



DECEMBER 2024 BOARD BOOK

BOARD OF DIRECTORS MEETING
VIRTUAL MEETING

DECEMBER 12, 2024

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AGENDA

1:00 PM	Opening Comments	Pamela Prince-Eason
1:03 PM	Board Chair Report <ul style="list-style-type: none">• call meeting to order• DEI planning and input• approval of meeting minutes (September 2024)	Nedra Dickson
1:20 PM	Nominating and Governance Committee Report	Clint Grimes
1:40 PM	President's Report	Pamela Prince-Eason
2:10 PM	Treasurer's Report & 2025 Budget Review	Theresa Harrison/ Pamela Prince-Eason
2:40 PM	Forum Update	Peggy DelFabbro
2:50 PM	Leadership Council Update	Sandra Eberhard
3:00 PM	Closing comments	Nedra Dickson

Minutes of the September 9, 2024

WBENC Board Meeting

**Submitted for Approval
During the December 2024
Board Meeting**

Women's Business Enterprise National Council- Board of Directors Meeting
September 9, 2024 – 1:30-4:30PM EST | Virtual Meeting

Seat	Company	Name	9/9/24 Attendance
CORPORATE			
1 of 75	Accenture	Nedra Dickson	Present
2 of 75	Allstate	Cheryl Harris	Notified Absent
3 of 75	Altria	VACANT	
4 of 75	Amazon	Carla Preston	Present
5 of 75	AT&T	Jalayna Bolden	Present
6 of 75	Avis	Beth Crimmins	Present
7 of 75	Bank of America	VACANT	
8 of 75	BP America, Inc.	Kimberly Thornton	Present
9 of 75	Caesars Entertainment	Heather Rapp	Present
10 of 75	Capital One	Clint Grimes	Present
11 of 75	Chevron Corporation	Stephanie Beveridge	Absent
12 of 75	ComcastNBC Universal	Ajamu Johnson	Present
13 of 75	Corteva	Tamra Palowski	Notified Absent
14 of 75	Dell Inc.	Robert McIntosh	Present
15 of 75	ExxonMobil Global Services Company	Douglas Fisher	Present
16 of 75	EY	Theresa Harrison	Notified Absent
17 of 75	FedEx	VACANT	
18 of 75	Ford Motor Company	VACANT	
19 of 75	GM	Reginald Humphrey	Present
20 of 75	Google	Siofra Harnett	Present
21 of 75	IBM	Jennifer Turner	Present
22 of 75	Intel	Clay Atkins	Present
23 of 75	Johnson & Johnson	Jennifer Curley	Present
24 of 75	JP Morgan Chase	William (Bill) Kapfer	Present
25 of 75	Kellanova	Michele (Shelly) Van Treeck	Notified Absent
26 of 75	KPMG LLP	Jennie Friedman	Absent
27 of 75	Kroger	Ryan Verbecken	Absent
28 of 75	Lowe's	Steffani McLean	Present

29 of 75	Macy's, Inc.	Diana Pon	Present
30 of 75	Marriott International, Inc.	Bianca Ortega	Absent
31 of 75	Nationwide	Kimberly Proffitt	Present
32 of 75	ODP Business Solutions (formerly Office Depot)	VACANT	
33 of 75	PepsiCo, Inc.	Rachel Thomas	Present
34 of 75	Pfizer Inc	Sirsij Peshin	Present
35 of 75	Procter & Gamble	Donna Mulcahy	Present
36 of 75	RTX (formerly Raytheon Technologies)	Andrea Desaulniers	Present
37 of 75	Robert Half	Sharon Black	Present
38 of 75	Shell Oil Company	Brandi Rauch	Present
39 of 75	Target	Brad Pomerlau	Present
40 of 75	The Coca-Cola Company	Fernando Hernandez	Absent
41 of 75	The Walt Disney Company	Claudia Splichal	Present
42 of 75	Toyota Motor North America	Andria Anderson	Present
43 of 75	United Airlines	Suzi Cabo	Present
44 of 75	UPS	Sophia Shoate	Present
45 of 75	Verizon	Sandra Nielsen	Notified Absent
46 of 75	VISTRA	Gabe Castro	Present
47 of 75	Walmart Stores, Inc.	VACANT	
48 of 75	Wells Fargo	Barbara Kubicki	Present
WBE			
49 of 75	K-Tec Systems	Cathy Koch	Absent
50 of 75	M Davis, Inc.	Peggy DelFabbro	Notified Absent
51 of 75	DevMar Products	Sharon Reynolds	Present
52 of 75	Ampcus	Ann Ramakumaran	Present
53 of 75	ALOM	Hannah Kain	Present
54 of 75	Avacend	Kanchana Raman	Present
55 of 75	MYCA	Patricia Massey	Present
56 of 75	Allmac & Associates, LLC	Tina Macon	Present
57 of 75	Kaygen	Rashmi Charturvedi	Notified Absent
58 of 75	Diverse & Engaged	Dee C. Marshall	Present
59 of 75	Creative Resources	Caren Schweitzer	Present
REGIONAL PARTNER ORGANIZATION			
60 of 75	WBEC-West	Dr. Pamela Williamson	Present

61 of 75	WBEC-South	Phala Mire	Present
62 of 75	WBEC-East	Elizabeth Walsh	Notified Absent
63 of 75	WBEC-Pacific	Janice Greene	Present
64 of 75	WBCS	Bliss Coulter	Present
65 of 75	Women's Business Development Council-Midwest	Emilia DiMenco	Present
66 of 75	Women's Business Enterprise Alliance	April Day	Absent
67 of 75	Great Lakes Women's Business Council	Michelle Richards	Present
68 of 75	Center for Women & Enterprise	Gabrielle Morse	Present
69 of 75	WBEC-Metro NY and WBEC Greater DMV	Sandra Eberhard	Present
70 of 75	WBEC-Florida	Nancy Allen	Absent
EXPERT MEMBERS & EX-OFFICIO			
71 of 75	Retired BMS	Farryn Melton	Present
72 of 75	ACT 1 Group	Janice Bryant-Howroyd	Present
73 of 75	WBENC (Retired BP)	Debra Jennings-Johnson	Absent
74 of 75	WBENC	Pamela Prince-Eason	Present
75 of 75	K&L Gates	Tara Clancy	Present
WBENC STAFF			
N/A	WBENC	Jill Sasso	Present
N/A	WBENC	LaKesha White	Present
N/A	WBENC	Laura Taylor	Present
N/A	WBENC	Mia Delano	Present
N/A	WBENC	Amanda Zack	Present
WBENC CORPORATE SESSION ATTENDEES - GUESTS			
N/A	WBEC ORV	Lynnise Smith	Present
N/A	Greater Women's Business Council	Roz Lewis	Present
N/A	ADIENT	Danielle Page	Present
N/A	AMAZON	Jennifer Washington	Present
N/A	AMERICAN	Alexander Pappas	Present
N/A	AVANGRID	Tatiana Paredes	Present
N/A	BAIN	Sage Knight	Present
N/A	BAYER	Bonnie Finger	Present
N/A	BCM	Michael Washington	Present
N/A	BD	Anisha Jackson	Present
N/A	CAESARS	Greg Shinbur	Present

