



The Opportunity Connection

Women's Business Enterprise
National Council



ANNUAL REPORT 2010

Letter of Greeting from Pamela Prince-Eason



Dear Friends:

2010 was a milestone year for the Women's Business Enterprise National Council (WBENC). We reached the historic level of 10,000 WBENC-Certified WBEs demonstrating that we are indeed the leading advocate for and authority on WBEs as suppliers to the nation's corporations. We also championed a groundbreaking initiative, *The Roadmap to 2020*, an exciting collaboration of ten women's business organizations and 20 companies presenting key strategies for women's businesses to fuel economic growth and add six million jobs in ten years. Both landmark events were celebrated at WBENC's 2010 *Women in Business* National Conference and Business Fair in Baltimore, Maryland.

Hosted by the Women Presidents' Educational Organization with headquarters in New York, NY and Washington, DC, our Women in Business Conference was a great success, drawing not only the largest attendance to date in WBENC's history, but also a diverse audience of WBEs from the U.S. and around the world.

This success is a result of the tremendous work of our 239 Corporate Members, 14 Regional Partner Organizations, and WBENC Staff in delivering our COR Values of Certification, Opportunities, and Resources to our growing community of WBENC-Certified WBEs, which reached 10,228 by the end of the year. It also reflects the innovation, drive and competitive advantages that our WBEs bring as suppliers to their corporate partnerships.

We could not accomplish this without the leadership of exceptional women who galvanize the power of our RPOs and our WBEs. I would like to thank Geri Swift for her work as incoming Chair of the Leadership Council representing the heads of our RPOs, and Holli Dorr, incoming Chair of the Women's Enterprise Leadership Forum representing our WBEs.

Through their efforts and that of our outstanding Corporate Members, WBENC is *The Opportunity Connection* for our constituents. On a national level, we continued to enhance the thought leadership, education and business-building events we offered through our expanded 2010 *Summit and Salute to Women Business Enterprises* and our *Women in Business* National Conference and Business Fair.

We were proud to recognize the largest group of *America's Top Corporations for WBEs* to date – 20 exceptional corporations delivering best practices in supplier diversity and enabling the growth of women's business enterprises. The Awards ceremony was held at the United States State Department in Washington, DC.

We also recognized individual excellence, awarding the William J. Alcorn Leadership Award to Laura Taylor, Vice President of Global Procurement Strategy and Operations at Pitney Bowes. Named in recognition of the leadership and service of first and past WBENC Chair, the William J. Alcorn Award honors a recipient selected and presented by the Chairman of the WBENC Board of Directors, with input from Past Chairs and WBENC Executive Staff.

2010 was a memorable year. Relying on the work of our constituents and by delivering our COR values, we advanced the success of our constituents, strengthened our organization, and contributed to a national strategy for a stronger economy.

Thank you to WBENC's Staff, Board of Directors, and leadership teams. It is because of you that we have achieved this success together.

With warm regards,

Pamela Prince-Eason
Pamela Prince-Eason

2010 Chair, WBENC Board of Directors

WBENC's 2010 Retrospect and Year-End Highlights

Certification

- **Landmark Achievement of 10,000 WBEs.** WBENC celebrated reaching a significant benchmark of 10,228 WBENC-Certified Women's Business Enterprises, up from 5,800 in January, 2007!
- **Women-Owned Small Business (WOSB) Federal Procurement Contract Program.** WBENC put together a coalition of organizations representing well over 1.25 million women business owners in support of its position and response to the Small Business Administration's long awaited, proposed rules for the Women's Procurement Act. WBENC contributed comments supporting third-party certification to the *Women-Owned Small Business (WOSB) Federal Procurement Contract Program*. The modifications to the Act was signed in Fall 2010 adopting third-party certification, which represented a major win for WBENC, its constituents, and a select group of certifying organizations.
- **WBENCLink Version 3 Launched September 1, 2010.** The new version of WBENCLink was launched on September 1, 2010 replacing SIC Codes with the United Nations Standard Product and Services Codes (UNSPSC), a global code system that is being used by many U.S. corporations. It allows for a very detailed description of the product(s) or service(s) a WBE's company provides.

Opportunities

- **2010 Summit and Salute to Women's Business Enterprises.** WBENC expanded its 2010 Salute to Women's Business Enterprises to include a 2-day Summit program focusing on business forecasts, market trends and best practices.
- **2010 Women in Business National Conference and Business Fair: The Opportunity Connection.** Held in Baltimore, the 2010 Women in Business National Conference and Business Fair received "rave reviews" from over 3,000 attendees. There were 700 formal MatchMaker Meetings, plus the special meetings of Corporate Members and the Zenith Group bringing the total to nearly 1,000. The Business Fair had 325 exhibitors and was a crossroad of commerce, providing thousands of "Opportunity Connections."
- **Supplier Connection Provides Easier Access to Contracting Opportunities.** WBENC's Corporate Members across a wide variety of industry sectors are working together to provide easier access to contracting opportunities. AT&T, Bank of America, Citigroup, IBM, Pfizer and UPS agreed to standardize and simplify the application process required for small and mid-sized businesses to register and apply to do business with them as they compete for nearly \$150 billion in contracts collectively awarded by these companies.

