



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

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APRIL 2022 BOARD BOOK

BOARD OF DIRECTORS MEETING
VIRTUAL ZOOM MEETING

APRIL 28, 2022

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AGENDA

2:00 PM	BOARD CHAIR'S REPORT <ul style="list-style-type: none">• APPROVAL OF MEETING MINUTES (DECEMBER 2021)	BARBARA KUBICKI-HICKS
2:10 PM	NOMINATING AND GOVERNANCE COMMITTEE REPORT	CLINT GRIMES
2:20 PM	PRESIDENT'S REPORT	PAMELA PRINCE-EASON
3:00 PM	TREASURER'S REPORT	THERESA HARRISON
3:30 PM	FORUM UPDATE	PATTI MASSEY
3:45 PM	LEADERSHIP COUNCIL UPDATE	PHALA MIRE
4:00 PM	NATIONAL CONFERENCE & BOARD ACTIVITY DISCUSSION	
4:30 PM	CLOSE	

**Minutes of the December 16, 2021
WBENC Board Meeting**

**Submitted for Approval
During the April 2022
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
December 16, 2021 – 2:00pm- 4:00pm ET
Teleconference

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

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

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

Board of Director Guests & Representatives		
Bank of America	Gary Young	
Bank of America	Vonshe Jenkins	
Chevron	Dave Feldman	
Dell	Larry Senger	
Johnson & Johnson	Jennifer Curley	
Shell Oil Co.	Brian Hall	
The Walt Disney Company	Claudia Splichal	
WBENC	Lindsey All	
WBENC	Amanda Zack	

WBENC BOARD OF DIRECTORS' MEETING – December 16, 2021

CALL TO ORDER: Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 2:07pm ET.

A Quorum was established – see Attendance Sheet.

BOARD CHAIR'S REPORT

BARBARA KUBICKI-HICKS

- Ms. Pamela Prince-Eason announced Ms. Barbara Kubicki-Hicks is now a part of the Wells Fargo team and WBENC is happy to keep her on as Board Chair in her new role.
- Ms. Barbara Kubicki-Hicks thanked Ms. Prince-Eason and welcomed everyone to the meeting.
- Ms. Kubicki-Hicks asked if there were any corrections to the August 2021 Board Meeting minutes. There were none.

Following a motion by Ms. Phala Mire and a second by Ms. Farryn Melton, the meeting minutes for the August 2021 Board Meeting were accepted and unanimously approved. There was no opposition, no further discussion.

NOMINATING & GOVERNANCE COMMITTEE REPORT

CLINT GRIMES

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

- Mr. Grimes stated that there were fourteen (14) corporate seat re-nominations to consider. Shared that the committee fully reviewed eligible seats with the scorecard process. Noted that the committee recommends approving renomination of all fourteen (14) seats and current directors in seats that are filled.

Following a motion made by Ms. Theresa Harrison and a second by Mr. Reginald Humphrey, the Committee's recommendations for board seat renomination were unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes stated that there were four (4) existing corporate board seats for nomination to be considered and noted that the committee recommends approving the following individuals to the WBENC Board of Directors: Mr. Larry Senger from Dell (term expires 2024), Ms. Jennifer Curley from Johnson & Johnson (term expires 2022), Ms. Claudia Splichal from The Walt Disney Company (term expires 2024), and Ms. Barbara Kubicki-Hicks from Wells Fargo (terms expires 2024).

Following a motion made by Mr. Michael Robinson and seconded by Mr. Bill Kapfer, the nominations for the existing corporate board seats were unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes stated that there were four (4) WBENC Forum board seat term extensions to be considered. A recommendation to extend the terms of the following individuals for one (1) year was made: Ms. Ann Ramakumaran from Ampcus (term expires 2022), Ms. Joan LaGrasse from IMAGEN (term expires 2022), Ms. Jane Henry from SeeHerWork (term expires 2022), and Ms. Vivian Isaak from Magnum Group (term expires 2022).

- Mr. Grimes stated that there were three (3) RPO Leadership Council board seat term extensions to be considered. A recommendation to extend the terms of the following individuals for one (1) year was made: Ms. Liz Walsh from WBEC-East (term expires 2022), Ms. Janice Greene from WBEC-Pacific (term expires 2022), and Ms. Emilia DiMenco from WBDC Midwest (term expires 2022).

