensure consistent support for Members and WBEs both within and outside the United States.

The RPO Network continued with their leadership of the WBENC Listens series. Five interactive sessions occurred during this reporting period: 9/23/21-WBEC Greater DMV by Sandra Eberhard; 10/7/21- WBEC ORV by Sheila Mixon; 10/21- WBEC Metro NY by Sandra Eberhard; 12/2-GLWBC by Michelle Richards; and 12/16-WBEA by Dr. April Day (following the board meeting today). All sessions are being well received by attendees. Additionally, it was my honor to present to Dr Pamela Williamson's WBEC-West Board and to listen to their 2021 accomplishments.

We continue to collaborate through the National Business Inclusion Consortium (NBIC) with our Diversity Partners and this collaboration led to:

1. WBENC and others supporting USPAAC during their annual event
2. WBENC and NGLCC partnering on Nov Miami events
3. NGLCC, WBENC and others committing to launching initiative to provide consolidated search capability for Members wishing to locate diverse and women-owned suppliers for their Supply Chains.
4. The NBIC continues to monitor activities occurring with “non-Certifying” companies that claim to provide valid certification information.

Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
December 16, 2021

GOAL 1: Oversee the monthly and yearly financial reporting process and increase the awareness of the Board of Directors with regards to WBENC’s financial position. The Finance Committee meets as needed and specific meeting highlights are noted below:

2021 Progress to Goal		
April 2021	August 2021	December 2021
<p>The Executive Committee met to discuss Finance Topics on January 28, 2021 and February 18, 2021 due to current committee composition which does not allow a quorum to exist. (Marsha Firestone’s retirement, changes in Forum leadership and Corporate Member retirements occurred at year-end 2020. Theresa Harrison remains the Finance Committee Chair and Shelly Van Treeck is participating on the Finance Committee in her role as Audit Committee Chair. We will be meeting in May to provide invitations to the 2021 Finance Committee Members.)</p> <p>The new Finance Committee will begin meeting in June 2021. Until then the Executive Committee will continue to monitor (and/or vote) the Finance Committee responsibilities.</p> <p>WBENC remains in good financial position. An update regarding 2020 year-end reporting and 2021 progress to date will occur via PowerPoint at the Board Meeting on 4/13/2021. (Also reference the Membership & Development report included in this Board Book.)</p>	<p>The Finance Committee charter has been reaffirmed and the membership has been augmented in order to address the financial matters and strategic direction of WBENC as we move into our 25th anniversary. Membership of the committee is as follows:</p> <p>Theresa Harrison, Board Treasurer and Finance Committee Chair Barbara Kubicki-Hicks, Board Chair and Executive Committee Chair Shelly Van Treeck, Audit Committee Chair Michelle Richards, RPO Leader Sandra Eberhard, RPO Leader Patricia Rodriguez-Christian (past Forum leadership) Peggy Del Fabbro (current Forum leadership) Cheryl Stevens (EnCORE leader and past Board Chair) Lauren Herman (WBENC Assistant Controller) Pamela Prince-Eason (WBENC leader)</p> <p>This group will meet on September 2 to establish strategic goals which will be reported at the November 2021 Board Meeting.</p> <p>WBENC is in very solid financial position. Details of actual performance to date and an updated forecast for 2021 will be presented during the August Board Meeting. An update will be provided regarding 2021 success of membership and programs.</p>	<p>The Finance Committee has focused on finalization of the 2020 Form 990 (final step of audit) and the 2022 Budget. The Committee meets on December 13 to review the staff proposed 2022 Budget in order to ensure appropriateness for the recommendation to the full board during the December 16 Board Meeting. WBENC President & CEO Pamela Prince-Eason emailed all Corporate Board Members to explain the budget review process leading up to the Board vote. All were invited to observe the December 13 detailed review should they wish to review in greater detail than done in the full Board Meeting.</p> <p>WBENC remains in a very solid financial position. Details of performance through 3Q 2021 have been fully reviewed by WBENC leadership and a final forecast for year-end 2021 will be predicted during the December 16 Board Meeting along with the 2022 Budget Recommendation.</p>