Resources

- **New Executive Leadership.** Pamela Prince-Eason, Pfizer Vice President, Worldwide Procurement elected as the Chair of WBENC's Board of Directors effective January 1, 2010. WBENC's Board of Directors was expanded to include a second vice chair, and the Extended Executive Committee was extended to include the chairs of the four standing committees.
- **Ambassador Program.** The Ambassadors are a group of dedicated individuals drawn from WBENC Corporate Members, Regional Partner Organizations, and the Women's Business Enterprise Leadership Forum, who promote certification to

potential WBEs and the benefits of corporate membership to entities with supplier diversity initiatives who are yet to join WBENC. Through their efforts, four corporations became members in 2010! WBENC applauds all the Ambassadors for their hard work in raising awareness of WBENC.

- **Roadmap to 2020:** WBENC was a major contributor of thought leadership in the creation of the *Roadmap to 2020*, a strategic plan for the growth of women owned companies and employment. WBENC also handled the logistics to introduce this important document during its 2010 National Conference. *The Roadmap* calls for collaborative action by government policymakers, women business owners and their associations, researchers and corporate, academic and foundation stakeholders in six thematic areas:

1. Measuring Economic Impact and Job Creation
2. Entrepreneurial Training and Support for Growth and Diversity
3. Innovation and Technology
4. Capital: Fuel for Growth
5. Accessing Markets
6. Building the Movement

Recognition

- **Hall of Fame Award.** WBENC inducted into Women's Business Enterprise Second Annual Hall of Fame in December 2010 at The Women's Museum: An Institute for the Future in Dallas, Texas.
- **Branding Award.** WBENC wins Association of Marketing & Communications Professionals Hermes Platinum Award for 2010 Company Branding.
- **Video Award.** WBENC's 2010 WBE Stars Video received the Television, Internet, and Video Association (TIVA) Bronze Peer Award.

Technology

- **Web Suite and e-Newsletter.** WBENC launches new multimedia, interactive website and refreshes the look and focus of the President's Report, WBENC's monthly e-newsletter.

2010 Census Bureau Data on Women Businesses

On July 15, 2010 the Census Bureau released the most recent data on small businesses in America. The number of women owned companies (51+ percent ownership and control) increased by 20.1 percent since the last business census in 2002. In 2007 (the date of the Census), women-owned firms held 28.7 percent of all non-farm businesses in the U.S., 6.4 percent of total employment and 4 percent of total receipts. The total number of U.S. businesses increased between 2002 and 2007 by 18.0 percent to 27.1 million.

Women's Business Enterprise National Council

Mission:

WBENC is dedicated to advancing the success of certified Women's Business Enterprises (WBEs), Corporate Members, and government agencies in partnership with its Regional Partner Organizations.

Vision:

As the leading advocate for and authority on women-owned businesses as vendors and suppliers to corporations, WBENC builds a stronger economy by creating parity for women business enterprises through its world-class certification and by providing marketplace access.

Core Values:

To support its constituents, WBENC focuses on its core values of certification, opportunities, and resources, while providing prominent recognition to top corporations and WBENC-Certified WBEs.

Who We Are:

- The Women's Business Enterprise National Council – known as "WBENC" – is the nation's leading advocate for and authority on WBENC-Certified WBEs as vendors and suppliers to corporations.
- WBENC is recognized as a trusted brand that opens doors of opportunity for WBENC-Certified WBEs through its world-class certification procedures; business opportunities created by Corporate Members and other WBENC-Certified WBEs; and resources that include education, scholarships, research findings, and advocacy.

- WBENC brings its Corporate Members and thousands of WBENC-Certified WBEs together with the goal of generating business. We are the *Opportunity Connection* for women's businesses and the corporations they serve.

What We Do:

- Since our founding in 1997, WBENC, through its 14 Regional Partner Organizations (RPOs), provides certification to women owned businesses that are at least 51 percent owned, controlled, and operated making WBENC-Certified WBEs eligible as vendors and suppliers to its Corporate Members and government agencies.

- We help connect Corporate Members and WBENC-Certified WBEs to source business contracts.
- WBENC facilitates access to business opportunities through national program and service offerings that include WBENC's series of face-to-face and online MatchMaker programs, WBENC's annual Business Fair, formal/informal networking events, media opportunities, and recognition programs.
- WBENC presents two signature events per year: Summit & Salute to Women Business Enterprises and the Women in Business National Conference and Business Fair.
- WBENC has shifted the paradigm of how corporations work with WBENC-Certified WBEs with a business model that eliminates barriers in the marketplace and facilitates business opportunities.