N/A	CAMPBELLS	Meghan Therrien	Present
N/A	CAPITALONE	Allison Kube	Present
N/A	CAPITALONE	Johanna Fletcher	Present
N/A	CAPITALONE	Reuben Essandoh	Present
N/A	CENTENE	Kendra Burris-Austin	Present
N/A	CITIZENSBANK	Adrianna Flax	Present
N/A	CONAGRA	Stephanie Swift	Present
N/A	COOKMEDICAL	Shawn McConnell	Present
N/A	CORTEVA	Michelle Morin	Present
N/A	DOW	G. ("Jeneen") McDowell	Present
N/A	ELKAY	Kelly Bromwell	Present
N/A	EM	Dwayne Norris	Present
N/A	EMPOWER	Leslie Duhe	Present
N/A	ERICSSON	Donna Erhardt	Present
N/A	ERIEINSURANCE	Jill Luden	Present
N/A	FLAGSTAR	Haydee Negron	Present
N/A	FLAGSTAR	Lanisha Mullin	Present
N/A	FLAGSTAR	Shalan Small	Present
N/A	FLAGSTAR	Valarie Cischke	Present
N/A	FORD	LaTara Brown	Present
N/A	GE	Becca Primett-Van Denburgh	Present
N/A	GSDM	Max Rutherford	Present
N/A	HMHCO	Adrian Paige	Present
N/A	INTERPUBLIC	Alyssa Sanchez	Present
N/A	INTERPUBLIC	Amanda Ardelean	Present
N/A	INTERPUBLIC	Marisol Ramirez	Present
N/A	JLL	Susie Movsessian	Present
N/A	JTMFOODGROUP	Brian Hofmeier	Present
N/A	KOHLER	Audrey Saint-Elie	Present
N/A	KOHL'S	Megan Radovich	Present
N/A	LEAR	Barbara Morgan	Present
N/A	LOWES	Marcus Macon	Present
N/A	MARATHONPETROLEUM	Samantha Traucht	Present
N/A	MARRIOTT	Emma Adelman	Present

N/A	MASSMUTUAL	April Cimorelli	Present
N/A	MASSMUTUAL	Jessica Lozano Williams	Present
N/A	MFS	Jill Governor MFS	Present
N/A	NATIONWIDE	Hope Jacoway	Present
N/A	NCRATLEOS	Erica Gunnison	Present
N/A	NCRATLEOS	Petina Harris	Present
N/A	NEWYORKLIFE	Navin Persaud	Present
N/A	NISOURCE	Tasha Wood	Present
N/A	NISSAN-USA	Ebony Williams	Present
N/A	NRG	Crystal Sturdivant	Present
N/A	NSCORP	Doretha Smith	Present
N/A	OPTONLINE	Jennifer Turner	Present
N/A	PGE	Lizzy Larman	Present
N/A	QVC	Samira Gourama	Present
N/A	RBC	Jessica Grey	Present
N/A	SEGROCERS	Andrea Rodriguez	Present
N/A	SHELL	Brian Hall	Present
N/A	SODEXO	Darlene Fuller	Present
N/A	STATEFARM	Sharon Williams	Present
N/A	STATEFARM	Tammy Harris	Present
N/A	TAKEDA	Joyce Eggers	Present
N/A	TMSW	Weldon Williams	Present
N/A	TRACTORSUPPLY	Candice Sams	Present
N/A	TYSON	Karli Gama	Present
N/A	USBANK	Pafoua Xiong	Present
N/A	VANDERLANDE	LaTonya Williams	Present
N/A	VFC	Paula Daniel	Present
N/A	VIATRIS	Amanda Honsaker	Present
N/A	VISTRACORP	Luis Jenkins	Present
N/A	VW	Chynna Tadrzak	Present
N/A	WBENC	Audrey Awasom	Present
N/A	WBENC	Ann Bowman	Present
N/A	WBENC	Andrew Gaeckle	Present
N/A	WBENC	Andrea Marshall	Present

N/A	WBENC	Andrea Villazon	Present
N/A	WBENC	Andrea Castillo Strickman	Present
N/A	WBENC	Alpana Chhibber-Zuniga	Present
N/A	WBENC	Cheri Butler	Present
N/A	WBENC	Chuck Hendrix	Present
N/A	WBENC	Christine Raney	Present
N/A	WBENC	Cassandra Yzaguirre	Present
N/A	WBENC	Dante Hendrix	Present
N/A	WBENC	Em Lozen	Present
N/A	WBENC	Erin Watson	Present
N/A	WBENC	Haley Creef	Present
N/A	WBENC	Jess Lacey	Present
N/A	WBENC	Jess Yamas	Present
N/A	WBENC	Kelly Hinman	Present
N/A	WBENC	Lindsey All	Present
N/A	WBENC	Lindsey Smith	Present
N/A	WBENC	Lina Suber	Present
N/A	WBENC	Laura Swenson	Present
N/A	WBENC	Maria Lopez	Present
N/A	WBENC	Monica McInerney	Present
N/A	WBENC	Nikki Byrd	Present
N/A	WBENC	Pat Birmingham	Present
N/A	WBENC	Ryan Martin	Present
N/A	WBENC	Sarah Leach Smith	Present
N/A	WBENC	Tarrance Frierson	Present
N/A	WBENC	Vaughn Farris	Present
N/A	WELLSFARGO	Tabatha Watson	Present
N/A	WUSTL	Janelle Turner	Present
N/A	WUSTL	Tracy Duncan	Present
N/A	XCELENERGY	Keli Hearon	Present
N/A	XCELENERGY	Rocky Seifert	Present
N/A	XCELENERGY	Vanessa Villa	Present
N/A	XEROX	Alissa Weathers	Present

1:40 PM OPENING COMMENTS

PAMELA PRINCE-EASON & NEDRA DICKSON

- Pamela Prince-Eason called the meeting to order.

1:50 PM WBENC PARTNERSHIPS PRESENTATION

PAMELA PRINCE-EASON & WBENC STAFF

- Meeting opened with WBENC C.O.R.E. Value: Delivering Meaningful Outcomes Through Partnerships Webinar (including all WBENC corporate member invitees)

3:15 PM BOARD CHAIR REPORT

PAMELA PRINCE-EASON & NEDRA DICKSON

- Shared comments around recent Congressional Black Caucus (CBC) Report. A copy of the official CBC report and Press Release was distributed to Board Members following the meeting.
- Approved previous Board Meeting minutes from April 2024.

Following a motion made by Ms. Nedra Dickson and a second by Ms. Ann Ramakumaran, the April 2024 Board Meeting minutes were accepted and unanimously approved. There was no opposition or further discussion.