GOAL 2: Build a 2021 Financial Plan that supports WBENC’s short-term and long-term strategic goals.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<p>In 2021 we are tracking details of programs to ensure they are supporting the yearly projections made in the ppt presented in November 2020 due to anomalies that exist with changes in accounting policy and program changes required by inability to meet in person (COVID) in 2020 and 2021. WBENC has pivoted and is meeting our mission via virtual interactions until June 2022.</p> <ul style="list-style-type: none"> • Cash position remains on par with previous (non-Covid) years. (Roughly \$8M to begin April 2021.) • Membership (see committee report) has greatly exceeded all projections and new targets have been set. (Limited departure of 2020 members, higher than historical amount of new members resulting in net improvement over original budget of \$200K.) • The March Event exceeded revenue projections and was completed with slightly lower than projected expenses and a high level of customer satisfaction. (The \$500K sponsorship goal and \$200K registration goal yielded actuals that were \$100k higher in revenue.) • Net Profit from a projected June Event will be achieved or exceeded but in a different composition. Because we will remain virtual (we were to be in person in New Orleans) sponsorships, registrations and expenses are being re-forecast based on value to be provided and removal of all sponsorships and expenses that relate to only an in-person model. (See ppt for this meeting.) • WBENC has received funds for a second PPP loan. It is expected to be totally forgiven (along with the first PPP loan) in 2021. Both amounts will be recorded as Revenue in 2021 per guidance from our external auditors. • All other programs are on target to meet their November 2020 original projection (to Board) and January 2021 update (to the EEC.) 	<p>Reference 8/24/2021 Financial Update to the WBENC Board of Directors presented at Board Meeting.</p> <p>Great News! WBENC met all requirements for the first PPP loan from the SBA to be forgiven and we have been formally notified that our first PPP Loan has been fully forgiven.</p>	<p>Reference 12/16/2021 Financial Update to the WBENC Board of Directors.</p>

<ul style="list-style-type: none">• RPO allocation projection. WBENC remains committed to ensuring the highest allocation that can be afforded in 2021. Documentation of payment plan shared with RPOs for their 2021 budgeting consisted of the following 2021-only methodology: (Previously documented in email in August 2020 and February 2021.)• Projected 2021 Revenue will roughly be \$6,883,000 net of restricted contributions to DBB and any uncollectible revenue. This is the 60% estimate Pam described during meeting with RPOs.• The RPO's 17%, which would make up the 2021 allocation pool would be approximately \$1,170,110.• There will be one fixed flat payment of \$20,000 for each RPO or \$280,000.• That leaves \$890,110 (Pool of \$1,170,110 less fixed payment of \$280,000) available for a performance payment based on number of files processed in 2020 by each RPO.• Each RPO was advised to budget a 2021 budget for allocation of \$20,000 plus their percentage of the \$890,110. <p>Note: At this time Pamela Prince-Eason feels we can commit to the full amount of this payment, however, a successful June event will likely lead to WBENC having the ability to make a slightly larger payment than what was originally provided as guidance.</p>		
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GOAL 3: Continue to invest and grow WBENC’s unrestricted net assets reserve to enhance WBENC’s overall financial position.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<p>WBENC continues to manage its treasury operations and to ensure any excess cash balances are invested appropriately. As of the current time all excess cash is invested in a CD Ladder at PNC which is worth approximately \$1,070K.</p>	<p>WBENC continues to manage its treasury operations and to ensure any excess cash balances are invested appropriately. As of the current time all excess cash is invested in a CD Ladder at PNC which is worth approximately \$1,070K.</p>	<p>WBENC continues to manage its treasury operations and to ensure any excess cash balances are invested appropriately. As of the current time all excess cash is invested in a CD Ladder at PNC which is worth approximately \$1,070K.</p> <p>We are pleased to share that we anticipate a net increase of assets for 2021 due to both strong support for the organization and prudent financial management. Because we anticipate an influx of additional costs in 2022 due to returning to a major in-person National Conference we are planning to propose a break-even budget in 2022. This will be discussed in more detail during the December Board Meeting.</p>