How We Deliver Our "COR" Values:

- **Certification:** WBENC sets the world-class certification of national certification of women's business enterprises. Our certification procedure is attaining universal status as the world-class standard of women's business certification: administered throughout the 50 United States, Puerto Rico, and the Virgin Islands by 14 Regional Partner.
 - The WBENC certification standard is applied as a model for certification programs abroad starting with WEConnect Canada, WEConnect Europe and WEConnect India.
- **Opportunities:** WBENC provides sourcing capability reaching thousands of certified WBEs through:
 - WBENCLink, a pass code-protected, searchable Internet database filled with profiles of WBENC-Certified WBEs and Supplier Diversity and procurement professionals.
 - Face-to-face and online MatchMaker programs. Introduced in 2009, MatchMaker365 is an online portal that facilitates one-on-one meetings as a secured online registration, outreach, matchmaking and scheduling.
 - Formal and informal networking at WBENC's Summit & Salute to Women's Business Enterprises and Women in Business National Conference and Business Fair (WIB). WBENC's WIB Business Fair is the largest event of its kind for women business owners with approximately 300 exhibitors.
 - Global Business Initiatives, formal and informal networking events, media opportunities, and recognition programs.



Creating Opportunities ... Recognizing Excellence

- **Resources:** WBENC provides a broad range of resources to support the growth and performance of Corporate Members and WBENC-Certified WBEs.
 - WBENC sources Best Practices and development tools for corporations and the WBENC-Certified WBEs that serve them.
 - WBENC also serves as a resource to Corporate Members via WBENC's Balanced Score Card for WBE Process Improvement, a tool that enables corporations to self measure performance in attaining excellence in supplier diversity programs; and a number of other training, mentoring, and professional development opportunities.
 - WBENC offers elite executive education and scholarship opportunities to include the Tuck- WBENC Executive Education program and Dorothy B. Brothers Scholarship program, webinars, workshops, and other development vehicles.

WBENC Constituents:

- WBENC brings WBENC-Certified WBEs, corporations, and government entities together so that procurement and supplier diversity executives can find WBENC-Certified WBEs to help them become even more competitive and successful.
 - Representatives of 36 corporations sit on WBENC's Board of Directors, along with nine representatives of its Regional Partner Organizations and nine WBENC-Certified WBEs.
 - The majority of WBENC's Corporate Members are Fortune 500 companies.
 - WBENC's constituents are a powerful group. Information reported to WBENC shows the average WBENC-Certified company has revenues of \$8.065M, 42 employees and 16 years of experience.
 - More than 60 WBENC-Certified WBE firms have revenues in excess of \$100M, and six WBENC-Certified WBE companies have revenues in excess of \$1 billion.
 - WBENC Certification is accepted by more than 1,000 corporations and government agencies, representing America's most prestigious brands, as well as government entities at the state and local levels.
- The collaboration between WBENC's Corporate Members and WBENC-Certified WBEs illustrates business at its best:
 - WBE innovations in product and service enhance corporate profitability and shareholder value.
 - Strategic alliances that create international trade opportunities for WBENC-Certified WBEs, support Corporate Members in connecting to women's businesses globally, and develop business linkages among certified WBEs around the world.

About WBENC:

- Founded in 1997, WBENC is the nation's leading third-party certifier of businesses owned, controlled, and operated by women, and the leading advocate for and authority on WBENC-Certified WBEs as vendors and suppliers to corporations.
- WBENC is a 501(c) (3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs.
- WBENC is supported by 14 Regional Partner Organizations (RPOs), which administer and process WBENC's world-class certification, provide regional matchmaking programs, and deliver capacity development training to women owned businesses.
- WBENC is operated by WBENC Staff and governed by its Board of Directors under the leadership of the Executive Committee. In addition, WBENC is also supported by its Leadership Council, represented by the presidents and executive directors of its RPOs, and the Women's Enterprise Leadership Forum, which is comprised of WBEs appointed by their local RPOs and by Corporate Members to represent WBE interests and issues.
- WBENC provides annual awards and recognition to America's Top Corporations for Women's Business Enterprises, 14 Women's Business Enterprises Stars, annual Applause Awards, and the William J. Alcorn Leadership Award.





The Opportunity Connection theme is based on one of WBENC's three core values: **Certification, Opportunities, and Resources**. This theme re-emphasizes WBENC's ongoing commitment of connecting major corporations and government entities with Women's Business Enterprises (WBEs) to identify and negotiate business opportunities.