- Strategic Plan Update
 - Provided update on WBENC scalability model.
 - Various Board members such as Robert McIntosh from Dell, Suzi Cabo from United, Brad Pomerleau from Target, and Andrea Desaulniers from RTX offered to help prepare this plan for the December Board Meeting and implementation beginning in 2025.
 - Reviewed the operating plan from 2025-2030.
 - Operating plan details how Pamela Prince-Eason and the WBENC organization staff will execute the Strategic Plan.
 - The first strategic plan was revised in 2013 and was current until 2024 with various revisions over the years.
 - In addition to the immediate 5-year goals, the organization has several 10-year goals as well.
 - Four pages of the new strategic plan were sent out to all Board Members after the meeting for their immediate review.
- Board Committee Updates

- Historically the organization required significant assistance from the Board Committees to develop programming, marketing initiatives, etc.
- WBENC will need strategic input from Board Members to continue innovating and delivering in the form of strategic value contribution as opposed to tactical work.
- Carla Preston of Amazon asked who board members should reach out to if they have an idea for a new committee. Pam Prince-Eason explained that the Board by-laws already state the current and required committees, however they will be reexamining and optimizing the committee structure. For example, they are evaluating how to have ambassadors become a formal committee to the Board among other ideas going forward.
- Nedra Dickson offered time with her as Board Chair with new board members to better understand the vision behind the strategic plan, take board member feedback and input, etc.

3:30 PM NOMINATING AND GOVERNANCE COMMITTEE REPORT

CLINT GRIMES & JILL SASSO

- Shared an overview of this committee's responsibilities.
- The new Corporate Nomination is for Toyota – Andria Anderson (term exp. 2026).

Following a motion made by Ms. Hannah Kain and a second by Ms. Janice Bryant Howroyd, the new corporate board seat nomination was accepted and unanimously approved. There was no opposition or further discussion.

- There are currently 5 vacant board seats and 16 corporate seats expiring at end of 2024. See Board Book Page 14-16 for a detailed nominating and governance committee report.

3:45 PM PRESIDENT'S REPORT

PAMELA PRINCE-EASON

- Provided additional updates on WBENC's roadmap for the new Growth & Sustainability Plan
- The full plan is 11 pages – asked that Board Members review the first 4 pages and provide input or confirm agreement.
- Explained the work WBENC is doing around gender parity vs. gender equity.
- The WBENC ethos remains 'Join Forces. Succeed Together.' – collaboration is key to WBENC's CORE platform.
- WBENC is in need of a few additional members to join the National Certification Committee – which processes appeals.
- Discussed the Women-Led Designation initiative in order to evolve the organizations offerings, retain growing and larger companies, etc.

- Reviewed the preliminary agenda for Unity Week which will be held in Washington DC November 11-14, 2024. The event will feature the WBENC Pitch Finals, a legislation update on DEI in collaboration with NGLCC and WIPP followed by NGLCC's/NBIC's Best of the Best Awards, etc.
- Brandi Rauch of Shell asked who board members should send their concerns to about the volatile environment around DEI. Pam explained that Mia Delano is now in a new role and is primarily supporting the organization's work around this – board members should send their specific requests/concerns on this topic to Mia.

4:38 PM CLOSING COMMENTS

PAMELA PRINCE-EASON & NEDRA DICKSON

- Board Members were instructed to refer to the Board Book for a complete update and detailed report on the additional committees not reviewed during the meeting due to limited timing.

Following a motion made by Ms. Heather Rapp and a second by Ms. Ann Ramakumaran, the September 2024 Board of Directors Meeting was formally adjourned. There was no opposition or further discussion.

Materials for December 12, 2024
WBENC Board of Directors Meeting

Nominating and Governance Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

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.

2024 Progress to Goal		
April 2024	September 2024	December 2024
<ul style="list-style-type: none">Reviewed open corporate seats and candidates since the November 2023 meeting. Provided six (6) total recommendations for corporate board seats, five of which were elected via electronic board vote and one for board consideration and election at April 25, 2024 meeting.	<p>Reviewed open board seats and provided one (1) recommendation for open corporate board seat.</p>	<ul style="list-style-type: none">The committee met on 11/8/24 to review 2024 Corporate Seat Renominations including corporate scorecards for each corporate board member who has served on the board longer than 1 year.The committee also reviewed two (2) replacement corporate board seat candidates as well as the recommendations from the Leadership Council and Forum for new board seat candidates.The committee approved the slate of candidates for board vote at the 12/12/24 board meeting.

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

- By-laws
- Committee Charters
- New Board Member Application
- Committee Timeline
- Code of Ethics
- Conflict of Interest

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none"> No updates for Q1 2024 	<ul style="list-style-type: none"> 2024 Conflict of Interest and Code of Ethics forms have been distributed. Any board members who have not returned their completed forms have been contacted. 	<ul style="list-style-type: none"> The committee continues to collect the required 2024 Code of Ethics and Conflict of Interest forms for all board members which must be completed by 12/31/2024.

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

- a) Corporate Scorecard
- b) Board Matrix

2024Progress to Goal		
April 2024	August 2024	December 2024
The Nominating Committee has a planned review of the corporate renomination scorecard in Q2 2024 and will share the updated scorecard with all board members prior to the 2024 Corporate Renomination process begins.	Corporate board members with expiring seat terms in 2024 have been notified and will receive information to complete the Nominating Governance Committee can complete the annual scorecard and renomination process.	No updates for Q3-Q4 2024.

Nominating Governance Committee: Board Elections

Corporate Re-nominations for Existing Board Seats (16) (Term Ending 2027)

Allstate	Cheryl Harris
Dell	Rob McIntosh**
FedEx	<i>Vacant</i>
IBM	<i>Vacant</i>
JP Morgan Chase	Bill Kapfer
Kroger	Ryan Verbecken (scorecard review)
Lowe's	Steffani McLean
Macy's	Diana Pon
Nationwide	Kimberly Proffitt
ODP	<i>Vacant</i>
PepsiCo	Rachel Thomas**
Pfizer	Sirsij Peshin
Walt Disney	Claudia Splichal
Verizon	Sandy Nielsen
Walmart	<i>Vacant</i>
Wells Fargo	Barbara Kubicki

***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 (2)

Kroger	Shannon Scheuerle	(term exp 2027)
Walmart	Sarai Exil	(term exp 2027)

Leadership Council Nominations Seats (4)

Lynnise Smith, WBEC ORV	(term exp 2027)
Roz Lewis, GWBC	(term exp 2027)
Phala Mire, WBEC NY & DMV <i>renomination</i>	(term exp 2027)
Gaby King Morse, CWE <i>renomination</i>	(term exp 2027)

Forum Nominations (4)

Peggy DeFabbro, MDavis - <i>renomination</i>	(term exp 2027)
Kelly Kolar, Kolar Design	(term exp 2027)
Chanel Christoff Davis, Davis Davis & Harmon LLC	(term exp 2027)
Michele Adams, Levy Recognition	(term exp 2027)

Vacant Board Seats (7)

Altria
Bank of America
FedEx
Ford
IBM
ODP
Procter & Gamble



Shannon Scheuerle

Director and Chief of Staff, Enterprise Sourcing Center of Excellence
The Kroger Co.

