



# APRIL 2025 BOARD BOOK

BOARD OF DIRECTORS MEETING  
VIRTUAL MEETING

April 28, 2025

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## AGENDA

<b>2:00 PM</b>	<b>Opening</b>	<b>Pamela Prince-Eason</b>
<b>2:05 PM</b>	<b>Board Chair Report</b>	<b>Nedra Dickson</b>
<b>2:15 PM</b>	<b>Nominating and Governance Committee Report</b>	<b>Clint Grimes</b>
<b>2:30 PM</b>	<b>2025 Forecasted New Budget</b>	<b>Pamela Prince-Eason &amp; Theresa Harrison</b>
<b>3:15 PM</b>	<b>President's Report</b>	<b>Pamela Prince-Eason</b>
<b>3:45 PM</b>	<b>Ambassador Committee Recommendation</b>	<b>Jill Sasso</b>
<b>4:00 PM</b>	<b>Forum Update</b>	<b>Hannah Kain</b>
<b>4:15 PM</b>	<b>Leadership Council Update</b>	<b>Phala Mire</b>
<b>4:25 PM</b>	<b>Closing</b>	<b>Nedra Dickson</b>

**Minutes of the December 12, 2024**

**WBENC Board Meeting**

**Submitted for Approval**

**During the April 2025**

**Board Meeting**

**Women's Business Enterprise National Council - Board of Directors Meeting**  
**December 12, 2024 – 1:00-3:00PM EST | Virtual Meeting**

Seat	Company	Name	December 12, 2024 Attendance
<b>Corporate Members</b>			
1 of 75	Accenture	Nedra Dickson	Yes
2 of 75	Allstate	Cheryl Harris	Yes
3 of 75	Altria	VACANT	
4 of 75	Amazon	Carla Preston	Yes
5 of 75	AT&T	Jalayna Bolden	Yes
6 of 75	Avis	Beth Crimmins	Notified Absent
7 of 75	Bank of America	VACANT	
8 of 75	BP America, Inc.	Kimberly Thornton	Absent
9 of 75	Caesars Entertainment	Heather Rapp	Yes
10 of 75	Capital One	Clint Grimes	Yes
11 of 75	Chevron Corporation	Stephanie Beveridge	Absent
12 of 75	ComcastNBC Universal	Ajamu Johnson	Absent
13 of 75	Corteva	Tamra Palowski	Yes
14 of 75	Dell Inc.	Robert McIntosh	Notified Absent
15 of 75	ExxonMobil Global Services Company	Douglas Fisher	Yes
16 of 75	EY	Theresa Harrison	Yes
17 of 75	FedEx	VACANT	
18 of 75	Ford Motor Company	VACANT	
19 of 75	GM	Reginald Humphrey	Absent
20 of 75	Google	Siofra Harnett	Notified Absent
21 of 75	IBM	VACANT	
22 of 75	Intel	Clay Atkins	Yes
23 of 75	Johnson & Johnson	Jennifer Curley	Yes
24 of 75	JP Morgan Chase	William (Bill) Kapfer	Yes
25 of 75	Kellanova	Michele (Shelly) Van Treeck	Yes
26 of 75	KPMG LLP	Jennie Friedman	Yes
27 of 75	Kroger	Shannon Scheuerle	Yes
28 of 75	Lowe's	McLean Steffani	Yes
29 of 75	Macy's, Inc.	Diana Pon	Yes