Following a motion made by Mr. Casey Oakes and seconded by Ms. Tabatha Watson, the WBENC Forum and RPO Leadership Council board seat term extensions were unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes stated that the committee considered and approved the extension of the role of Ms. Barbara Kubicki-Hicks as Chair of the WBENC Board of Directors for an additional year.

Following a motion made by Ms. Debra Jennings-Johnson and seconded by Mr. Reginald Humphrey, the one-year extension of the role of Ms. Barbara Kubicki-Hicks as Chair of the WBENC Board of Directors was unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Grimes announced the appointment of Ms. Nedra Dickson as 1st Vice Chair of the WBENC Board of Directors which has been open since the retirement of Ms. Debra Jennings-Johnson. When the seat is not up for nomination, the position is filled by appointment.
- Mr. Grimes stated that there are seven (7) remaining vacant board seats.
 - Ms. Pamela Prince-Eason commented that she is currently in conversations with corporations who have vacant seats.
 - Ms. Prince-Eason stated that there was a review of the gender make-up and ethnicity makeup of the board, particularly the corporate seats held and there is vast industry representation which was a focus of the board to assist in conversations with other potential corporate members in the various industries.
- Ms. Prince-Eason asked if there were any questions about the Board seat nominations.
 - There was a question asking if Wells Fargo has more than one (1) board seat.
 - Ms. Prince-Eason responded that no corporation has more than one (1) seat. The Wells Fargo seat was previously vacant so there was need to formally vote in Ms. Kubicki-Hicks.
 - There was a question asking if WBENC evaluates the makeup of the board by industry.
 - Ms. Prince-Eason responded that the Nominating & Governance Committee monitors the industry makeup of the WBENC Board of Directors which drives recruitment efforts to ensure that there is adequate marketing in less-represented industries, using Twitter as an example of a corporation brought onto the board in recognition of the need for board representation in the area of social media.
 - Ms. Prince-Eason commented that all board members are welcome to recommend companies in industries identified as having a gap.

PRESIDENT'S REPORT

PAMELA PRINCE-EASON

Full details can be found in the December 2021 Board Book

- Ms. Pamela Prince-Eason reminded the group that WBENC continues to do work reaffirming its mission to the C.O.R.E. platform. The goal is to have a draft available in Q1 2022 on efforts needed regarding strategic planning.
- Ms. Prince-Eason commented that WBENC continued the 2020 audit which was completed after the last board meeting.
 - A full review of policies and procedures was completed with no deficiencies found.
 - There will be a process to share more information with the RPOs on data privacy and WBENCLink at their request.
- Ms. Prince-Eason stated that WBENC executed a very successful November 2021 event with very positive feedback.
 - There will be small boutique events focused on innovation in preparation for the next event in November 2022.
 - WBENC is taking the feedback gathered during the November 2021 corporate sessions and will begin hosting sessions every other month in 2022 to do a deeper dive into the discussion topics.
- During 2021, WBENC continued to deliver great programming with via WeTHRIVE, the Energy Executive Program, Women of Color sessions, Industry Group sessions, and others.
 - The industry groups offered programming that proved beneficial to all constituents.
 - Two new programs were launched in 2021: Women & Pride and Allyship.
- WBENC was the recipient of two grants to cover certification fees from Lowe's and Waste Management.
- WBENC continues to work closely with partner organizations such as NGLCC, USPACC, and other diverse organizations to identify opportunities to provide a consolidated database and data analysis services.

TREASURER'S REPORT

PAMELA PRINCE-EASON / THERESA HARRISON

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

- Ms. Prince-Eason opened by stating that the WBENC leadership team carefully reviews and proposes what the team can deliver, and then reviews it with the Finance Committee for approval. The budget presented in this meeting is supported by the WBENC team and the Finance Committee.
- Ms. Theresa Harrison announced that there is strong financial support by corporate members along with grant activity which has led to above average financial results.
- Ms. Harrison stated that WBENC recognized the impact of not having a national conference, and that the Finance Committee is comfortable with leadership's decision of how to move forward, but there are ways to reduce the budget, if necessary. There are some risks regarding hotel and convention center commitments that could have a negative impact.
- Ms. Prince-Eason discussed the budget from the aspect of having a national conference with costs starting in January 2022 and is presenting a break-even budget.
 - Timely corporate payments have allowed WBENC to be in a strong cash position which is the best in WBENC history.
 - WBENC appreciates ACH payments as it saves on credit card fees.