If you are a WBE, the Women in Business National Conference and Business Fair offers Opportunities to build your business; Opportunities to informally introduce yourself and your company to corporate and government leaders without an appointment; Opportunities to learn about the latest macro and micro trends in healthcare, wellness, and prevention; key global factors to help expand your business globally to diversify your business revenues; and the real world

best practices and pitfalls of doing business with federal, state and local government agencies.

If you are a corporate or government representative, there are Opportunities to learn about maximizing your Supplier Diversity Program's return on investment while increasing your profitability by marketing to women and women-owned businesses; Opportunities to speak to WBEs who can supply you with important new products and services to increase your productivity and profitability; and Opportunities to meet a broad range of WBEs who represent a substantial market for your company's products and services.



Seated L to R: - **Magda N. Yrizarry**, Chief Diversity Officer, Verizon; **Annette Verschuren**, President, Canada and Asia, The Home Depot; **Francene Young**, Vice President Talent & Development Upstream Americas and US Diversity & Inclusion, Shell Oil Company; **Jean Ann Baderschneider**, Vice President Procurement, ExxonMobil Corporation; **Lisa Martin**, Senior Vice President, Worldwide Procurement, Pfizer Inc.; **William Fanning**, Director Global Supply Operations, IBM Corporation; **Maria Lindenberg**, Vice President, Global Downstream Procurement, Chevron Corporation; **Martha Artiles**, Global Chief Diversity Officer, Manpower, Inc.; **Carol Weiner Wilner**, Vice President, Public Affairs, AT&T; **Kristen Wise Micalizio**, Vice President, Business Strategy Development and Strategic Initiatives Office Depot

Standing L to R: - **Pamela Prince-Eason**, WBENC Board Chair; **Gil Casellas**, Chief Diversity Officer and Vice President of Corporate Responsibilities, Dell; **Alex Gorsky**, Worldwide Chairman, Medical Devices & Diagnostics and a member of the Executive Committee for Johnson & Johnson; **James E. Mallard**, Vice President Global Procurement, UPS; **Al Williams**, Chief Procurement Officer, Accenture; **Mitchell J. Adamek**, Senior Vice President and Chief Procurement Officer, PepsiCo, Inc.; **Tim McBride**, Chief Procurement Officer, Microsoft Corporation; **Robert Lambert**, Senior Vice President, Global Account Sales, Avis Budget Group; **Mike Greene**, Vice Chair, Energy Future Holdings; **Nick DeTura**, Vice President, Supply Chain & Logistics, Alcatel Lucent; **Theresa Harrison**, Ernst & Young; **Linda Denny**, WBENC President and CEO; **Olsa Martini**, President/CEO, Olsa Resources, Inc. **Not pictured:** **Arne M. Sorenson**, President & Chief Operations Officer, Marriott International, Inc.



In keeping with its leadership role in advancing the success of both women's business enterprises and the corporations they serve, WBENC announced its annual list of America's Top Corporations for Women's Business Enterprises. The 2010 list was selected in the fourth

quarter and they were recognized at a ceremony in Washington, DC on March 23, 2011 at the Women in Military Service for America Memorial in Arlington, VA.

WBENC President and CEO, Linda Denny and Top Corporations Selection Panel Chair, Tara Abraham, Co-CEO, Accel, Inc., presented the awards during this prestigious ceremony.

The Top Corporations application and review process validates supplier diversity best practices of companies that have attained world-class programs that create level playing fields for women's business enterprises (WBEs) to compete for corporate contracts:

Top Corporations' programs offer equal access and result in a high volume of business with women's business enterprises.

The 2010 Top Corporations for WBEs are:

- Accenture
- Alcatel-Lucent
- AT&T
- Avis Budget Group, Inc.
- Bank of America
- Chevron
- Dell
- Energy Future Holdings
- Ernst & Young LLP
- Exxon Mobil Corporation
- IBM
- Johnson & Johnson
- Kelly Services
- Manpower
- PepsiCo, Inc.
- Pfizer Inc
- Shell Oil Company
- The Coca-Cola Company
- UPS
- Verizon



On March 25, 2010, WBENC celebrated the Salute to Women's Business Enterprises held at the Gaylord National Resort and Convention Center in National Harbor, MD. The 2010 Summit & Salute was attended by nearly 1,100 Corporate Members, women business enterprises, government officials, and journalists. The black-tie dinner and awards program was chaired by LaMae Allen deJongh, U.S. Human Capital & Diversity Managing Director, Accenture LLP.

Designed to recognize the contributions of Women's Business Enterprises (WBEs) to the U.S. economy, the Salute also recognized 14 WBEs as the 2010 Women's Business Enterprise Stars. This elite cadre of WBENC-Certified Women's Business Enterprises was honored for their leadership in their local business communities, their inspiration to other women business owners, and their active roles at the helm of their successful certified businesses.