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

62 of 75	WBEC-East	Elizabeth Walsh	Yes
63 of 75	WBEC-Pacific	Janice Greene	Absent
64 of 75	WBCS	Bliss Coulter	Yes
65 of 75	Women's Business Development Council-Midwest	Emilia DiMenco	Notified Absent
66 of 75	Women's Business Enterprise Alliance	April Day	Absent
67 of 75	Great Lakes Women's Business Council	Michelle Richards	Absent
68 of 75	Center for Women & Enterprise	Gabrielle Morse	Yes
69 of 75	WBEC-Metro NY and WBEC Greater DMV	Sandra Eberhard	Yes
70 of 75	WBEC-Florida	Nancy Allen	Yes
<b>Expert Members &amp; Ex-Officio</b>			
71 of 75	Retired BMS	Farryn Melton	Yes
72 of 75	ACT 1 Group	Janice Bryant-Howroyd	Yes
73 of 75	WBENC (Retired BP)	Debra Jennings-Johnson	Absent
74 of 75	WBENC	Pamela Prince-Eason	Yes
75 of 75	K&L Gates	Tara Clancy	Absent
<b>WBENC Staff</b>			
	WBENC	Jill Sasso	Yes
	WBENC	Laura Taylor	Yes
	WBENC	Amanda Zack	Yes
	WBENC	Mia Delano	Yes
	WBENC	LaKesha White	Yes
	WBENC	Lindsey All	Yes
<b>Approved Guests</b>			
	WBEC ORV	Lynnise Smith	Authorized Guest-Leadership Council
	Greater Women's Business Council	Roz Lewis	Authorized Guest-Leadership Council
	Google	Casey Oakes	Authorized Designee
	Kroger	Ryan Verbecken	Outgoing Board Seat Holder

**Board Chair Report**

**NEDRA DICKSON**

- **Called meeting to order at 1:44 pm ET**
  1. Update on WBENC's DEI planning and input.
    - CRMs are contacting Corporate Members ensuring we understand Corporate needs and changes and evaluating what may be needed for 2025. Focus is on Economic Impact and ROI. Suggested that if any of the Board Members have not notified WBENC their status for 2025 to contact them now.
- Closed by asking if there were any questions. No one had any.

*Following a motion by Ms. Janice Bryant Howroyd and a second by Ms. Hannah Kain, the September 2024 Board Meeting Minutes were accepted and unanimously approved. None opposed and no abstentions.*

**Nominating and Governance Committee Report**

**CLINT GRIMES**

Full details can be found in the December 2024 Board Book and PowerPoint slide deck.

- Reviewed 2024 Corporate Board Seat Renominations, sharing information on the scorecard process followed for all seats with expiring terms.
- The Nominating Governance Committee recommends renomination of all expiring corporate board seats.

*Following a motion made by Mr. Clint Grimes and a second by Ms. Theresa Harrison, the Committee's recommendations for corporate board seat renominations were unanimously approved; no opposition; no abstentions or further discussion.*

- Reviewed nominations for existing corporate board seats.

*Following a motion made by Ms. Janice Bryant Howroyd and a second by Ms. Tina Macon, the Committee's recommendations for nominations to existing corporate board seats were unanimously approved; no opposition; no abstentions or further discussion.*

- Reviewed nomination recommendations for Leadership Council and Forum board seats

*Following a motion made by Ms. Janice Bryant Howroyd and a second by Ms. Cathy Koch, the Committee's recommendations for nominations to Leadership Council and Forum board seats were unanimously approved; no opposition; no abstentions or further discussion.*

- Presented overview of updated board demographics with all new nominees.



- Ms. Jill Sasso extended a Thank You to all board members rolling off the board for their board service.
- Ms. Jill Sasso reviewed all 2025 Board of Directors Meeting Dates
  - 04/28/25 – Board Meeting 1 of 3
  - 06/23/25 – Board Activity/Event at National Conference
  - 08/28/25 – Board Meeting 2 of 3
  - November Event TBA – Board Meeting 3 of 3