- WBENC will be launching a campaign to increase restricted funds (Dorothy B. Brothers, etc.), as the desire is to exceed \$1M in order to support WBEs interested in participating in executive education programs.
- WBENC currently has \$6.8M in liquid assets.
- Minimum revenue being reported at \$8.7M but could be \$9.1M.
- Membership revenue is strong as WBENC continues to provide value.
 - 153 new members were brought on in 2020-2021 and already 15 new for 2022.
- WBENC is being conservative by projecting \$3.24M for sponsorships in 2022.
- There is an expectation of an increase in registration fees to \$1.5M after only receiving \$600K in 2021.
- While revenue of \$10.565M appears high, there are contingency plans i.e., another \$485K in PPP funds to use in 2022.
- An increase in Events & Programs expenses is due to planning for national conference in June; expenses will start accruing in January, which is a different model from previous years
- There is not much change in salaries, as WBENC is staffed appropriately.
- While the RPO allocation is projected at \$1.55M, WBENC may be able to distribute more.
- Ms. Prince-Eason asked if there were any questions about the 2022 budget.
 - There was a question asking if WBENC looked at a compensation model to minimize staff turnover.
 - Ms. Prince-Eason responded that WBENC did a benchmark and decided to go with lesser head count to pay more competitive salaries.
- Ms. Theresa Harrison moved for a vote to approve the recommended 2022 budget.

Following a motion made by Mr. Clint Grimes and seconded by Mr. Bill Kapfer, the 2022 budget as presented was unanimously approved; no opposition; no abstentions or further discussion.

WOMEN'S ENTERPRISE FORUM REPORT

PATTI MASSEY

- Ms. Patti Massey gave an update on the activities of the Women's Enterprise Forum:
 - Theme for 2022 is: Collaborate, Innovate to Accelerate
 - Biggest challenge in 2021 was the inability to connect with corporate members
 - Highlights from 2021 include:
 - Miami Mixer in November 2021
 - Forum Committee provided programming to one another
 - Peer-to-Peer Mentoring
 - High engagement of WBEs
 - Forum leadership made a concerted effort to reach out to community

- Ms. Phala Mire provided the following 2021 highlights from the Regional Partner Organizations:
 - 692 virtual and in-person events were offered by the RPO's.
 - There was a 7% growth in WBE certifications to over 18,000 along with an 11% increase in WOSB certifications.
 - The Leadership Council continues to focus on greater collaboration across the network.
 - Signed an extension of the RPO Service Agreement 2021 and will work in 2022 to develop a new agreement to be effective January 2023.
 - Evaluating alignment with WBENC in reference to marketing and programs due to the expanded outreach as a result of available virtual presence.
 - Launched WBENC Listens hosted by different RPOs to share offerings in each region.
 - The WBE Holiday Box which represents WBE retailers from each RPO is available.

NEW BUSINESS**PAMELA PRINCE-EASON**

- The National Certification Committee is seeking corporate member input on new a certification for women-controlled companies.
 - The discussion is driven by the potential growth for WBEs that may reduce their majority ownership as a result of bringing on investors.
 - Control and leadership must still be vested in a woman or women.
 - Before moving forward, it is important to understand industry perspective.
 - Microenterprises were discussed as corporate members have brought up concerns with these companies being of value to their supply chains although they are not certified, and do not see a benefit in completing the process.
 - Additional input will be gathered from RPOs and WBEs once survey results are received from corporate members.
 - Ms. Prince-Eason mentioned a potential Women-Controlled Enterprise (WCE) designation instead of certification.
- Ms. Prince-Eason asked if there were any questions about the topics.
 - A question was asked about updates on joint certification.
 - Ms. Prince-Eason stated that WBENC and NGLCC are looking to see how corporate members associated with multiple organization can have access to all agency databases. They are also discussing how NGOs could offer data scrubbing services as corporate members currently pay multiple organizations for this.
 - Ms. Prince-Eason stated that WBENC continues to monitor the progress of organizations like Supplier Gateway, however, it is imperative for corporate members to defend WBENC's model which is a robust process to determine eligibility.
- Ms. Jill Sasso shared the 2022 Board Meeting dates.