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
December 16, 2021

GOAL 1: Oversee completion of the annual audit.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> • The 2019 WBENC Financial Audit process was finalized by CBM via formal reporting to WBENC in January 2021. WBENC received a clean audit opinion. Documents provided included: a. Audited Financial Statements, b. Governance Letter and c. Management Letter. • An Audit Committee meeting will be scheduled in April 2021 to prepare for the 2020 audit. This meeting will include Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager from Councilor, Buchanan, and Mitchell (CBM). • 2020 audit fieldwork will be performed at the DC office from May 3-7, 2021. Lauren Herman, Kelly Klomparens, Mia Delano, Jill Sasso and Pamela Prince-Eason will be working to support the audit in the DC office during the week of May 3, 2021. • A draft of the 2020 audit report is expected in 3rd Quarter 2021. 	<ul style="list-style-type: none"> • The 2020 WBENC Financial Audit is nearing completion by our external auditors. We anticipate a clean audit opinion and will update the Board of final results during the November 2021 Board Meeting. The Audit Committee will meet with the external auditors in September 2021 and the work on the 2020 990 Filing will be completed by the November deadline. 	<ul style="list-style-type: none"> • WBENC’s 2020 Audited Financial Statements were issued on October 13, 2021. WBENC received a clean audit opinion. Documents provided include the Audited Financial Statements, the Governance Letter, and the Management Comment Letter. • Prior to issuance, an Audit Committee meeting was held with the Audit Manager from Councilor, Buchanan, and Mitchell, Lisa Drummond. The Audit Committee reviewed and approved the draft audited financials during this meeting. • Interim work on the 2021 audit began on December 8, 2021 and fieldwork will be scheduled to occur in the second quarter of 2022.

GOAL 2: Oversee completion of the annual Form 990.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> The 2019 Form 990 was completed by WBENC’s audit firm, reviewed by the WBENC leadership, and then reviewed by the Audit Committee before submission to the IRS in November 2020. This satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return. 	<ul style="list-style-type: none"> The 2020 Form 990 Audit Assistance Report work will be completed in order to allow our external auditors to achieve the IRS submission deadline in November 2021. This will be reviewed with the Board prior to filing. 	<ul style="list-style-type: none"> WBENC’s 2020 Form 990 was filed and accepted by the IRS in advance of the 11/15/2021 deadline. The 990 was completed by WBENC’s audit firm, reviewed by WBENC leadership, and then reviewed by the Audit Committee prior to filing. The Audit Committee’s review satisfies the best practice of having the Board of Directors (or a subset of the Board) review the return before filing.

GOAL 3: Ensure WBENC has the appropriate level of internal controls.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> 2019 was another strong year of controls by WBENC. We will continue to scrutinize and monitor our revenue to ensure it is booked in accordance with the new Financial Guidance impacting all non-profits. To further strengthen our high level of compliance culture, we will be reviewing and reporting restricted revenue in an enhanced way to ensure easy visibility to funds received with restrictions. Additionally, we will create or update policies after seeking guidance from our legal counsel regarding our Executive Compensation Policy, Marriott Points related to Hotel Contracts, and Wire Transfer approval guidelines. (There are no concerns.) Each year, in accordance with WBENC’s audit; Internal controls will be re-assessed by WBENC’s audit firm. 	<ul style="list-style-type: none"> 2020 was another strong year of controls across WBENC. WBENC is very proud that we have been able to negotiate re-booking of all in person/venue activities that were cancelled due to COVID. WBENC had minor write-offs associated with sunk costs brought about by event cancellations related to COVID. We continue to scrutinize and monitor all revenue to ensure we are following new financial guidelines impacting non-profit organizations in 2021. We are also very conscientious of expenditures for future events and activities that may still be impacted by COVID uncertainty. 	<ul style="list-style-type: none"> WBENC continues to focus on initiatives that improve processes and strengthen internal controls. Compliance with applicable regulations and data security also remain high priorities.

Leadership Council Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
December 16, 2021

GOAL 1: GROWTH - To further the business case for WBE Supplier Diversity

2021 Progress to Goal			
April 2021			
<ul style="list-style-type: none"> 671 regional events hosted by RPOs in 2020 with over 24,000 total attendees Increase in the number of certified WBE & WOSB firms 			
	12/31/2019	12/31/2020	Growth
WBE	15,686	16,975	8%
WOSB	6,302	7,487	19%

2021 Progress to Goal			
August 2021			
May – July Agenda Items <ul style="list-style-type: none"> Discussion and alignment on WBENC programs strategy and events WBEC South MBDA Grant Update WIPP Updates Special Certifications Virtual Site Visit Criteria 2021 Service Agreements 2021 WBENC Listens Series 			