## **President's Report**

**PAMELA PRINCE-EASON**

- Presented Roadmap for Growth & Sustainability Phase 1 update
  - Board will be divided into “input circles” for the C.O.R.E. which are each owned by a senior leader on Team WBENC. A leader will reach out to let know what circle by next Monday and to start work in Q1. Input Circles will be able to give input on Strategic Plan and Operating Plan.
- Presented overview of SWOT Analysis that was presented and validated at November Event – ACTION: Share this with board
- Presented the WBENC Roadmap Initiative feedback from November Event
  - Discussion:
    - Certification
      - Ms Brandi Rauch stated the certification broadening could decrease the value of certification over time.
    - Resources
      - Payment terms discussion.
        - Amazon has a rapid pay program for those who do business with them.
        - Ms. Peggy DelFabbro shouted out GSK on great work on payment terms.
        - Mr. Ryan Verbecken, Kroger noted he runs a small business financing program and suggested a small group format to discuss.
- Shared Operational Focus for Q1 – 2025

## **Treasurer's Report & 2025 Budget Review**

**THERESA HARRISON/PAMELA PRINCE-EASON**

Full details can be found in the December 2024 Board Book and PowerPoint slide deck.

- WBENC continues to be financially stable, fiscally responsible and has good cash management for immediate and short-term obligations. WBENC is in a healthy position.
- Presented 2025 proposed Budget and asked if there were any questions

- Ms. Theresa Harrison asked for a motion for the budget being presented on December 12, 2024 to be accepted as presented to the WBENC Board of Directors.

*Following a motion made by Ms. Theresa Harrison and a second by Mr. Brad Pomerleau, the proposal to accept the 2025 Budget as presented on December 12, 2024 to the WBENC Board of Directors was unanimously approved; no opposition; no abstentions or further discussion.*

### **Forum Update**

**PEGGY DELFABBRO**

- Presented the new Forum Leadership & Team

### **Leadership Council Update**

**SANDRA EBERHARD**

- WBEs have grown to over 20,000
- Over 10% growth in WOSB
- Leadership Council is very much in favor of the Women Led designation
- Operational Excellence: The Council looked at business continuity, succession planning and RPO onboarding in October 2024 meetings
- All RPOs participated in the 2024 WBENC Pitch competition
- Ms. Jill Sasso and the rest of the board wished Ms. Sandra Eberhard a very happy retirement.

### **Closing Comments**

**PAMELA PRINCE-EASON**

- Gave a general thank you to all Board Members for the role they play in advancing women in the world of commerce. Look forward to working together in 2025. Enjoy the upcoming Holiday Season.

### **Meeting Adjournment**

Following a motion by Ms. Nedra Dickson and a second by Ms. Sandra Eberhard, the meeting was adjourned.

**The meeting ended at 4:39 PM ET.**

**Materials for April 28, 2025**

**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, 2025

**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.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>Committee met on 3/28/25 to review open corporate seats and candidates since the December 2024 meeting. Provided five (5) total recommendations for corporate board seats for board consideration and election at April 28, 2025 meeting.</li></ul>		

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

2025 Progress to Goal		
April 2025	April 2025	December 2025
<ul style="list-style-type: none"><li>Committee discussed recommended changes to board application and will follow up with recommendations to the WBENC President &amp; CEO and Board Chair.</li></ul>		

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

- |                        |                 |
|------------------------|-----------------|
| a) Corporate Scorecard | b) Board Matrix |
|------------------------|-----------------|

2025 Progress to Goal		
April 2025	April 2025	December 2025
<ul style="list-style-type: none"><li>No updates for Q1 2025.</li></ul>		

*WBENC By-laws Reference: Article V, Section 5.2*

### Nomination for Existing Corporate Board Seats (5)

ExxonMobil	Mike Albers	(term exp 2025)
Pfizer	Rona Fourte	(term exp 2027)
Procter & Gamble	Adal Jones	(term exp 2026)
UPS	Erin Allen	(term exp 2025)
Walt Disney	Andy Baker	(term exp 2027)

### Vacant Corporate Board Seats (9)

Altria  
Bank of America  
FedEx  
Ford Motor Company  
IBM  
Marriott  
ODP  
RTX  
Verizon