The 2010 Women's Business Enterprise Stars are:

- **LaSonya Berry**, President, McPherson, Berry & Associates, Inc., www.mcphersonberry.com, Representing Greater Women's Business Council
- **Jennifer Collins**, President, The Event Planning Group, www.tepgevents.com, Representing Women Presidents' Educational Organization – DC
- **Kari Heistad**, CEO, Culture Coach International, www.culturecoach.biz, Representing the Center for Women & Enterprise
- **Kimberly Holstein**, President/and CIO (Chief Inspiration Officer), Kim & Scott's Gourmet Pretzels, www.kimand-scotts.com, Representing Women's Business Development Center – Chicago
- **Sandy Hunter**, President, Hunter Hawk, Inc., www.hunterhawk.com, Representing Astra Women's Business Alliance
- **Denise Kanaar**, CEO, D & D Logistics LLC, www.d-dlogistics.com, Representing Women's Business Enterprise Council - Great Lakes
- **Julie Levi**, President, Progressive Promotions, Inc., www.progressivepromotions.com, Representing Women Presidents' Educational Organization – NY
- **Katherine Mlakar**, Chairman of the Board, The Millcraft Paper Company, www.millcraft.com, Representing Ohio River Valley Women's Business Council
- **Sue Pistone**, President and CEO, Sue Pistone & Associates, www.suepistone.com, Representing Women's Business Enterprise Alliance
- **Terri Quinton**, President, Q2 Marketing Group, www.q2.marketinggroup.com, Representing Women's Business Council – Southwest
- **Claudette Stroble**, President, Orlando Conference Management Group, Inc., www.ocmg.net, Representing Women's Business Development Center – Florida
- **Laurie Travis**, President, LT Evention, www.ltevention.com, Representing Women's Business Enterprise Council – West
- **Michele Vignes**, President and CEO, Universal Personnel, LLC, www.universal-personnel.com, Representing Women's Business Enterprise Council – South
- **Judith Zimmermann**, President and CEO, Artcraft & Foremost, Inc., www.artcraftpromos.com, Representing Women's Business Enterprise Council PA-DE-sNJ

2010 Applause Awards

Introduced in 1999, the Applause Award recognizes and “applauds” exceptional accomplishments that expand opportunities for women’s business enterprises (WBEs) on a national or international level while furthering WBENC’s mission of breaking down barriers that impede the progress and growth of businesses

The 2010 Applause Award recipients are:



Nancy A. Williams ASAP Staffing LLC

Nancy Williams is a force of nature. Her strong vision, strategic leadership and passion for women’s business success has driven the growth of both ASAP Staffing LLC, the global staffing company where she is Co-Principal along with Roz Alford. She has helped to grow the company to \$59 million in 2009 with \$85 million projected for 2010, and with offices in five U.S. cities, Canada, India, and consultant teams within 42 states.

Appointed in 2008, Nancy has served as National Chair of the Women’s Enterprise Leadership Forum where she played a significant role since 2003 as a WBENC Board Member and Officer, plus she helped define the direction of the organization. One of her most significant accomplishments was aligning the Governing Group Forum and Forum-At-Large towards the WBENC Strategic Plan by collaborating with local and national Regional Partner Organization appointees. Then, on the Business Development Committee, she secured several key members from her client base, notably Accenture LLP. Nancy was awarded Ambassador of the Year in June of 2006.

Nancy is a founding member of Women Impacting Public Policy (WIPP); and a member of the Georgia Chamber of Commerce, Atlanta Chamber of Commerce, Women’s Business Council, Southwest (WBE-SW), Technology Association of Georgia (TAG), and TRI Diversity. In addition to WBENC, she is a Board Member and Officer at the Greater Women’s Business Council (GWBC).

owned and operated by women. Award recipients are selected based on their impact on growth of WBEs; creation of policies, procedures or initiatives that increase opportunities for WBEs; and innovative and inspirational leadership on behalf of women business owners and their companies.



Theresa Harrison Ernst & Young LLP

Joining Ernst & Young LLP (E&Y), a global leader in professional services, in June of 2004, Theresa Harrison is the Director of Supplier Diversity for Ernst & Young LLP (E&Y). She is responsible for the development and implementation of the E&Y supplier diversity initiative as well as the internal and external promotion of this initiative. Her responsibilities include identifying qualified minority and women-owned suppliers, and ensuring that they are given an opportunity to compete for E&Y business.

As a WBENC Board Member, she is also Chair of the Corporate Membership and Revenue Generation Committee which is at the core of WBENC’s growth strategy. Over the years, Theresa led the generation of actionable ideas to enhance WBENC’s membership and fundraising strategies, set them on track for implementation, and created measurement strategies. The Corporate Membership and Revenue Generation Committee developed a one-stop dashboard for viewing metrics of membership and fundraising events.