MEETING ADJOURNMENT

Following a motion by Ms. Patti Massey and a second by Ms. Kristen Hickey, the meeting was adjourned.

The meeting ended at 3:58 PM ET.

Materials for April 28, 2022
WBENC Board of Directors Meeting

Nominating and Governance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 28, 2022

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.

2022 Progress to Goal

April 2022

- Reviewed open corporate seats and candidates. Provided four (4) recommendations for open corporate board seats and one (1) recommendation for an open Leadership Council seat for board consideration and elections at April 28, 2022 meeting.

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

2022 Progress to Goal

April 2022

- Reviewed existing New Board Member Application and made updates to align with current board practices and information needed for board candidates.

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

- a) Corporate Scorecard
- b) Board Matrix

2022 Progress to Goal

April 2022

- No updates for Q1 2022

WBENC By-laws Reference: Article V, Section 5.2

Nominating Governance Committee: Board Elections

Nominations for Existing Corporate Board Seats (4)

Allstate	Cheryl Harris	(term exp 2024)
Lowe's	Steffani McLean	(term exp 2024)
Shell	Tony Almeida	(term exp 2023)
United Airlines	Suzi Cabo	(term exp 2023)

Leadership Council Seat (1)

WBEC-West Dr. Pamela Williamson (term exp 2022)

Vacant Corporate Seats (5)

AARP
Avis
Bank of America
Microsoft
Verizon



Cheryl Harris

Chief Procurement Officer/Senior Vice President of Sourcing & Procurement Solutions
Allstate

Executive responsible for transforming the procurement organization responsible for the \$14B spend portfolio from an orientation of individuals working independently, solely focused on "governance" to a team of trusted advisors who collaborate with enterprise leaders to deliver value across all dimensions of the supply chain.

Value delivered aligns with Allstate's enterprise priorities and mission of serving our customers, driving profitable growth, increasing shareholder value, and improving communities. Responsible for implementing enterprise-wide strategic category management, supplier risk management frameworks, and simplifying operations (people, process, technology, and change management), while ensuring value is created in a measurable yet socially conscious manner.

Prior to Allstate, served as Procurement Delivery Senior Executive for Accenture responsible for developing and executing procurement delivery for Accenture and external clients (\$3B spend portfolio) across the U.S., Canada, and South America.



Steffani McLean
Vice President, Merchandising
Lowe's Companies, Inc.

Senior Supply Chain and Merchandising executive with more than 20 years of experience managing operations and directing all aspects of global supply chain management.

In current role, she is responsible for building Lowe's omnichannel merchandising strategy for the Electrical segment. ~\$4B in annual revenue across 300+ leading national and globally sourced vendors.

Previously with Grainger for over 14 years, serving in multiple role starting as Procurement Manager, Global Supply Chain leading up to her last role, Vice President, National Accounts.

Steffani received her BS in Industrial Engineering from Michigan State University and her MBA from the University of Illinois, Urbana-Champaign.



Tony Almeida

Contracting and Procurement Director Americas - Lubricants Division
Shell

Tony has been with Shell for over 15 years and in his current role since 2019.

Previously served as Director Supply Chain Operations - Pennzoil Quaker State leading lubricants production teams in US and Canada managing a team of approximately 400 people and financial headline above US\$ 1 billion.

Prior to that served as Director – Americas Business Development, responsible for defining and implementing the lubricants supply chain network strategy across the Americas region.

Serves as Shell Campus Executive at UT Austin, leading a group of volunteers to recruit and develop talent with special focus on diversity and inclusion.

Also serves as Advisory Council Member to the McCombs School of Business at The University of Texas at Austin.



Suzi Cabo
Managing Director, Global Community Engagement
United Airlines

In her role as Managing Director of Global Community Engagement, Suzi leads strategy and cultivates relationships between United, the nonprofit community and the diverse business community to offer solutions for the company's most complex business challenges and address the unique needs of the communities and businesses where United operates.