**Michael Albers**  
**Low Carbon Solutions Procurement Manager**  
**ExxonMobil**

Michael currently serves as the Low Carbon Solutions Procurement Manager, where he leads efforts to source and manage procurement for low carbon energy products. Previously, Michael held several key positions, including:

- **NA Regional Procurement Manager:** Managed procurement operations across North America, ensuring efficient and cost-effective sourcing strategies.
- **Data Analytics Manager:** Leveraged data to drive procurement decisions and optimize supply chain performance.
- **Controls Advisor:** Provided strategic advice on procurement controls and compliance.
- **Equipment & Materials Category Manager:** Oversaw the procurement of equipment and materials, ensuring quality and timely delivery.
- **Upstream New Affiliates Procurement Manager:** Managed procurement for new affiliates in the upstream sector, facilitating smooth integration and operations.
- **Gulf Coast Team Lead & Contracts Manager:** Led the Gulf Coast team and managed contracts, ensuring adherence to procurement policies and standards.

In addition to his extensive experience in the energy sector, Michael has a diverse work history, including roles as:

- **Warehouse & Buying Manager – Aerospace:** Managed warehouse operations and procurement for aerospace projects.
- **Acquisitions Program Manager – US Air Force:** Oversaw acquisition programs, ensuring strategic procurement and resource management.

Michael holds a Bachelor of Science in Business Communication from the University of Portland and a Master of Arts in Procurement from Webster University.



### **Rona Fourte**

#### **Sr. Director, Source2Pay Policy, ESG & Supplier Lifecycle Management Global Lead Pfizer**

Rona joined Pfizer as Sr. Director, Source-to-Pay (S2P) Policy, ESG, and Supplier Lifecycle Management (SLM) Global Lead in August 2024. In this role she leads a team of subject matter experts to set strategy and vision for these capabilities in Enterprise Indirect Sourcing and ensure the execution. Prior to joining Pfizer, Rona served as Vice President and Head of Global Supplier Diversity for CBRE and led their induction into the Billion Dollar Roundtable (BDR) in June 2024. Additionally, Rona has led business diversity and broader DEI programming for United Airlines, Walgreens and created the supplier diversity program for Centene's Illinois market plan. Rona began her supplier diversity journey in 1999 at Ralph G. Moore & Associates as a consultant, while preparing for the certified public accountants' exam. Some notable projects that she led include the US Department of Commerce, MBDA Chicago Minority Business Opportunity Center, a \$1.2M funded project, Boeing WHQ relocation, and the City of Chicago DOT Lakeshore Drive reconstruction. In these efforts, Rona has led the successful execution of financial transactions for minority-owned businesses in excess of \$105M as both an employee and a consultant.

Rona has been cited in numerous diversity publications, received recognitions for advocacy, commitment, and is an active member of the community, globally. Her community support and leadership include the National Minority Supplier Development Council and affiliates (current board chair for Chicago MSDC), the Women's Business Enterprise National Council and affiliates (current audit co-chair), and Providence Englewood Charter School (current governance co-chair). In recent years, Rona was short-listed for WeQual Awards- The Americas 2024; and recognized in 2023 by CIO views as one of The Most Inspiring DEI Leaders to Follow.

Rona has a Bachelor of Science in Business Administration & Accounting from DePaul University, a Master of Arts in Divinity, is a 2010 Certified Fraud Examiner, an ordained minister and currently enrolled in a Business Law program at eCornell.



### **Adal Jones**

#### **Director, Global Citizenship Integration & Supplier Diversity Procter & Gamble**

Adal leads P&G's Global Supplier Diversity strategy, helping P&G maintain its reputation as one of the most innovative, diverse, and inclusive companies in the world. His focus includes ensuring P&G has access to the broadest pool of suppliers to deliver Best Total Value (BTV) for all goods & services procured.