2021 Progress to Goal			
December 2021			
<ul style="list-style-type: none"> 592 regional events hosted by RPOs in during January-September 2021 with over 16,000 total attendees. Increase the number of certified WBE & WOSB firms. 			
	12/31/2019	12/31/2020	Growth
WBE	16,975	18,103	7%
WOSB	7,487	8,316	11%

GOAL 2: ENGAGEMENT - To be a catalyst for business opportunities and strategic business relationships among and between key stakeholders

2021 Progress to Goal		
April 2021		
<ul style="list-style-type: none"> Women of Color Strategy Session scheduled for April 8, 2021 		

2021 Progress to Goal		
August 2021		
<ul style="list-style-type: none"> See Goal 1 – August 2021 Agenda 		

2021 Progress to Goal		
December 2021		
<ul style="list-style-type: none"> Candace Waterman presented a WIPP update including a proposal for a formal WOSB educational program plan for RPOs. A needs analysis will be conducted to determine which RPOs are providing government contracting education and determine next steps. Many RPO leaders participated in the WBENC Bridge to the Future event in November including corporate member sessions and the Miami Mixer. 		

GOAL 3: OPERATIONAL EXCELLENCE - To collaborate with WBENC in evaluating and proposing changes to the RPO Service Agreement and Allocations Methodology.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Implemented 2021 Allocation methodology 	<ul style="list-style-type: none"> See Goal 1 – August 2021 Agenda 	<ul style="list-style-type: none"> All Leadership Council members agreed to extend the 2021 Service Agreement through 12/31/22. Three in-person meetings have been scheduled in 2022 to prepare the updated 2023 service agreement which will include a new allocation model.

GOAL 4: GOVERNANCE - Maintain Leadership Council Governance and Compliance to WBENC Agreement

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Elected via acclamation, Leadership Council Chair, Phala Mire, President and CEO WBEC South, December 2020 Elected via acclamation, Leadership Council Vice Chair, Sandra Eberhard, President & CEO WBEC Metro NY & Greater DMV, Feb 2021 Completed annual documentation and process assessment request, March 2021 	<ul style="list-style-type: none"> See Goal 1 – August 2021 Agenda 	<ul style="list-style-type: none"> A subcommittee was formed to evaluate and prepare a Virtual Site Visit policy recommendation. The council unanimously agreed on the recommendation which was presented to the National Certification Committee.

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 16, 2021

GOAL 1: Increase Forum Engagement

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Held Forum Team Leader 2021 kick off on January 12, 2021 Forum Team calls (for the 5 Forum teams) held in Q1 to welcome new Forum members and confirm 2021 Forum Team Topics 	<ul style="list-style-type: none"> Held Q2 All Forum session on May 20, 2021, which included Forum Team Check-Ins, 2021 WBENC Listens preview, Forum Business, WBENC Engagement Strategies, and June Programming Overview Forum First Vice Chair, Peggy Del Fabbro, CEO M. Davis, and Forum Second Vice Chair, Hannah Kain, President and CEO, Alom, and were co-chairs of the WBENC Focus on the Future June Event Series Forum Chair, Patti Massey, and other Forum members supported WeTHRIVE and WBENC Collegiate Accelerator to increase engagement in the WBENC network and promote benefits of certification 	<ul style="list-style-type: none"> Held Team Leader meetings in Q3 and Q4. Brainstormed on activities for Forum members and 2022 planning All Forum meeting September 30, 2021, covered Forum Business and an overview of WBENC's November event and featured a presentation by Forum WBE and 2020 WBE Star, Gabrielle Christman on "Tips for Virtual Selling" All Forum meeting, "Celebrating 2021 Wins & Revving Up for 2022!" is December 7, 2021

GOAL 2: Building Personal and Professional Capacity through Education & Programming

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Held a Forum First "PPP2: What you need to know" session presented by Wells Fargo on February 22 All Forum Meeting held on February 24, 2021 	<ul style="list-style-type: none"> Global Team, "How to Build a Global Supply Chain: Logistics Trends" Marketing Team, "Accessing Growth Capital: 4 Things Your Banker Wishes You Knew" 	<ul style="list-style-type: none"> Forum members were invited to attend WBENC's Bridge to the Future event in November in Miami and invited to participate in five (5) rounds of the Miami Mixer, where they had opportunities to connect with multiple Corporate Members.