Suzi currently serves as a member of the Good360 Disaster Recovery Council, a collaboration between the private, public and nonprofit sectors that builds proactive models for response and recovery. She also serves as the Chair of the United We Care Employee Relief Fund and as Vice President of the United Airlines Legacy Foundation. She proudly served as a Board member and Vice Chair of the National Runaway Safeline, a 24/7 hotline that that helps runaway, homeless and at-risk youth stay safe and off the streets.

Suzi received her Bachelor of Science in Business Administration from the University of Illinois Urbana-Champaign. She is a happy wife, proud stepmom and smitten dog owner who takes full advantage of her United travel benefits.

Governance, Board Management and Strategic Focus:

Item 1: Following our findings in August and November of 2021, we have set 2022 goals for each committee that is part of our Governance structure and on-going operational support.

Taking the best of 2020-2021 virtual offerings and a return of strong "in-person" offerings we believe all 2022 goals will support our future vision:

- 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.

Again, I want to thank each of you for your support of this organization and the role you play in its ongoing evolution and 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.

Operational Excellence:

In addition to extensive planning for the 2022 National Conference planned in Atlanta June 6-9, TEAM WBENC is pleased to share our 1st QTR 2022 completed work that delivered value to both WBEs and Corporate Members while also allowing for outreach to those not yet certified.

1. WeTHRIVE Digital - Program finalized
2. WeTHRIVE Survive/Grow/Thrive – Cohort complete
3. WeIGNITE Executive Education following EOS Model – First 2022 cohort complete
4. Women of Color Programming – 2 sessions completed AND Incubator launches planned for NCA&T and Howard University (Watch for FAMU to launch later this year.)
5. 2022 Women-Owned in Retail – launched and full year plan developed
6. Women and Pride – May/June planning complete
7. Allyship Program – Continuing with 2 programs being repeated due to interest and extension of material into June 2022 National Conference
8. March 2022 INNOVATION: Discovery Series – extremely well attended with Industry Group sessions and Finance webinars that engaged over 1,500 people virtually with feedback level of "high satisfaction."
 - Women-owned in Retail
 - Manufacturing in Healthcare

- State of the Industry in Automotive Industry
 - State of Supply Chain
 - NEW – Launch of Chemical Industry focus
9. April/May 2022 Pitch Academy, Capability Statement Development and Virtual Showcase planned and being launched April 20, 2022
 10. 1Q-2022 CPO Summit (virtual and led by EY) and planned 2Q-2022 CPO offering for Atlanta
 11. Lowes’ Certification Grant Program
 12. NEW - Thriving with Capital One Program planned and launched
 13. Waste Management Share the Green Development Program – completed
 14. Business Case Series – finalized November 2021 input, published input and started virtual series
 15. Collegiate Accelerator – program underway with virtual sessions in April-May and in-person at national conference

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 January – April 2022:

1. **JPMC:** We are pleased to announce we have been selected as the Partner of Choice for financial education opportunities as part of our LIFT model
2. **Facebook:** We continue to meet to understand usage of the META receivable funding opportunity for WBENC-certified WBEs and I am pleased to announce our WBEs make up the largest usage of this program. Additional cash flow discussions are occurring with potential next steps to be announced in June 2022.
3. **Citi:** Launched pilot in January 2022 with continued progress in March 2022 to facilitate better access to loans for WBENC-certified WBEs
4. **IBM and Tuck** – finalization of development requirements for October 2022 immersive program.
5. **Amazon** – collaboration with newly developed organization to bring substantial opportunities to WBEs as part of the June 2022 National Conference in Atlanta.
6. Participated in Monthly **SBA** – Third Party Provider calls
7. **WeConnect International** - Pamela Prince-Eason and Elizabeth Vasquez continue monthly calls to ensure consistent support for Members and WBEs both within and outside the United States and to ensure alignment for June National Conference.
8. **Caesar’s International** – support for new leadership to engrain strong goals across the organization moving forward.
9. **25th Anniversary Sponsors** – finalized annual plans with BMS, EY, Walmart and Wells Fargo.
10. **National Conference Advisory Board** – launched with special thanks from TEAMWBENC to Accenture, AT&T, The Coca-Cola Company and UPS and WBE leaders of Accel, Alom, Ampcus and Bold Haus. RPO partners key to this event include both GWBC and WBEC – ORV.
11. **Pharma** – Diverse Business Roundtable including all NBIC members.