Shannon leads the Procurement Process Center of Excellence (CoE) for Kroger's Enterprise Sourcing department. The CoE drives sourcing operations through consistent utilization of procurement tools and processes, governance, compliance, training and capability development. Shannon is also responsible for overall sourcing project and value tracking, contracts and social compliance programs, and supplier diversity. Shannon is a strategic partner for the Enterprise Sourcing leadership team, creating alignment across key initiatives and supporting the HR, administration and communications needs of the organization.

Shannon joined Kroger in 2019 as a senior manager in Indirect Sourcing, leading the professional services sourcing team. Under Shannon's leadership, the team partnered with key stakeholders for best-in-class supplier solutions while delivering significant value. Prior to Kroger, Shannon spent three years in vendor management at Fifth Third Bank and previously spent 20 years working for Toyota's corporate manufacturing headquarters. At Toyota, Shannon progressed through a variety of leadership positions in direct and indirect procurement areas, managed CoE functions and worked in corporate diversity advancing DE&I initiatives.

Shannon holds a bachelor's degree from Indiana University Kelley School of Business. She and her husband live in Northern Kentucky with their two children.



Sarai Exil
Senior Director Belonging, Associate Communities
Walmart

Sarai Exil joined the Walmart Office of Belonging in May of 2024 as the Senior Director, of Belonging with a focus on Associate Communities. In this role, Sarai leads the Associate Communities team (Associate Resource Groups, Officer Caucuses, President's Inclusion Council) and leads the development and execution of an associate communities agenda, defining a future vision, best in class governance and execution across all associates.

Prior to Walmart, Exil was at DICK'S Sporting Goods (DSG), where she served as the Diversity, Equity, Inclusion and Belonging (DEIB) strategy lead. During her time at DSG, Sarai was responsible for overseeing Teammate Resource Groups, the Belonging talent journey, reducing racial bias in the retail industry, and consulting business functions including Supplier Diversity. Prior to DSG, she was Head of Diversity, Equity and Inclusion (DEI) at Big Lots Stores, where she implemented the company's first-ever DEI strategy.

She is a two-time graduate of The Ohio State University, holding a bachelor's degree in strategic communications and a master's degree in business administration.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

The Board Chair & President's Report will be delivered live at the 12/12/24 Board meeting.

Finance Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

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:

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none">We are excited to report our new system implementation and staff roles & responsibilities have positioned us well. We are fully closed through year-end 2023 with external Audit scheduled in June 2024. Additionally we are closed for the months of January, February and March 2024. We have had no issues with our current (new) systems and we have quickly learned to utilize key aspects of the new financial system. Current focus is on a.) budgeting functionality, b.) the time and attendance capability in the system and c.) overall reporting capability.	<ul style="list-style-type: none">The WBENC Accounting Team, led by Ryan Martin, has completed monthly close activity within 10 days following the end of the month each month in 2024. Recognition of restricted revenue was calculated and booked in July for the first half of 2024 and WBENC remains in a strong financial position.Completed 2023 Annual Audit requirements and in process of finalizing review of draft financials with auditors to allow release of Final Audit to WBENC Audit Committee by September 2024.A Finance Committee meeting was held on 5/22/24 to introduce Ryan Martin; give updates on the new financial system; review current financials; update the committee on the 2023 audit; and, give brief updates on the WBENC staff benchmarking process and technology review.	<ul style="list-style-type: none">WBENC's CEO, Pamela Prince-Eason, stays in close contact with the Board Chair, Nedra Dickson, and the Board Treasurer, Theresa Harrison, regarding the status of WBENC's finances.WBENC continues to have a strong financial year with cash flows, revenues, and expenses meeting expectations.The Accounting team and Business Development team are working together on outreach efforts to collect any old outstanding receivables. That process has yielded positive results.

GOAL 2: Build a 2024 Financial Plan that supports WBENC’s short-term and long-term strategic goals.

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none"> 2024 Budget was prepared in September and October 2023 and approved by the WBENC Board in November 2023. In the short term budgeting and tracking are focused on achieving 2024 membership, event and program goals. The past 3 years have been used to build our financial reserves and as of 2nd half of 2023 we have increased staffing to focus on long-term growth. Our new EOS Vision Tracker has been updated to grow the organization to a \$30M organization focused on certification, events and programs that promote gender parity for all in Corporate and Government Supply Chains and makes substantial progress in breaking down the barrier of “access to capital” for women-owned businesses. 	<ul style="list-style-type: none"> YTD results continue to remain strong. WBENC will hold a Strategic Partners (Corporate Members) meeting on September 9, 2024 to share strategic focus of WBENC offerings that support long- term goals for both WBENC as an organization, as well as, for our RPO, WBE and Corporate Members. The goal is to assist corporate members in obtaining funding that directly ties to the funders business or organizational goals. 	<ul style="list-style-type: none"> Membership has continued to grow in 2024. WBENC leadership is developing a 2025 budget that supports the 2025 strategic plan and will be presenting the budget to the Executive Committee and the full Board for review and approval.

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

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none"> As of December 2023, WBENC currently has reserves in excess of those needed to support the organization for 9-12 months. This exceeds the minimum calculation WBENC was striving for. 	<ul style="list-style-type: none"> As noted in April, our prior year financial surpluses have allowed WBENC to exceed our goals for funding the Unrestricted Net Asset Reserve. 	<ul style="list-style-type: none"> While Unrestricted Net Assets have remained steady in 2024, WBENC has focused on expanding programs related to our Restricted Net Assets which has allowed us to release a large portion of those Net Assets in 2024. WBENC expects to release more at the end of the year.

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
December 12, 2024

GOAL 1: Oversee completion of the annual audit.

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none">Ryan Martin has replaced Lauren Herman as Team Leader for WBENC Finance Operations. His experience has led to improved cycle times and better utilization of the financial accounting system capability. 2023 Financial Close was completed in January 2024. As of April 2024, Ryan (and team) have provided CBM (WBENC external auditor) with the 2023 Trial Balance results and all "pre-requested" items for the 2023 Audit that will occur in June 2024. We anticipate a smooth audit though will be sharing how the new system works and introducing new staff to CBM. Internal controls remain high and our transition of systems and staff over the last 6 months has gone very well.	<ul style="list-style-type: none">2023 Annual Audit requirements are complete. We anticipate the release of draft audit results (with no issues) any day and will share with the WBENC Audit Committee as soon as they are available.Next Audit Committee Meeting to be scheduled in September 2024 to review 2023 audit results and 2023 Form 990 submittal.	<ul style="list-style-type: none">2023 Audited Financials have been reviewed and approved by the Audit Committee. The draft of the financials reflects an unmodified (clean) opinion. In the draft financials, there are 2 Adjusting Journal Entries (AJEs), one related to the new office lease and the other related to an accrual for a bill.The final audit report is expected to be issued this month.The timing of the 2024 audit is still being finalized with CBM but is expected around late March 2025.

GOAL 2: Oversee completion of the annual Form 990.