During his 25 years at P&G, he's touched nearly every area of P&G's Purchasing function and many parts of the business – Baby Care Capital, GBS CS&L, GBS Plant C&E, GBS Atlanta SC, MDO - NA Logistics, Beauty & Grooming ESS, Global Capital - FM, PC&IS, Utilities, SPPO, GBS - MyPGS, Fabric & Home Care/PGP ESS and Chemicals, PCS - Global Supplier Diversity. He's known for strong business results and solving problems. His proven ability to thrive in roles that are new and undefined, to build capability and culture within the organization, and his genuine care for people, has been his guiding light.

Adal credits his career success as a business leader to his ability to active listening and understanding what's needed and allowing others to feel comfortable being them authentic selves without judgement. He is passionate about mentoring and helping others find their voice or lend his voice when needed.

A native of Baton Rouge, Adal enjoys sports, golfing, and traveling with his wife and two boys.





**Erin Allen**  
**Procurement Director**  
**UPS**

Erin Allen is a driven procurement leader responsible for global source-to-pay software deployment and department development at UPS. Her focus is on software implementation, supplier enablement, and continuous improvement.

Prior to UPS, Erin spent a decade building breadth and depth in CPG and packaging industries including Nestle, Kraft, and Smurfit WestRock. Growing through roles in operations, design, R&D, transformation, and M&A created a strategic foundation for leading procurement at a Fortune 50 company. Erin holds a BS from Boston University College of Engineering, as well as an MBA from the University of Virginia Darden School of Business.

Erin lives in Atlanta, Georgia with her fiancé Charlie. As recent empty nesters, they now spend their time attending Hawks basketball games, going to concerts, working on landscaping renovations, and planning international adventures.



**Andy Baker**  
**Senior Vice President, Creative Marketing**  
**Walt Disney**

Andy Baker is the Senior Vice President of Creative Marketing for Disney+ brand, bundle and post-theatrical creative campaigns. Andy oversees creative, operations and creative strategy for Disney+ post-theatrical (EHV, Physical and “Pay 1”) campaigns, working on large-scale brand and title marketing initiatives (Mufasa, Moana 2, Deadpool & Wolverine).

Prior to Disney, Andy worked for Netflix, National Geographic, NBC, Fox, and ABC, and spent much of his career in entertainment marketing collaborating with external agencies to achieve best in class, award-winning creative materials. Andy is passionate about supporting a positive, transparent, inclusive and collaborative agency/client dynamic, and has been a featured speaker, podcast guest and blogger ([www.theclientblog.wordpress.com](http://www.theclientblog.wordpress.com), retired in 2017 after going to Netflix) about fostering a greater understanding about both ‘sides’ of the critical creative dynamic between agencies and clients.

## Board Chair & President's Report

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Women's Business Enterprise National Council  
Report to the WBENC Board of Directors  
April 28, 2025

*The Board Chair & President's Report will be delivered live at the 4/28/25 Board meeting.*

## Finance Committee Report

Women's Business Enterprise National Council  
Report to the WBENC Board of Directors  
April 28, 2025

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>The first full year in the new accounting system is complete. All new processes are in place and the books are closed through March 2025 including fully closing out 2024 financials to prepare for the annual audit. Financial reporting continues to improve as the team continues to utilize the new system's capabilities, with the main focus being centered on budgeting.</li></ul>		

**GOAL 2:** Build a 2025 Financial Plan that supports WBENC's short-term and long-term strategic goals.

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>The 2025 budget was prepared in September and October 2024 and approved by the WBENC Board in December 2024. Moving into 2025, the new accounting system is being used to create more detailed budgets by department. The accounting team is working closely with WBENC leadership to create these budgets and start using them to improve financial planning and reporting moving forward.</li></ul>		

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>As of December 2024, WBENC currently has reserves in excess of those needed to support the organization for 9-12 months. While WBENC remains in a strong position overall, the extra budgeting efforts being used in 2025 will help to make sure WBENC stays in a healthy financial position moving forward.</li></ul>		

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

GOAL 1: Oversee completion of the annual audit.