Attended meeting with all **RPOs** in New Orleans to further planning for work in 2022 together, as well as, alignment for 2023 and forward. Great progress was made in collaborative areas, as well as, planning for allocation model. Next steps will focus on additional governance requirements for the 2023 Service Agreement.

The **RPO** Network continued with their leadership of the WBENC Listens series. All sessions are being well received by attendees. Thank you to all RPOs for the tremendous presentations that made the entire network aware of your robust offerings. The **Forum** “Listens” sessions will be starting in 2Q-2022.

We continue to collaborate through the **National Business Inclusion Consortium** (NBIC) with our Diversity Partners.

Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 28, 2022

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:

2022 Progress to Goal

April 2022

- Year-end 2021 close, advanced preparation for the 2021 annual audit and Jan/Feb 2022 monthly financial close processes have all run more efficiently and effectively than previous years due to strong staffing and better understanding of revenue reporting guidelines. Pamela Prince-Eason would like to thank Lauren Herman and Kelly Klomprens for their strong performance throughout 2021 and early 2022. Additionally, all staff members have been timely in their reporting and use of new technologies to track expenses and time worked on programs.
- The Finance Committee will be reviewing financial results in June 2022 due to the timing of this year’s annual audit.

GOAL 2: Build a 2022 Financial Plan that supports WBENC’s short-term and long-term strategic goals.

2022 Progress to Goal

April 2022

In 2022 we are tracking details of events and programs to ensure they are supporting the yearly projections made in the December 2021 Board Finance Presentation for 2022 Performance. The 2022 budget we are tracking involves 1 “in person” National Event (planned June 2022), 1 “in person” Tuck Educational Program (in October 2022) and 1 “in person” boutique event (planned November 2022.) Support of our virtual offerings continues throughout 2022 in support of developing WBEs to address innovation and new supply chain needs.

- Cash position is at highest point as of April 1, 2022. Level of expenses will increase throughout the remainder of 2022 due to:
 - “In person” events having a higher level of expense
 - Several virtual education sessions executing for a full year in 2022
 - Staffing returning to full staff level
- Membership (see committee report) has greatly exceeded all projections and new targets continue to be set.
 - Continued high member retention level,
 - Higher than projected new membership additions and
 - Targeted solicitation via industry strategies continue to lead to success in this area.
- WBENC has received notification of forgiveness for funds from a second PPP loan. Cash was received in 2021 but recognized as unrestricted contribution revenue in 2022 due to accounting requirements.
- All programs are on target to meet their original projection.
- I am pleased to share that we were able to make a payment in 1Q-2022 to the RPOs that provided them with their portion of our excess profits. WBENC remains committed to ensuring the highest allocation that can be afforded in 2022 and feel that we will have another positive year.

GOAL 3: Continue to invest and grow WBENC’s unrestricted net assets reserve to enhance WBENC’s overall financial position.

2022 Progress to Goal

April 2022

- During 2020 and 2021, WBENC carefully managed treasury operations to ensure that all “in-flows” and “out-flows” were carefully understood and that expenses were kept in line with anticipated income quarterly and annually.
- Previously excess cash in the amount of \$1 million was invested in a CD Ladder at PNC. This was able to be maintained during the pandemic time frame.
- Due to excellent financial management and strategic planning of 2020 and 2021 programming, WBENC’s cash position is approaching \$10 million. For this reason we have exceeded our previous Unrestricted Net Asset (UNA) Reserve target and are currently holding 1 year of funding in cash. WBENC and the Finance Committee will monitor financial results during 2022 and recommend an updated UNA Reserve target for 2023 and the years following. This will allow us to assess what the “new normal” for operating funds will be and identify appropriate targets for reduction should a future emergency occur. I anticipate that information being finalized in 1Q-2023.

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

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
April 28, 2022

GOAL 1: Oversee completion of the annual audit.

2022 Progress to Goal

April 2022

- An Audit Committee meeting was held on April 19th to kick off the 2021 audit. The meeting included Holly Caporale, Audit Partner, and Sally Hudson, Audit Manager, from audit firm Councilor, Buchanan & Mitchell.
- WBENC’s 2021 financial statement audit fieldwork commenced on April 25th, 2022. Lauren Herman, Assistant Controller, and Kelly Klomprens, Senior Accountant, are the primary WBENC employees supporting the audit.
- A draft of the 2021 audit report is expected to be received from the auditors by the third quarter.