Theresa also sits on the Board of the NY/NJ Minority Business Development Council and Diversity Information Resources. She has won numerous awards, including the 2008 Top 40 under 40 honoree by *The Network Journal*; one of the “100 Women Impacting Supplier Diversity” by *Women’s Enterprise Magazine* in 2006 and 2008; Advocate of the Year in 2000 for the Women’s Business Enterprise Alliance (WBEA); 2003 Volunteer of the Year for the WBEA; 2005 Corporate Advocate of the Year for WBEA, and the 2006 Leadership Award by the Selective Corporate Internship Program.

William J. Alcorn Leadership Award

2010 Applause Award continued



E. Denise Stovell Stovell Marketing and Public Relations, Inc.

With 25 years experience as a marketing and public relations professional, E. Denise Stovell has owned and operated Stovell Marketing and Public Relations (SMPR), Inc., a boutique firm based in Washington, DC for 13 years. SMPR specializes in event management and public relations, marketing, and media relations campaigns.

In this role Denise boasts a 12-year track record serving as event designer and event management firm responsible for the highly regarded WBENC National Conference & Business Fair, as well as 11 years as the event management firm for WBENC’s annual black-tie gala/Salute.

Denise’s work with WBENC included models for and even the names of WBENC’s signature events: *Women in Business National Conference and Business Fair* and *WBENC Salute to WBEs*, now *Summit & Salute*, and *America’s Top Corporations for WBEs*. She also created the *Women’s Business Enterprise Stars* program.

A successful WBENC-Certified woman-owned business, SMPR has served a wide array of clients including Sears, Roebuck and Co., PepsiCo, Inc., Altria Group, Inc., Pfizer Inc, DePaul University, Chicago State University, Airport Minority Advisory Council (AMAC), Center for Women’s Business Research, McDonald’s Corporation, and MBE Magazine.



Laura K. Taylor, 2010 William J. Alcorn Award Recipient Pitney Bowes, Inc.



WBENC is pleased to announce that Laura K. Taylor is the recipient of the 2010 William J. Alcorn Leadership Award. The Alcorn Award was established in 2008 in honor and recognition of the outstanding leadership and service of Mr. William J. Alcorn to the Women’s Business Enterprise National Council (WBENC). Alcorn served as WBENC’s

first Chairman of the Board of Directors from September 1997 to December 2000. Under Alcorn’s leadership as Chair and Officer of the Board, WBENC grew its constituency base to 244 Corporate Members and nearly 8,000 WBEs.

The Award recipient is selected by the Chairman of the WBENC Board of Directors, with input from Past Chairs and the WBENC executive staff. WBENC’s 2010 Chair, Pamela Prince-Eason, Vice President – Worldwide Procurement, Pfizer, selected Taylor due to her leadership as a WBENC director and for championing a key 2010 WBENC initiative, the re-launch of the WBENC Ambassador Program. This program engages dedicated Corporate Members in attracting other high caliber companies and deepening WBENC’s quality corporate membership. Laura also worked closely with Theresa Harrison in developing an innovative dashboard for measuring goals and tracking progress for membership and sponsorship growth.

Laura’s reliability and leadership is also reflected in her 20 year career at Pitney Bowes. In her current position as Vice President of Global Procurement Strategy and Operations, Laura has accountability for indirect strategic sourcing, supplier relationship management, and procurement solutions. She excels at reaching strategic and financial goals, and was twice awarded the company’s One Standard Excellence Award for results in business process improvement. Laura developed a competency model for Enterprise Procurement that realized the strategic vision for procurement at Pitney Bowes, and resulted in over \$250 million in benefits for the company over the last five years.

Laura is an active volunteer in her local school system. Laura also previously served on the Board of Directors of the Southwestern Connecticut Girl Scouts Council.

Summit and Salute to Women's Business Enterprises

In 2010, WBENC's Summit was tailored for Women's Business Enterprises (WBEs) and Corporate Members. Focused on business forecasts, market trends, and best practices, the Summit featured professional futurist, Edie Weiner, who kicked off the event, speaking on: *A View from the Future: Thinking differently in order to meet the opportunities and challenges ahead.* Afterwards, she moderated a panel entitled, *Changing Business Models to Be Competitive in the Future*, featuring subject-matter experts that delved into future trends and the impact to small business.



The next day, Summit attendees learned from panel sessions on topics such as: *Positioning Yourself for Government Contracting and Building Connections at WIB2010.* Followed by two General Sessions on *Capacity Building, and Innovation for Success and Compelling Business Models and Best Practices that Differentiate WBEs*, the Summit concluded with Discussion Forums and Wrap-up: Roundtable Topics on Trends and the Effect on WBEs and Corporations. Here, WBEs and corporate representatives voiced their ideas and concerns on questions like:

- Will diverse suppliers deliver a compelling, lower cost alternative to traditional business models for Fortune 500 companies?
- How can we challenge traditional supply chain models to garner attention of Fortune 500s?
- How can entrepreneurs deliver innovative ideas to Procurement and Supplier Diversity while also handling larger programs for Fortune 500?
- How will upcoming trends impact business for WBEs?