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none">This will be completed after the 2023 Financial Audit and will be filed in a timely manner by November 15, 2024. As a reminder, your conflict-of-interest forms and other requested Board Documents are used to complete this important governance form. Thank you for your timely completion of the requested documents.	<ul style="list-style-type: none">Work will begin on the 2023 Form 990 in August/September timeframe.Committed to finalizing complete with auditors and Audit Committee by November 2023 due date, if not earlier.	<ul style="list-style-type: none">The 2023 Form 990 has been filed by CBM prior to the November 15th deadline.The Audit Committee held a meeting on November 4th to review the draft of the 990 prior to filing.

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

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none">The 2022 audit yielded no issues with internal controls. These will be tested again in June 2024 on our 2023 data; however, we monitor controls monthly and feel confident that our transition to new systems, personnel and processes have retained or improved all financial internal controls.	<ul style="list-style-type: none">Internal Controls remain a strong focus for leadership, accounting and non-accounting personnel. With the new accounting team members in place, the proper controls have been implemented and no concerns exist at this time.	<ul style="list-style-type: none">Internal Controls are still a strong focus for leadership, accounting, and non-accounting personnel. Our auditors from CBM reviewed our controls built into Intacct for any possible improvements, and no recommendations were made.

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

Leadership Council Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

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

2024 Progress to Goal												
April 2024				August 2024				December 2024				
<ul style="list-style-type: none"> 2023 Regional Events: 701 regional events hosted by RPOs in 2023 with 26,867 total attendees. 2024 Q1 Regional Events: 200 events with nearly 6200 attendees 2023 Increase in the number of certified WBE firms and WOSB firms. 				<ul style="list-style-type: none"> 2023 Regional Events: 431 regional events hosted by RPOs in Q1 and Q2 2024 with 14,265 total attendees. 2024 continued increase in the number of certified WBE firms and WOSB firms, surpassing 20,000 WBE firms. 				<ul style="list-style-type: none"> 200 regional events hosted by RPOs in Q3 with 6210 attendees. Continued growth in the number of certified WBE and very strong growth in the number of WOSB firms. 				
	12/31/2022	12/31/2023	2023 Growth		12/31/2023	6/30/2024	2024 YTD Growth		12/31/2023	9/30/2024	2024 YTD Growth	
WBE	18,672	19,792	6%	WBE	19,792	20504	3.6%	WBE	19,792	20927	5.7%	
WOSB	7,960	8,613	8.2%	WOSB	8613	9163	6.4%	WOSB	8613	9499	10.3%	

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

2024 Progress to Goal												
April 2024				August 2024				December 2024				
<ul style="list-style-type: none"> The RPOs played a crucial role in the success of the 2024 National Conference in Denver, CO last month. <ul style="list-style-type: none"> Each RPO again designated a Host Committee Member to serve on the National Host Committee. These WBEs assisted in planning and communications and also served as ambassadors for the conference. All 14 RPOs also collaborated on a booth for the 2024 National Conference which served as a hub for 				<ul style="list-style-type: none"> The group discussed the announcement of an SBA grant opportunity for new Women's Business Centers and application requirements. The WBENC Pitch Program continues with many regional competitions completed or underway. Finalists from the RPO pitch competitions will advance to the national WBENC Pitch Semifinals that will be held virtually 10/28/24 and 10/29/24. WBENC has provided training to all interested WBEs via the national WBENC Pitch Academy with four total sessions thus far 				<ul style="list-style-type: none"> The Council held in-person meetings in New Orleans, LA 9/30/24-10/2/24 in conjunction with the national certification team training. Many strategic topics were reviewed including an updated onboarding document for new RPO leaders, Business Continuity, Succession Planning, DEI and Enterprise Risk. The group also put forward recommendations for the new Women Led Designation. The Council collaborated on a booth and materials to represent the WBENC network at the 2024 NMSDC Conference, and Sandra Eberhard, Phala Mire and Roz Lewis as well as 				

<p>attendees to learn more about the RPO Network.</p> <ul style="list-style-type: none"> ○ On Tuesday each RPO hosted corporate and WBE conference attendees from each of their regions in breakout sessions with engagement and networking activities to facilitate connections for attendees to build on throughout the week. ○ Staff members from RPOs also attended the conference and participated as super-volunteers at the conference. <ul style="list-style-type: none"> • All RPOs are again participating in the WBENC Pitch program in 2024. The regional pitch competitions are already planned and the dates and details were communicated to attendees at the RPO breakout sessions at the national conference. The winners from the RPO regional pitch events will advance to the national semi-finals and finals in Q3 and Q4 this year. • Three RPOs will celebrate milestone anniversaries in 2024: WBEC Greater DMV and Metro NY – 25 years; WBEC South – 30 years; and GLWBC – 40 years. 	<p>in May and July. Semifinalists will be eligible for additional coaching prior to competing at the national level.</p> <ul style="list-style-type: none"> • Leadership Council Chair, Sandra Eberhard, facilitated the introduction of WBENC to Zeta Phi Beta sorority and WBENC has entered into an MOU with Zeta Phi Beta. Sandra, LaKesha White and Tarrance Frierson attended the Zeta Phi Beta BOULE in Indianapolis, IN 7/23/24-7/26/24. 	<p>LaKesha White spoke to many attendees who visited the booth.</p> <ul style="list-style-type: none"> • The semi-finals for the 2024 WBENC Pitch program were held on 10/28/24 and 10/29/24. 24 Finalists who began at the regional level RPO competitions were chosen to move on to the national finals in Washington, DC during the 2024 Unity Week event. First and second place awards for \$25,000 and \$15,000 respectively were awarded in the categories of Product and Services for total grant awards of \$80,000.
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GOAL 3: OPERATIONAL EXCELLENCE - To collaborate with WBENC in evaluating and proposing changes to the RPO Service Agreement and Allocations Methodology.

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none"> The 2024 Service Agreement was signed by all RPOs in December 2023. 	<ul style="list-style-type: none"> Pat Birmingham provided an update to the Leadership Council on the shared database during the June 2024 meeting. Pamela Prince-Eason led a discussion with the group and took input on a potential Women Led Designation for WBEs who have taken on capital which caused them to lose eligibility for certification. A subcommittee was formed and the group will work to provide recommendations on the definition and scope of the designation. 	<ul style="list-style-type: none"> The Service Agreement was last updated in 2023. The Service Agreement is valid for a three year period so will not be changed in 2025. However, it will be reviewed and updated in 2025 and the new agreements will be signed beginning in 2026.

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

2024 Progress to Goal		
April 2024	August 2024	December 2024
<ul style="list-style-type: none"> Sandra Eberhard, the Leadership Council Chair, and Liz Walsh the Vice Chair continue in their roles through 2024. The council will meet monthly throughout 2024, with one projected in-person meeting (date TBD). 	<ul style="list-style-type: none"> The council met in June and July and will meet in person with WBENC in New Orleans in conjunction with the Certification Team Training 9/30/24-10/2/24. Updates have been provided on the progress of CEO searches for WBEC Greater DMV and Metro NY as well as WBEC Pacific. The council has also formed a small working group that will update and revise the Onboarding Guide for new RPO leaders to help ensure a smoother onboarding and transition into the leadership roles. 	<ul style="list-style-type: none"> The council met on 10/16/24 and in person 9/30/24-10/2/24. The final meeting for 2024 will be held 12/11/24. Sandra Eberhard will roll off as Leadership Council Chair on 12/31/24. Liz Walsh will rotate on as the new Leadership Council Chair beginning January 2025.