GOAL 2: Oversee completion of the annual Form 990.

2022 Progress to Goal

April 2022

- The 2020 Form 990 was completed by WBENC’s audit firm, reviewed by WBENC leadership, and then reviewed by the Audit Committee before submission to the IRS in November 2021. This satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return.
- Work on the 2021 Form 990 will occur after completion of the audit. It will be filed in advance of the November 15th, 2022 deadline.

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

2022 Progress to Goal

April 2022

- Each year, as a component of WBENC’s financial statement audit, WBENC’s auditors will assess WBENC’s internal controls surrounding financial reporting and will provide recommendations to management. The recommendations will be reviewed by management and the Audit Committee and will be implemented accordingly.
- WBENC continues to have strong internal controls, but always seeks improvement. WBENC intends to hire a third accounting employee in 2022 which will allow for further segregation of duties and better workload management.

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

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

2022 Progress to Goal			
April 2022			
<ul style="list-style-type: none"> 758 regional events hosted by RPOs in 2021 with over 21,186 total attendees Increase in the number of certified WBE & WOSB firms 			
	12/31/2020	12/31/2021	Growth
WBE	18,103	18,151	.3%
WOSB	6,302	8,301	32%

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

2022 Progress to Goal			
April 2022			
<ul style="list-style-type: none"> WBENC extended an invitation for Regional Corporate Members to sponsor and exhibit at the 2022 National Conference in celebration of WBENC’s 25th Anniversary. The 2022 WBENC Pitch Program will be executed at the national and regional level to maximize the number of WBEs participating. WBENC shared program information and branding for RPOs to execute outreach programs Women of Color, Women & Pride and NextGen at the regional level to further increase the pipeline of WBEs into the network, and will also support and collaborate on programming moving forward. 			

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

2022 Progress to Goal			
April 2022			
<ul style="list-style-type: none"> The Leadership Council met for an in-person working meeting March 10-11th in New Orleans, LA to begin work on the 2023 Service Agreement and Allocation Model that will go into effect in 2023. Excellent progress was made towards the 2023 Service Agreement and the RPO Proposed Goals and new Allocation Model was unanimously approved. Another meeting is scheduled in August to continue work on the 2023 Service Agreement with a focus on governance. 			

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

2022 Progress to Goal

April 2022

- Dr. Pamela Williamson, President & CEO of WBEC West, was appointed to the open Leadership Council Board Seat vacated by Debbie Hurst at the end of 2021 due to her retirement.
- Completed annual documentation and process assessment request, February 2022.

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
April 28, 2022

GOAL 1: Increase Forum Engagement.

2022 Progress to Goal

April 2022

- Held 2022 Forum Kickoff January 26.
- Created Forum Marketing Team Blog Series "WBE Champions: Supporting One Another," seven blogs planned for 2022.
- Forum members participated in the 5 for 25 LinkedIn Challenge and the WBENC Certification Campaign 2022.
 - "Prepping for Atlanta" will be featured at the next All Forum meeting.

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

2022 Progress to Goal

April 2022

- Finalized 2022 Forum Team focus topics:
 - Marketing – Doing Business in the New Normal.
 - Global – Unleash Your Business Success.
 - Domestic – Leveraging the WBENC Network.
 - Engagement – Conference roundtable topic activation & Nurture Campaigns During Off-Times.
 - Government - U.S. Federal Government Infrastructure Bill.

GOAL 3: Enhance Governance and Communications.

2022 Progress to Goal

April 2022

- WBENC Listens "RPO Series" concluded in Q1 2022 with 6 sessions including CWE, WBEC Pacific, WBDC MW, WBEC FL, GWBC, WBEC West, sessions were well received with strong engagement from national and regional Forums.
- Transitioning to Forum "Listen and Connect Series," starting in April 2022.
- Welcomed new leadership for Domestic and Global teams:
 - Domestic Team - Lilian Radke, Molly Zraik, and Tammy Cohen.
 - Global Team - Kelly Kolar, Rashmi Chaturvedi, and Pamela Kan.
- Thank you to outgoing leaders Joan LaGrasse (Domestic) and Imelda Alejandrino (Global).