2025 Progress to Goal		
April 2025	August 2025	December 2025
Due to the change in timing of the WBENC National Conference, the 2024 Financial audit was moved up and has already begun. The auditors (CBM) met with WBENC staff and the Audit Committee in March to kick off the audit, and significant progress has already been made. An earlier completion of the audit is anticipated for this year to accommodate the new National Conference schedule.		

GOAL 2: Oversee completion of the annual Form 990.

2025 Progress to Goal		
April 2025	August 2025	December 2025
The Form 990 will be completed after the 2024 Financial Audit and will be filed in a timely manner prior to the required deadline. As a reminder, board member conflict-of-interest forms and other requested Board Documents are used to complete this important governance form.		

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
The 2023 audit yielded no issues with internal controls. These will be tested again during the 2024 audit; however, controls are closely monitored monthly and current processes have retained or improved all financial internal controls.		

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

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

2025 Progress to Goal				
April 2025		August 2025		December 2025
<ul style="list-style-type: none"> <li>2024 Regional Events: 798 regional events hosted by RPOs with 27,543 total attendees.</li> <li>2025 Q1 Regional Events: Over 215 events with approximately 6750 attendees</li> <li>2024 Increase in the number of certified WBE firms and WOSB firms.</li> </ul>				
	12/31/2023	12/31/2024	2024 Growth	
WBE	19,792	21,079	6.5%	
WOSB	8,613	9653	12%	

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

2025 Progress to Goal				
April 2025		August 2025		December 2025
<ul style="list-style-type: none"> <li>The Leadership Council convened in-person meetings in Scottsdale, AZ, from February 25-27, 2025, with WBENC Leadership present to strategize on optimizing the WBENC network in response to shifts in the DEI landscape. Additional discussions focused on crisis communication, joint publications to enhance marketing opportunities, and certification outreach. All RPO leaders were assigned the task of reviewing their organization's financials to gain a clearer understanding of the impact on operations.</li> <li>WBENC and the Leadership Council have held weekly ad hoc meetings focused on the administration changes and their impact on</li> </ul>				

<p>corporate sponsors and WBEs, working together to develop programming that will benefit the network's members.</p> <ul style="list-style-type: none"> <li>• All RPOs are again participating in the WBENC Pitch program in 2025. The regional pitch competitions are set to take place between April – September 2025. The winners from the RPO regional pitch events will advance to the national semi-finals and finals in Q3 and Q4 this year.</li> <li>• Seven RPOs will celebrate milestone anniversaries in 2025: GWBC &amp; WBEC-West – 25 years and CWE, WBCS, WBEA, WBEC FL &amp; WBEC East – 30 years.</li> </ul>		
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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.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
The 2025 Service Agreement was signed by all RPOs in December 2024.		

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>• The new chair of the Leadership Council is Liz Walsh, and the Vice Chair is Phala Mire beginning in 2025.</li> <li>• The council will meet monthly throughout 2025, with one projected in-person meeting (date TBD).</li> </ul>		

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



## GOAL 1: Increase Forum Engagement

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>• In January, WBENC and the Forum leadership welcomed and held an onboarding session for forty-three (43) new national Forum members nominated by their RPOs.</li> <li>• The Q1 All-Forum meeting was held on February 19, 2025. During that session, leadership shared updates on Forum plans in 2025, WBENC highlighted information about the upcoming National Conference, and teams had an opportunity for networking and Insights Sessions brainstorming.</li> <li>• On March 3<sup>rd</sup>, to kick off Women's History Month WBENC held an event featuring the Economic Impact Profiles of four outstanding Forum WBEs as well as a Fireside Chat with Forum Chair Hannah Kain and WBENC CEO Pamela Prince-Eason. The two discussed key insights, emerging trends, and the incredible contributions of women entrepreneurs and their supporters. The Forum WBEs featured included:               <ul style="list-style-type: none"> <li>○ Colleen Bonniol, Mode Studios</li> <li>○ Cindy Brewer, Leo Events</li> <li>○ Cate Heaman, Prelude Solutions</li> <li>○ Brittany Stovall, Assure Quality Systems</li> </ul> </li> </ul>		