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

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

GOAL 1: Increase Forum Engagement

April 2024	August 2024	December 2024
<ul style="list-style-type: none">The Q1 2024 Forum session open to all WBEs took place immediately before the WBENC National conference kickoff in March 2024 with an at capacity room of almost three hundred WBEs. Forum leaders provided insights about how to make the most of the WBENC Conference experience and recognized the 2024 WBE Stars. Using a theme of Financial Wellness, the trailer of the documentary "Show Her the Money" was shown followed by a panel hosted by Judith Goldkrand from Wells Fargo and included one of the businesses featured in the movie, Vicky Pasche, Founder and CEO of Dapper Boi, as well as capital advisor, Eda Henries, President, and CEO of Henries & Company. Later in the session, WBENC provided a preview of 2024 programs, and Pamela Prince-Eason, WBENC CEO and Nedra Dickson, WBENC Board Chair joined the meeting for an open Q&A.As part of the Friday Conference events, the Forum hosted a WBE-to-WBE Connections session, encouraging networking and WBE-to-WBE opportunities. The RPO Leadership Council Chair and Vice Chair also hosted a session about how to get engaged in the WBENC network and the Forum Teams had the opportunity to meet in person on Forum Insights planning.	<ul style="list-style-type: none">The Q2 All Forum meeting on June 26 featured two guest speakers including Audrey Awasom, WBENC Senior Manager of Programs who provided an overview of the Women of Color program including the monthly sessions delivering content across the 8 pillars of the program, the community resource groups - UNIDAS, Legacy, and Tapestry, and the Women of Color HBCU Incubator program. Forum members learned more about WoC program and how to get engaged as a community participant or ally. As part of the Forum's continuing focus on technology, the second speaker, Lynn Child, Principal Founder and President of CentraComm, presented Cybersecurity: Don't be an Attacker's Next Victim. Lynn shared content on Cybersecurity Network Basics, Social Engineering: End User Awareness, and added take-away value with Preparation & Action Steps.	<ul style="list-style-type: none">The Q3 All Forum meeting on September 19 featured a Voice of the WBE session where Forum WBE provided input on ESG, business ownership and your certification, and wellness. These insights will help to inform future programming. We closed with Team Time, where Forum members have time to connect and network.The Q4 All Forum meeting was held in person at the WBENC November Amplify Event. The Forum participated in a LIFT in the Community* session, Growth and Your Legacy. <p>*LIFT in the Community, brought to you by Fifth Third Bank, is an in-person program to address financial readiness for women-owned and small businesses by delivering programming focused on financial literacy for business owners, capital readiness and connections, and networking opportunities that help women-owned and small businesses develop skills, knowledge, and networks to compete and grow.</p>

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

April 2024	August 2024	December 2024
<ul style="list-style-type: none">Based on Forum input, WBENC is hosting a new Supplier Diversity Journey for WBEs. This educational series addresses WBEs looking to start a supplier diversity initiative or those searching for new processes and techniques to grow their program. The first session is April 30th.The Forum teams are planning their 2024 Forum Insights Series session, where the focus is on peer-to-peer learning. The Domestic team is first, on May 22nd, the topic is AI Revolution: Unlocking Efficiencies. The Engagement, Marketing, Government, and Global teams are planning sessions in Q3-Q4.	<ul style="list-style-type: none">On May 30th 184 WBEs participated in the Supplier Diversity Journey session hosted by Chuck Hendrix, Vice President Member Engagement, WBENC2024 Forum Insights Series is off to a strong start<ul style="list-style-type: none">The Domestic Team delivered AI Revolution: Unlocking Efficiencies on May 22 to 272 attendeesThe Engagement Team delivered Presenting for a Contract, on July 25 to 208 attendees. The corporate member guest panelist was Reuben Essandoh from Capital OneRemaining 2024 Insights Series sessions<ul style="list-style-type: none">The Global Team is hosting Being a Global Boss on August 15The Marketing Team is hosting Marketing & AI: Opportunities & Implications on October 17The Government team is hosting Tier 2 Contracting on November 20, Angela Dingle, CEO WIPP is the guest speaker	<ul style="list-style-type: none">It was a very active Q3 and Q4 with three Forum Insights Series sessions.<ul style="list-style-type: none">The Global Team hosted Being a Global Boss on August 15. WBEs shared their stories of going global-the mistakes they made, the things they learned, and tips for others.The Marketing Team hosted Marketing & AI: Opportunities & Implications on October 17. Attendees gained insights into the practical applications of using AI for marketing in a dynamic panel discussion.The Government team hosted Tier 2 Contracting on November 20. Angela Dingle, CEO WIPP spoke on the State of Government Contracting, WBE experts presented on Top 10 tips for getting started in government contracting and spoke about Tier 1 and Tier 2 contracting experiences.

GOAL 3: Enhance Governance and Communications

April 2024	August 2024	December 2024
<ul style="list-style-type: none">Forum Leadership planned and delivered the Q1 2024 Forum session at the WBENC National conference. During that session, leadership shared the structure and work of the Forum to help those in attendance understand the opportunities and value of	<ul style="list-style-type: none">To further strengthen the Forum and the role it plays in the WBENC Network, the Forum leadership team drafted the WBENC Forum Values which include Respect, Support, Engagement, Community, and Integrity.	<ul style="list-style-type: none">The Forum Leadership Team introduced the Forum Values at the Q3 All Forum meeting. As a voice of WBEs at large, the WBENC National Forum strengthens and amplifies the WBENC network. Forum members uphold the following values

April 2024	August 2024	December 2024
<p>engagement in their RPO and the overall WBENC network.</p> <ul style="list-style-type: none"> • The Forum Marketing team announced a new Second Vice Chair, Barbara Bosha, of Bosha Design+Communications. Julie Lilliston Founder & President, Julie Lilliston Communications, moved from Second Vice Chair to First Vice Chair of the Marketing team. We thank Kimberly Meek, Owner & CEO Hacha Products, for her service as outgoing Second Vice Chair of the Marketing team. • Introduced a monthly Forum email summarizing asks of Forum members as well as upcoming events of interest. Positive feedback received to date. 	<ul style="list-style-type: none"> • The Forum leadership team also drafted an annual re-commitment communication for Forum members to enhance engagement. • The WBENC Forum RPO nomination process launched on July 31st. Each RPO may nominate WBEs for the Forum every two years. Nominees are reviewed and appointed the Forum by WBENC. The appointments begin January 1, 2025. 	<p>representing WBENC: Respect, Support, Engagement, Community, and Integrity.</p> <ul style="list-style-type: none"> • The RPO Forum nomination process is complete with 43 new national WBENC Forum members across all 14 RPOs joining in January 2025. An onboarding session will be held in January. • Peggy Delfabbro, current Chair of the Forum will step down at the end of December. WBENC thanks Peggy for commitment to WBENC and leadership of the Forum. Peggy was recognized at the November Amplify Event. • Forum Leadership has been finalized for the upcoming two-year term. <ul style="list-style-type: none"> ○ Forum Chair – Hannah Kain, Alom ○ Forum First Vice Chair – Kelly Kolar, Kolar Design ○ Forum Second Vice Chair – Rashmi Chaturvedi, Kaygen • Forum Team Leadership self-nominations are complete and new leaders in the 2nd Vice Chair Team roles have been selected. These will be shared at the WBENC BOD meeting. • WBE WBENC BOD self-nominations are complete and approved and are being shared with the NOMGOV Committee. These will be announced after the WBENC BOD meeting.