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
April 28, 2022

GOAL 1: Value Proposition & Retention: Maintain Retention of Existing Members and Maintain 450+ Members Overall, continue to offer current and relevant benefits to National Members, and work with Programs team to achieve.

2022 Progress to Goal

April 2022

- **\$5,176,900 2022 Renewals Invoiced Commitments, 98.2% Retention** *This time LY: \$4,250,750. 2021 Renewals invoiced, 95% Retention. **Which aligned with past years. *This is an increase of \$926,150 and the highest retention rate we have ever achieved this early in the year.*
- **\$5,968,525 Total 2022 Membership Invoiced Commitments, 474 Members.** *Here are our numbers from this time LY: \$4,790,500. Total 2021 Membership invoiced, 374 Members Total. **These are the highest numbers WBENC has ever achieved at this time. We will hit \$6M this year.*

GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective. *We hope to hit 100 New Members this year and break the 500 Total Member mark.

2022 Progress to Goal

April 2022

- **75 New Members, \$755,125 2022 New Member Funding** *This time LY: 51 New Members, \$539,750 2021 New Member Funding. **These are the highest numbers WBENC has ever achieved at this time of year. We have welcomed over 200 New Members since 2020! This momentum is not slowing down, so we are ramping up in delivery.*

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

2022 Progress to Goal

April 2022

- **2022 Program Funding Commitments: \$1,879,852.**
- **2022 National Conference Sponsorships to date: \$2,602,499** *This number is reflective of where we were prior to the pandemic.
TOTAL Sponsorship Funding: \$4,482,351.

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
April 28, 2022

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.

2022 Progress to Goal

April 2022

- Continuing to identify and recruit 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.

2022 Progress to Goal

April 2022

- Key message matrix final review; ready for distribution for next committee meeting.
- Discussed various uses of the matrix and the certification campaign as well as tracking of use.
- National Conference media kit distributed.

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.

2022 Progress to Goal

April 2022

- No updates in Q1.

WBENC By-laws Reference: Article V, Section 5.2

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

2022 Progress to Goal
April 2022
<ul style="list-style-type: none"> Global Forum Team hosting Unleash Your Business Success,” CEO Roundtables using the CARS** method to conduct interactive workshops on May 18, Sept 28, Dec 1 **Challenges, Actions, Results, Solutions.

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.

2022 Progress to Goal
April 2022
<ul style="list-style-type: none"> The committee will focus on this effort in Q3 2022 using results from 2021 RPO survey.

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.

2022 Progress to Goal
April 2022
<ul style="list-style-type: none"> Planning for Global Trade area engagement at WBENC June 2022 Conference is in process with UPS, Global Services Committee, and WeConnect. Multiple activations include Ted-talk style presentations, panels, and hosted table topics.

National Certification Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
April 28, 2022

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

2022 Progress to Goal

April 2022

- Distributed survey associated with the Future of Certification to corporate Board members and received 50% response rate resulting the recommendation for WBENC to proceed with developing a Women Controlled Enterprise (WCE) designation.
- WBENC Standards Review subcommittee commenced their detailed review of the WBENC Standards with proposed completion of Q3 2022.
- Finalized the July 1, 2022 implementation date of the updated Virtual Site Visit policy to reinstate in person site visits, in certain instances.

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

2022 Progress to Goal

April 2022

- Submitted supporting documentation in response to audit of 24 WOSB companies from the SBA WOSB Team in Q1 2022.
- WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to date.

GOAL 3: Review National Certification Files.

2022 Progress to Goal

April 2022

- The NCRC and NCAC supported the processing of the 70 National Certification applications (8 New, 61 recerts) and 7 appeals on a timely basis in 2021.

GOAL 4: Deliver Certification and WBENCLink Training.

2022 Progress to Goal

April 2022

- Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members.
 - WBENCLink2.0 – WBEs: Trained 362 participants in 2021 & 101 in Q1 2022.
 - WBENCLink 2.0 - Corporate Members: Trained 40 participants in 2021 & 25 in Q1 2022.
 - Certification Training: Trained 121 volunteers/RPO staff in 2021 and 31 in Q1 2022.

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

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