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>• The Forum teams are planning their 2025 Forum Insights Series session, where the focus is on peer-to-peer learning. The Domestic team is first, on May 29th, the topic is AI-Powered CEO: Using AI for Advanced Business Functions. The Engagement, Marketing, Government, and Global teams are planning sessions in Q3-Q4.</li><li>• A session on understanding the impacts of Tariffs will be made available to the Forum later this year.</li></ul>		

**GOAL 3: Enhance Governance and Communications**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>• The Forum on-boarded new Second Vice Chairs for each team:<ul style="list-style-type: none"><li>○ Domestic – Jill Frey, Cummins Facility Services</li><li>○ Global – Cathy Koch, K-Tec Systems</li><li>○ Government – Barbara Myrick, B&amp;M Construction</li><li>○ Marketing – Brooke Foley, Jayne Agency</li><li>○ Engagement – Colleen Bonniol, Mode Studios</li></ul></li></ul>		

*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, 2025

**GOAL 1: Value Proposition & Retention: Maintain Retention of Existing Members and Maintain 500+ Members Overall, continue to offer current and relevant benefits to National Members, and work with Programs team to achieve.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>• <b>\$6,729,450 2025 Renewals Invoiced Commitments, 87.6% Retention</b> *This time LY: \$6,773,400 2024 Renewals Invoiced Commitments, 94.2% Retention (2023 - \$6,453,400 Renewals invoiced, 97% Retention). <b>*This is a decrease of \$43,950 from LY.</b></li> <li>• <b>\$6,856,700 Total 2025 Membership Invoiced Commitments, 500 Members</b> *This time LY: \$7,087,900 Total 2024 Membership Invoiced, 524 Members (2023 - \$7,018,066 Total Membership Invoiced, 534 Members).</li> <li>• <b>Retention is lower than normal for this time of year,</b> which is due to entities whose programs have been inhibited by DEI challenges and whose budgets have been cut. However, some of these entities chose to join regionally in 2025 and remain in contact with National. <b>We anticipate retention will rise as normal throughout the year and hope to achieve 90% in 2025.</b></li> <li>• <b>Revenue is continuing to rise.</b> The momentum of New Members has leveled out and is similar to 2022, as anticipated. <b>We remain in a stable position in the face of the DEI challenges.</b></li> </ul>		

**GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective. \*2025 New Member Goal - 40**

2025 Progress to Goal – 16 New Members = 40%		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li><b>16 New Members, \$127,250 2025 New Member Funding</b> *This time LY: 30 New Members, \$314,500 2024 New Member Funding (2022 - 47 New Members, \$463,00 2023 New Member Funding) <b><i>*As predicted, momentum in this space has slowed; however, it still remains positive in the face of the DEI challenges. We continue to create programs and resources for this group to boost retention.</i></b></li> </ul>		

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

2025 Progress to Goal - \$5M = 108%		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li><b>2025 Program Funding Commitments: \$2,389,108.</b></li> <li><b>2025 National Conference Sponsorships: \$3,009,500 *Decrease of \$880,500 from LY.</b></li> </ul> <p><b>TOTAL 2025 Sponsorship Funding to date: \$5,398,608 *This time LY: \$5,288,678.</b></p>		

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, 2025

### 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.

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>Continued review of committee focus areas and areas of impact in conjunction with the WBENC Roadmap to Growth &amp; Sustainability Strategic Plan.</li><li>Collaborating with Corporate Members and committee members as relevant for input and engagement, including the Economic Impact Initiative and stories launched in March 2025.</li></ul>		

### 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.

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>Continually growing and establishing relationships and connections with National Member executives to keep them informed on WBENC leadership in professional development and breaking barriers for entrepreneurs and small businesses.</li><li>Strong branding and clear, compelling messaging and impactful visuals across all WBENC programs and events.</li></ul>		

<ul style="list-style-type: none"> <li>Evolving the business case and success stories into the <b>new Economic Impact Initiative</b> and stories sharing, including a developing digital presence on WBENC.org, for stakeholders to refer to and use to share stories about the impact of WBENC network small businesses and entrepreneurs.</li> </ul>		
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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.