Through the Summit, WBENC fulfills its responsibility to serve as a leading resource for information for WBEs, Corporate Members, and government agencies, and provides a venue in which best practices in supplier diversity can be shared.

Integrated into the event is WBENC's celebration of America's Top Corporations for Women's Business Enterprises. These prestigious corporations have not only instituted programs to offer equal access resulting in a high volume of business with women's business enterprises, but also have built world-class initiatives that create level playing fields for WBEs to compete for corporate contracts. After a rigorous competition, WBENC selected 20 companies for this honor.

In addition, WBENC's Salute to Women's Business Enterprises program specifically honors 14 women business owners, all certified WBEs, who provide leadership in their respective

business communities. These women offer inspiration to other women business owners and are at the helm of successful certified businesses.

2010 Summit and Salute Presenting Sponsor:
Accenture LLP

2010 Summit and Salute Benefactor:
Raytheon Company

2010 Summit and Salute Platinum Sponsor:
UPS

2010 Summit and Salute Sponsors
WBENC extends its sincere gratitude for the contributions for the companies and organizations listed below.

Aerotek	EMCO Technologies	Manpower Inc.	Staples, Inc.
Alcatel-Lucent	Energy Future Holdings	Marriott International, Inc.	Superior Staff Resources, Inc.
Altria Group, Inc.	Enterprising Women Magazine	MBE Magazine	Target
Ameren Services	American Express	MDI Group	The Act-1 Group
Amgen	Equifax	Meadows Office Furniture Co.	The Coca-Cola Company
A-Plus Meetings & Incentives	Ernst & Young LLP	Microsoft Corporation	The Home Depot
Arbill	Exxon Mobil Corporation	Minorities and Women in Business Magazine	Time Warner Inc.
ASAP	Ford Motor Company	Northrop Grumman Corp.	Toyota Motor Engineering & Manufacturing, N.A.
Astra Women's Business Alliance	Global EXEC Women Magazine	Office Depot	TriWest Healthcare Alliance
Atrium Staffing LLC	Halliburton	Pacific Gas and Electric Company	Tyco international
AT&T	Hollister Construction Company	Pepper Construction Co.	United Airlines, Inc.
Avis Budget Group	IBM Corporation	PepsiCo, Inc.	Universal Personnel, LLC
Bank of America	ICON Information Consultants, LP	Pfizer Inc	Veracle Media
BP America	ITDistributors	PINK	Verizon
CableLinks, Inc.	J.C. Penney Company, Inc.	Pitney Bowes Inc.	Wal-Mart Stores, Inc.
Chevron	Johnson & Johnson	Plastic Diversity Solutions, LLC	Women's Business Council-Southwest (in memory of Lillie Knox)
Coca Cola Enterprises	JPMorgan Chase & Co.	Pricewaterhouse Coopers	Women's Business Enterprise Council PA-DE-sNJ
Colgate-Palmolive Company	Kelly Mitchell Group, Inc.	Professional Woman's Magazine	Women's Enterprise USA Magazine
Connex International	KPMG	Prudential	WomensRadio
CRT, Custom Products, Inc.	Kraft Foods	Shell Oil Company	Worklife Matters Magazine
Dell, Inc.	Latina Style Magazine	Smead Manufacturing Company	W.W. Grainger, Inc.
DiversityPlus Magazine	Limited Brands	Southwest Airlines	
DiversityCareers in Engineering & Technologies Magazine	Macy's Inc.		



The Zenith Group



The Zenith Group
Women of Exceptional Achievement

A joint initiative between the Women's Business Enterprise National Council (WBENC) and the Women Presidents' Organization (WPO), The Zenith Group was formally launched in 2005 for women-owned businesses with revenues of \$50 million and above.

As a result of compression in the corporate supply chain, larger women business enterprises were asked to serve as a resource and a dynamic forum to provide business development and sourcing insights to major corporations.

Together, The Zenith Group:

1. Conducts high-level business meetings to promote business development opportunities with Fortune 1000 companies.
2. Works to change the way women-owned businesses are perceived in corporate America and the media.
3. Develops cutting edge information and strategies for successful and fast growth companies.

Led by Linda Denny, WBENC President and CEO, and Marsha Firestone, Ph.D., President and Founder of WPO, The Zenith Group meets three times a year throughout the country. The sessions are facilitated by Barbara Roberts of Roberts & Company. Meeting topics include growth issues; global expansion; exit strategies and succession planning; finding and developing good people; and economic, demographic, scientific, and political trends that may affect business.