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
September 30, 2024

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.

2024 Progress to Overall Membership Funding Goal - \$7M = 103%		
April 2024	July 2024	September 2024
<ul style="list-style-type: none"> • \$6,773,400 2024 Renewals Invoiced Commitments, 94.2% Retention *This time LY: \$6,453,400 2023 Renewals Invoiced Commitments, 97% Retention (2022 - \$5,176,900 Renewals invoiced, 97% Retention) *This is an increase of \$320,000 from LY • \$7,087,900 Total 2024 Membership Invoiced Commitments, 524 Members *This time LY: \$7,018,066 Total Membership Invoiced, 534 Members (2022 - \$5,968,525 Renewals Invoiced, 474 Members Total) • Retention is lower than normal for this time of year, which is due to smaller entities whose programs did not takeoff and whose budgets have been cut. We anticipated this would occur after the pandemic and in the face of DEI opposition. However, many of these entities chose to join Regionally in 2024 and remain in contact with National. We anticipate Retention will rise as normal throughout the year and hope to achieve 96% in 2024. • Revenue is continuing to rise. The Momentum of New Members has leveled out and is tracking as it did prior to the pandemic, which is what we expected. We 	<ul style="list-style-type: none"> • \$6,813,900 2024 Renewals Invoiced Commitments, 88% Retention *This time LY: \$6,453,400 2023 Renewals Invoiced Commitments, 97% Retention (2022 - \$5,176,900 Renewals invoiced, 97% Retention) *This is an increase of \$360,500 from LY • \$7,210,775 Total 2024 Membership Invoiced Commitments, 536 Members *This time LY: \$7,018,066 Total Membership Invoiced, 534 Members (2022 - \$5,968,525 Renewals Invoiced, 474 Members Total) • Retention is lower than normal for this time of year, which is due to smaller entities whose programs did not takeoff and whose budgets have been cut. We anticipated this would occur after the pandemic and in the face of DEI opposition. However, many of these entities chose to join Regionally in 2024 and remain in contact with National. We anticipate Retention will rise as normal throughout the year and hope to achieve 96% in 2024. • Revenue is continuing to rise. The Momentum of New Members has leveled out and is tracking as it did prior to the pandemic, 	<ul style="list-style-type: none"> • \$6,903,900 2024 Renewals Invoiced Commitments, 90% Retention *This time LY: \$6,454,275 2023 Renewals Invoiced Commitments, 93% Retention (2022 - \$5,244,275 Renewals invoiced, 97% Retention) *This is an increase of \$449,625 from LY • \$7,344,525 Total 2024 Membership Invoiced Commitments, 552 Members *This time LY: \$7,143,150 Total Membership Invoiced, 553 Members (2022 - \$6,149,900 Renewals Invoiced, 509 Members Total) • Retention has risen from previous quarter, some returning members who initially did not renew their commitments along with a few new members. We anticipate Retention will rise as normal throughout the year and hope to achieve 96% in 2024. • Revenue is continuing to rise. The Momentum of New Members has leveled out and is tracking as it did prior to the pandemic, which is what we expected. We remain in a very strong

remain in a very strong position in the face of the DEI opposition.	which is what we expected. We remain in a very strong position in the face of the DEI opposition.	position in the face of the DEI opposition.
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GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective. *2024 New Member Goal - 50

2024 Progress to Goal – 40 New Members = 80%		
April 2024	July 2024	September 2024
<ul style="list-style-type: none"> 30 New Members, \$314,500 2024 New Member Funding *This time LY: 47 New Members, \$463,00 2023 New Member Funding (2022 - 75 New Members, \$755,125, 2022 New Member Funding) <i>*As predicted, momentum in this space is beginning to slow; however, it still remains strong in the face of the DEI opposition. We continue to create programs and resources for this group to boost retention.</i> 	<ul style="list-style-type: none"> 40 New Members, \$361,875 2024 New Member Funding *This time LY: 47 New Members, \$463,00 2023 New Member Funding (2022 - 75 New Members, \$755,125, 2022 New Member Funding) <i>*As predicted, momentum in this space is beginning to slow; however, it still remains strong in the face of the DEI opposition. We continue to create programs and resources for this group to boost retention.</i> 	<ul style="list-style-type: none"> 48 New Members, \$403,125 2024 New Member Funding *This time LY: 73 New Members, \$605,875 2023 New Member Funding (2022 - 107 New Members, \$841,875 2022 New Member Funding) <i>*As predicted, momentum in this space is beginning to slow; however, it still remains strong in the face of the DEI opposition. We continue to create programs and resources for this group to boost retention.</i>

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

2024 Progress to Goal - \$5M = 116%		
April 2024	July 2024	September 2024
<ul style="list-style-type: none"> 2024 Program Funding Commitments: \$1,398,678 2024 National Conference Sponsorships: \$3,890,000 <i>*Increase of \$324,500 from LY</i> TOTAL 2024 Sponsorship Funding to date: \$5,288,678 <i>*This time LY: \$5,052,003</i> 	<ul style="list-style-type: none"> 2024 Program Funding Commitments: \$1,878,500 2024 National Conference Sponsorships: \$3,959,395 <i>*Increase of \$393,895 from LY</i> TOTAL 2024 Sponsorship Funding to date: \$5,837,895 <i>*This time LY: \$5,439,011</i> 	<ul style="list-style-type: none"> 2024 Program Funding Commitments: \$2,149,153 2024 National Conference Sponsorships: \$3,838,751 <i>*Increase of \$287,242 from LY</i> TOTAL 2024 Sponsorship Funding to date: \$5,987,904 <i>*This time LY: \$5,415,063</i>

Marketing & Programs Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
December 12, 2024

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

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

2024 Progress to Goal

April 2024	August 2024	December 2024
<ul style="list-style-type: none">Ongoing identification of corporate member representatives.Continued review of committee focus areas and areas of impact.	<ul style="list-style-type: none">Collaborating with committee members as relevant for input.Continued review of committee focus areas and areas of impact.	<ul style="list-style-type: none">Continued review of committee focus areas and areas of impact in conjunction with the WBENC Roadmap to Growth & Sustainability Strategic Plan. Collaborating with Corporate Members and committee members as relevant for input.