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>Programs curriculum continually growing and evolving with the WBENC network and strategic business needs.</li> <li>Continually evaluating and enhancing the WBENC communications strategy around program offerings to aid WBEs and Corporate Members to understand and decide which programs meet their current needs and support focuses.</li> </ul>		

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.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>The Forum Global team will host their Forum Insights series session on August 14, 2025.</li> <li>Two areas of possible focus identified include International Marketing &amp; Branding which is consistent in the feedback on the survey of needs completed in 2024 and Navigating Political &amp; Economic Risks which is a relevant topic for owners doing business globally.</li> </ul>		

**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.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>WBENC is working to assess future of Global Committee and its leadership as part of its strategic planning process.</li> </ul>		

**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.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"> <li>The WBENC Forum and the Global Team are actively promoting the upcoming WeConnect International Day, which takes place immediately before the WBENC National conference on Sunday, June 22, 2025, in New Orleans.</li> </ul>		

## National Certification Committee Report

Women's Business Enterprise National Council  
Report to the WBENC Board of Directors  
April 28, 2025

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>Submitted 2025 SBA Third Party Certifier WOSB Agreement.</li><li>Updated Unanimous Consent Guidelines to align with SBA regulation changes.</li></ul>		

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

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>WBENC has successfully met requirements associated with SBA Third Party Certifier Compliance reviews to date.</li><li>Submitted supporting documentation in response to audit of 58 WOSB companies from the SBA WOSB Team in Q1 2025.</li></ul>		



**GOAL 3: Review National Certification Files.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>• The NCRC and NCAC supported the processing of the 65 National Certification applications (2 New, 63 recerts) and 12 appeals (7 overturned) on a timely basis in 2024.</li><li>• The NCRC and NCAC supported the processing of the 6 National Certification applications (1 New, 5 recerts) and 8 appeals (1 overturned) on a timely basis in Q1 2025.</li></ul>		

**GOAL 4: Deliver Certification and WBENCLink Training.**

2025 Progress to Goal		
April 2025	August 2025	December 2025
<ul style="list-style-type: none"><li>• Launched Certification Training via WBENC e-Learning platform.</li><li>• Delivered Certification and WBENCLink Training monthly to WBEs, interested applicants, and Corporate Members.<ul style="list-style-type: none"><li>○ WBENCLink2.0 – WBEs: Trained 557 participants in 2024 &amp; 136 in Q1 2025.</li><li>○ WBENCLink 2.0 - Corporate Members: Trained 50 participants in 2024 &amp; 13 in Q1 2025.<ul style="list-style-type: none"><li>▪ Offering changed to quarterly in 2025.</li></ul></li><li>○ Certification Training<ul style="list-style-type: none"><li>▪ Trained 81 volunteers/RPO staff in 2024 and 76 in Q1 2025.</li><li>▪ Launched on eLearning platform in February 2025.</li></ul></li></ul></li></ul>		

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

## Executive Committee

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### Secretary

Farryn Melton  
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### Immediate Past Chair

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### Treasurer

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### President & CEO *ex-officio*

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### Women's Enterprise Forum Chair

Hannah Kain  
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### Certification Committee Chair

VACANT

### Marketing & Programs Committee Chair

VACANT

### Corporate Membership and Retention Chair

VACANT

### Nominating Governance Committee Chair

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## Extended Executive Committee

### **Audit Committee Chair**

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### **Global Services & Programs Committee Chair**

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### **Leadership Council Vice Chair**

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