<ul style="list-style-type: none"> ○ Included the workshop, “The Importance of Knowing What Your Business is Worth,” presented by MassMutual 	<ul style="list-style-type: none"> ● Government Team, “How to Do Business with NASA” ● Engagement Team, “Meaningful Relationships” 	<ul style="list-style-type: none"> ● Q3 Forum Teams held Team Calls on the following topics: <ul style="list-style-type: none"> ○ Domestic Team, “Shift Happens! Shifting Sales Strategies to Ensure Virtual Selling Success” and “Cheers! Wine & Dine Your Way to Success” ○ Engagement Team, “Business Growth through Meaningful Relationships” ○ Global Team, “Global Business Best Practices: Winning Contracts and Negotiations” ● Marketing Team, “Partner Up – Collaborate and Win”.
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GOAL 3: Enhance Governance and Communications

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> ● Welcomed forty-three (43) new RPO Forum appointees and onboarded them in December ● WBENC Forum successfully transitioned the Forum Leadership and Forum Team Leadership 	<ul style="list-style-type: none"> ● Forum Leadership and WBENC Liaison held 1:1 Forum Team Leader calls in Q2 as an informal check-in for the teams and their plans for team sessions in Q3 ● Launched the WBENC Forum Kit which includes <ul style="list-style-type: none"> ○ Forum Overview & Marketing material ○ Media & Resources Guide ○ Forum Directory ○ Forum Seal 	<ul style="list-style-type: none"> ● In Q3 and Q4, eight (8) WBENC Listens, included the following RPOs: WBEC-East, WBEC South, WBCS, WBEC Greater DMV, WBEC ORV, WBEC Metro NY, GLWBC, and WBEA. Sessions connect Forum members with opportunities, events, and programming across the country at the regional level relayed by RPO Leaders, six (6) more sessions will be held in 2022. ● Forum Leadership and WBENC Liaison held 1:1 Forum Team Leader calls in Q3 as an informal check-in for the teams and to discuss plans for team sessions in Q4 and 2022.

WBENC By-laws Reference: Article V, Section 5.1, C

Corporate Membership & Retention Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 December 16, 2021

GOAL 1: Value Proposition & Retention: Increase Retention of Existing Members and Maintain 350+ Members Overall (2019 retention was 97.4%, the highest we have ever seen; 330 Members total; 2020 retention was 96.6%, 346 Members total) Continue to offer current and relevant benefits to National Members, and work with Programs team to achieve. *We have reached – and surpassed - 350 Members! New Goal = 400*

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> • \$4,250,750 in 2021 Renewals invoiced, 95% Retention <i>*Results for Q1 are aligned with prior years; we anticipate these to rise.</i> • \$4,790,500 in Total 2021 Membership invoiced, 374 Members Total <i>*These are the highest numbers WBENC has ever achieved!</i> 	<ul style="list-style-type: none"> • \$4,382,750 2021 Renewals invoiced, 97.4% Retention <i>*This is exactly where we want to be – 97% or higher - and matches 2019</i> • \$5,153,750 Total 2021 Membership invoiced, 414 Members Total <i>*These are the highest numbers WBENC has ever achieved - \$5M+ & 400+!</i> 	<ul style="list-style-type: none"> • \$4,438,750 2021 Renewals invoiced, 98% Retention <i>*This is the highest retention rate we have seen since our inception!</i> • \$5,269,625 Total 2021 Membership invoiced, 429 Members Total <i>*These are the highest numbers WBENC has ever achieved - \$5M+ & 400+!</i> • 2022 Renewal Notices went out November 1, 2021, 1st Reminders went out the week of Dec 1st <ul style="list-style-type: none"> ○ \$2,680,900 confirmed commitments as of 12/3/2021

GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective (2017 37 New, 6 Rejoin; 2018 20 New, 7 Rejoin; 2019 30 New, 2 Rejoin; 2020 47 New).