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

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

2024 Progress to Goal

April 2024	August 2024	December 2024
<ul style="list-style-type: none">Continually growing and establishing relationships and connections with Corporate Member C-Suite executives for program and marketing engagement and opportunities.Strong branding and clear, compelling messaging across WBENC programs and events, including the WBENC National Conference.	<ul style="list-style-type: none">Continually growing and establishing relationships and connections with Corporate Member C-Suite executives for program and marketing engagement and opportunities.Strong branding and clear, compelling messaging across WBENC programs and events, including the WBENC National Conference.	<ul style="list-style-type: none">Continually growing and establishing relationships and connections with Corporate Member C-Suite executives for program and marketing engagement and opportunities.Strong branding and clear, compelling messaging across all WBENC programs and events.

		<ul style="list-style-type: none"> Seeking out and developing impactful business case and success stories to showcase and share within the WBENC network and beyond.
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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.

2024 Progress to Goal		
April 2024	August 2024	August 2024
<ul style="list-style-type: none"> Programs curriculum continually growing and evolving with the WBENC network and strategic business needs. 	<ul style="list-style-type: none"> Programs curriculum continually growing and evolving with the WBENC network and strategic business needs. Evaluating communications strategy around program offerings to aid WBEs and Corporate Members to understand and decide which programs meet their current needs and support focuses. 	<ul style="list-style-type: none"> Programs curriculum continually growing and evolving with the WBENC network and strategic business needs. Evaluating communications strategy around program offerings to aid WBEs and Corporate Members to understand and decide which programs meet their current needs and support focuses.

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

April 2024	August 2024	December 2024
<ul style="list-style-type: none"> The Forum Global team will host their Forum Insights series session on August 15, 2024. It will build off the March WBENC Conference workshop session on going global and offer WBE perspectives. 	<ul style="list-style-type: none"> On August 15, 2024 the Forum Global team hosts their Forum Insights Series session titled, "Being a Global Boss: Sharing Our Stories." Taking your business global is a big undertaking but can lead to growth and opportunities. Attendees will hear from WBEs about their own stories of going global, the mistakes they made, the things they learned, and tips for others. This is a peer-to-peer learning opportunity for those WBEs who are looking to take their business global or expand into new markets. WBENC and the Global Committee leadership created a survey to obtain feedback from WBENC National Forum WBEs currently operating globally and those considering global expansion. The committee will use the results to inform future sessions. 	<ul style="list-style-type: none"> Initial feedback from Forum survey indicates interested in more help with topics such as Going Global - Challenges and Opportunities, Exporting, Logistics and Transportation, and Industry Specific Opportunities for Export Markets.

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.

April 2024	August 2024	December 2024
<ul style="list-style-type: none"> WBENC is excited to announce that Jennifer Turner, Program Director at IBM, is the new Global Committee Chair. WBENC will work with Jennifer in April to review and update the committee roster, begin the process of goal setting, and schedule a committee meeting. 	<ul style="list-style-type: none"> Following an initial assessment of the committee roster, WBENC is working with the Global Committee chair on a full review of the Global Committee following many changes to its corporate members. Updated charter and goals have been drafted and are under review. 	<ul style="list-style-type: none"> Jennifer Turner, former Global Committee Chair, has transitioned out of IBM. WBENC is working to assess future of Global Committee and its leadership as part of its strategic planning process.

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.

April 2024	August 2024	December 2024
<ul style="list-style-type: none"> WeConnect held a very successful International Day in Denver on March 18, 2024. In attendance were WeConnect WBEs from over 20 countries, WBENC WBEs, and corporate members. Select WBENC staff attended in support of the event. WBENC partnered with WeConnect to host the Empowering Women Going Global workshop at the WBENC National Conference. This was an opportunity to gain valuable insights that delve into the dynamic landscape of global business expansion. The panel was moderated by Ana Guevara, Chief Strategy Officer, and Head of Global Markets at WEConnect International, and speakers included Jonathan Brady, Lead Business Development Specialist at Export-Import Bank of the United States (EXIM), Stephanie Garnica, Director, Global Engagement at DEDO (Denver Economic Development & Opportunity), Suzette Nickle, Director at US Commercial Service/International Trade Administration, and Jennifer Turner, Program Director at IBM. 	<ul style="list-style-type: none"> The committee coordinated with WeConnect and invited WBENC Certified-WBEs to the WEConnect Regional Conferences Information Sessions to help further educate them on WEConnect and their offerings around the world. 	<ul style="list-style-type: none"> No updates this quarter.

National Certification Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
November 2024

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

2024 Progress to Goal		
April 2024	July 2024	November 2024
<ul style="list-style-type: none">Submitted 2024 SBA Third Party Certifier WOSB AgreementPublished updated Documentation Required list which removed 16 previously requested documents	<ul style="list-style-type: none">Organized subcommittee to establish Women Led Designation eligibility, criteria, and benefits	<ul style="list-style-type: none">Subcommittee created draft criteria for Women Led designation

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

2024 Progress to Goal		
April 2024	July 2024	November 2024
<ul style="list-style-type: none">WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to dateSubmitted supporting documentation in response to audit of 10 WOSB companies from the SBA WOSB Team in Q1 2024	<ul style="list-style-type: none">WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to dateWBENC updated the 3-year SBA WOSB Regulation Expiration Date by 1 year for over 1100 WOSBs in response to an extension extended to company expiring with the SBA between June 1, 2024 – May 31, 2024	<ul style="list-style-type: none">WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to dateCommunicated MySBA Certifications platform launch to over 800 WBEs processed during the period (June-October) the SBA paused the acceptance of WOSB application

GOAL 3: Review National Certification Files.

2024 Progress to Goal		
April 2024	July 2024	November 2024
<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the 64 National Certification applications (5 New, 59 recerts) and 12 appeals on a timely basis in 2023 The NCRC and NCAC supported the processing of the 11 National Certification applications (all recerts) and 5 appeals on a timely basis in Q1 2024 	<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the 4 National Certification applications (all recerts) on a timely basis in Q2 2024 	<ul style="list-style-type: none"> The NCRC and NCAC supported the processing of the 44 National Certification applications (all recerts) and 4 appeals on a timely basis in Q3 2024

GOAL 4: Deliver Certification and WBENCLink Training.

2024 Progress to Goal		
April 2024	July 2024	November 2024
<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 360 participants in 2023 & 121 in Q1 2024 WBENCLink 2.0 - Corporate Members: Trained 69 participants in 2023 & 13 in Q1 2024 Certification Training <ul style="list-style-type: none"> Trained 137 volunteers/RPO staff in 2023 and 19 in Q1 2024 	<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 156 in Q2 2024 WBENCLink 2.0 - Corporate Members: Trained 13 in Q2 2024 Certification Training <ul style="list-style-type: none"> Trained 41 in Q2 2024 	<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 140 in Q3 2024 WBENCLink 2.0 - Corporate Members: Trained 13 in Q3 2024 Certification Training <ul style="list-style-type: none"> Trained 73 in Q3 2024

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

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