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> 51 New Members, \$539,750 in 2021 New Member Funding <i>*These are the highest numbers WBENC has ever achieved! Nearly 100 New Members in the past 15 months is also more than we have ever seen; programs are in place to assist this growing group.</i> 	<ul style="list-style-type: none"> 87 New Members, \$771,000 2021 New Member Funding <i>*These are the highest numbers WBENC has ever achieved! Over 130 (134 Total) New Members in the past 19 months is also more than we have ever seen; programs are in place to assist this growing group.</i> 	<ul style="list-style-type: none"> 106 New Members, \$830,875 2021 New Member Funding <i>*These are the highest numbers in WBENC history! Most are starting new SD programs</i> <ul style="list-style-type: none"> 2 New Business Development Hires: <ul style="list-style-type: none"> Andrea Marshall, Director of Business Development (June 2021) Vaughn Farris, Sr. Director of Business Development (September 2021)

GOAL 3: Fund Diversification & Development: Increase Engagement of Members through all WBENC Sponsorships, with a focus on funds from departments outside of supplier diversity.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> 2021 Focus on the Future, virtual March Event Sponsorships to date: \$639,000 2021 June Event/National Conference Sponsorships to date: \$505,650 	<ul style="list-style-type: none"> 2021 Focus on the Future, virtual March Event Sponsorships to date: \$639,000 2021 June Event/National Conference Sponsorships to date: \$1,205,300 <i>*This figure includes WeThrive Bundle and does not include WOC Funding</i> 	<ul style="list-style-type: none"> 2021 All Corporate Sponsorship Funding: \$3,919,650 <i>*The numbers below have been broken down into correct allocations. The 5 largest Corporate Sponsorship funding streams for 2021 were:</i> <ul style="list-style-type: none"> Other/Large Grants: \$1,151,875 June Event Sponsorships: \$886,550 March Event Sponsorships: \$624,600 WeThrive – 2 Cohorts: \$563,000 Women of Color: \$360,000

WBENC By-laws Reference: Article V, Section 5.2

Marketing & Programs Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 December 16, 2021

GOAL 1: Merge the existing Marketing and U.S. Programs Committees into the consolidated Marketing & Programs Committee

- a) Streamline decision making and strategic choices into one committee with an eye towards our brand, our content, and our image.
- b) Create a strong, engaged, accountable committee of corporates, RPOs and WBEs that operates via a sub-committee structure.
- c) Renew our action plan/goals to drive accountability and tracking of successes/failures.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> • Committees successfully merged and operating well with strong sub-committee structure and performance. 	<ul style="list-style-type: none"> • Refining sub-committee structure and goals for more targeted outcomes. 	<ul style="list-style-type: none"> • Identifying and recruiting additional corporate member representatives to serve on the committee and sub-committees.

GOAL 2: Build WBENC Brand Equity, Image and Exposure with Corporate Executives and Non-Supplier Diversity Stakeholders

- a) Build a robust connection with C-Suite level executives (CEO, CMO, others), ERGs, and Public/External Relations.
- b) Create a toolkit with a clear call to action to increase two-way engagement with measurable results to influence these executives/groups.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> • CMO outreach deck draft complete and four (4) corporate board member marketing teams/CMOs have been chosen for initial presentation. 	<ul style="list-style-type: none"> • CMO outreach deck draft complete and need to pilot one with one corporation for feedback. Begin to develop CDO deck. 	<ul style="list-style-type: none"> • Engaged WBENC Ambassadors in beginning C-Suite outreach. • Developing Key Message Matrix for use by WBENC advocates.

GOAL 3: Create a synchronized, World Class Programs Strategy

- a. Develop a holistic programs curriculum that ties together national events and corporate partnerships ensuring common branding (“Powered by WBENC”), consistency of approach, and digital connection hub of opportunities.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none">• Conducted deep dive of all WBENC programs• Coordinated evaluation of all March programming by committee members	<ul style="list-style-type: none">• Provided meaningful feedback and input on programs for WBENC team to use in evaluation and strategic planning.	<ul style="list-style-type: none">• No updates in Q4.

Global Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 December 16, 2021

GOAL 1: Support WBE’s interested in going, or expanding globally, with education and experience from WBE’s, Member Corporations, and external experts.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> • Global Blog Post, February 10, Hannah Kain, President and CEO of ALOM and 2nd Vice Chair of the WBENC Forum. • Finalized for the committee the Global International Reference Guide, a guidebook for WBE’s considering doing business globally. • International Women’s Day, March 8, panelists featured several Global Committee members, including UPS, IBM, Accenture, and ALOM. 	<ul style="list-style-type: none"> • Continued support of the WBENC Blog on Global Business topics. • Updated a Resource Guide to assist WBEs thinking about expanding globally. 	<ul style="list-style-type: none"> • The Global Forum Team hosted Q3 and Q4 team calls. <ul style="list-style-type: none"> ○ “Global Business Best Practices: Winning Contracts and Negotiations,” contracts and negotiations and the different requirements from global countries. ○ “New Ways of Doing Global Business in a Post-Pandemic World,” highlighted valuable tips on technology, legal, negotiation and workplace strategies, while covering what’s new in the post-pandemic business climate. • Continued support of the WBENC Blog on Global Business topics.

GOAL 2: Continue to obtain feedback from WBENC Corporate Members regarding their evolving individual purchasing requirements outside of the U.S. This will include areas such as geographic preference, commodities/services to be procured, how they define a successful supplier, etc.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Nancy Allen and Janice Green shared RPO survey results at the December meeting. 	<ul style="list-style-type: none"> No new updates in Q2-Q3 	<ul style="list-style-type: none"> No new updates in Q4

GOAL 3: Continue to communicate with and educate WBEs and Corporations on the opportunities available through the strategic alliance between WBENC Global Services Committee and WEConnect International.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Partnering on WBENC and Global Committee Leadership participation in WEConnect Global SD&I Symposium NGO Panel, April 14, 2021. 	<ul style="list-style-type: none"> The committee continues to partner with WeConnect and support all WeConnect events. 	<ul style="list-style-type: none"> The committee continues to partner with WeConnect and support all WeConnect events.

National Certification Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 December 16, 2021

GOAL 1: Continue to evaluate and make recommendations for the WBENC Standards and Procedures and ensure alignment with the WBENC Roadmap to Growth & Sustainability.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> NCC Leadership met March 3 to formulate actions associated with The Future of Certification 	<ul style="list-style-type: none"> Finalized survey associated with the Future of Certification for distribution to Board members, Forum and RPOs 	<ul style="list-style-type: none"> Created subcommittee to formulate a revised Virtual Site Visit policy for implementation following the lifting of COVID 19 restrictions. NCC reviewed and unanimously approved revised Virtual Site Visit policy presented by subcommittee. Subcommittees prioritized for WBENC Standards Review and Transgender Documentation in 2022.

GOAL 2: Deliver Women Owned Small Business (WOSB) Certification in accordance with the SBA Federal Contracting Program.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Submitted 2021 SBA Third Party Certifier WOSB Agreement WBENC has successfully met new requirements associated with SBA Third Party Certifier Compliance reviews to date 	<ul style="list-style-type: none"> Commenced process with B2Gnow to issue 3-year WOSB certification by 4Q per SBA request 	<ul style="list-style-type: none"> Implemented 3-year expiration on WOSB certificate per SBA Request. Submitted supporting documentation in response to audit of 68 WOSB companies from the SBA WOSB Team (64 companies) and SBA Inspector General (4).

GOAL 3: Review National Certification Files.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the National Certification applications (58) and appeals (10) on a timely basis 	<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the National Certification applications (20) and appeals (5) on a timely basis 	<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the 50 National Certification applications (7 New, 43 recerts) and 1 appeal on a timely basis.

GOAL 4: Deliver Certification and WBENCLink Training.

2021 Progress to Goal		
April 2021	August 2021	December 2021
<ul style="list-style-type: none"> Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members <ul style="list-style-type: none"> WBENCLink2.0 – WBEs: Trained 240 participants in 2020 WBENCLink 2.0 - Corporate Members: Trained 55 participants in 2020 Certification Training: Trained 110 volunteers/RPO staff in 2020 	<ul style="list-style-type: none"> Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members <ul style="list-style-type: none"> WBENCLink2.0 – WBEs: Trained 220 participants between Jan. 1- Jul. 31, 2021 WBENCLink 2.0 - Corporate Members: Trained 15 participants between Jan. 1- Jul. 31, 2021 Certification Training: Trained 101 volunteers/RPO staff between Jan. 1- Jul. 31, 2021 	<ul style="list-style-type: none"> Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members <ul style="list-style-type: none"> WBENCLink2.0 – WBEs: Trained 97 participants between Aug. 1- Oct. 31, 2021 WBENCLink 2.0 - Corporate Members: Trained 20 participants between Aug. 1- Oct. 31, 2021 Certification Training: Trained 29 volunteers/RPO staff between Aug. 1- Oct. 31, 2021

WBENC By-laws Reference: Article V, Section 5.1, G

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