2010 Zenith Group Members

Gina Addeo
ADCO Electrical Corporation

Roz Alford
ASAP Staffing

Gloria Bohan
Omega World Travel

Carmen Castillo
Superior Design International

June Ressler
Cenergy International Services

Linda Drake
TCIM Services

Rosalie Edson
Meadows Office Furniture

Ashley Fina
Michael C. Fina

Celeste Gudas
24 Seven Inc.

Maureen Henegan
Henegan Construction Co., Inc.

Margery Kraus
APCO Worldwide

Mercedes LaPorta
Mercedes Electric Supply

Jayne Millard
Turtle & Hughes

Andra Rush
Rush Trucking Corporations

Sandy Solmon
Sweet Street Desserts, Inc.

The Opportunity Connection

Corporate Leaders and Women Business Enterprises convened from June 22-24 in Baltimore, MD for WBENC's 11th Women in Business National Conference and Business Fair: *The Opportunity Connection*. Held at the Baltimore Hilton and The Baltimore Convention Center, the Conference featured 314 exhibitors and hosted over 2,800 attendees, which was WBENC's largest conference ever at that point.

The Conference Co-Chair addresses were provided by Mark Guinan, Chief Procurement Officer, Johnson & Johnson, and Gloria Bohan, President and CEO, Omega Travel.

Keynote speakers included Sheila C. Johnson, CEO, Salamander Hospitality, LLC; Suzy Welch, best-selling author and TV commentator; and Robin Roberts, anchor Good Morning America and best-selling author. WBENC's Women's Enterprise Leadership Forum also hosted a bonus pre-conference lecture featuring Tracy Pinson, Director

for the Office of Small Business Programs, Secretary of the Army.

This year, the Women in Business National Conference offered three in-depth workshop tracks which included Corporate, Government Procurement, and Healthcare for Small Business. Some of the compelling workshops included:

- Aligning Supplier Diversity with the Strategic Planning Process
- Selecting Green Suppliers Successfully
- Strategies for Building Capacity & Generating Growth through Government Contracts
- Impact of Health Care Reform on Small Business

WBENC's trademark MatchMaker meetings connected approximately 700 Corporate Purchasing officials and WBEs for private face-to-face 20 minute meetings to discuss potential opportunities. Also, special MatchMaker meetings were held by three Corporate Members and the Zenith Group bringing the total to nearly 1,000. In addition, WBENC's Business Fair gave attendees a first-hand look at WBENC-Certified WBEs exhibiting their companies' capabilities, as well as an opportunity to meet Corporate Supplier Diversity representatives and buyers without barriers.

With three days of high-profile keynote speakers, information-rich workshops and business-building opportunities, WBENC's Conference again proved to be a core initiative dedicated to furthering WBENC's mission of advancing the success of our Corporate Members and WBENC-Certified WBEs.

Host Council:

Women Presidents' Educational Organization - DC and NY

East Coast Host Committee

Candice Bennett, President
Candice Bennett & Associates, Inc.

Angela Mederos, President and CEO
Cleaners of America

Bev Gray, President
Exhibit Edge Inc.

Deborah Stallings, President
HR Anew

Leslie Saunders, President
Leslie Saunders Insurance Agency, Inc.

Mary Moslander, Owner
LiveHealthier

Michelle Kilby, President
MKAssociates, Inc.

Nancy L. Elberty, President and CEO
NTSG, Inc.

Julie Lenzer Kirk, CEO
Path Forward International

Jennifer D. Collins, CMP, President
(Chair of East Coast Host Committee)
The Event Planning Group, LLC

Lisa Weber, CEO
Timeless Frames, Décor & Expressions

Carolyn Sawyer, CEO
Tom Sawyer Company

Nicole Loftus, President
Zorch



Co-Chairs: Johnson & Johnson, Omega World Travel

Featured Sponsors: Dell Inc., The Home Depot, and UPS

Host Committee: Candice Bennett & Associates, Inc.; Cleaners of America; Exhibit Edge Inc.; HR Anew; Leslie Saunders Insurance Agency, Inc.; LiveHealthier; MKAssociates, Inc.; NTSG, Inc.; Path Forward International; The Event Planning Group, LLC; Timeless Frames, Décor & Expressions; Tom Sawyer Company; and Zorch.

All Sponsors:

A10 Clinical Solutions; Accel Inc.; Accenture; Aflac; Alcatel-Lucent; Altria Group, Inc.; Amgen; Applied Computer Solutions; Arbill; Archer Daniels Midland Company; ASAP; AT&T; Avis Budget Group; Bank of America; Banneker Industries, Inc.; BP America; Brocade; Burger King Corporation; Bush Seyferth & Paige PLLC; Cablelinks, Inc.; Capital One; Chevron; Chrysler Group LLC; Connex International; ConocoPhillips; CVM Solutions; CVS Caremark Corporation; Dakkota Integrated Systems LLC; Deloitte; Energy Future Holdings; Ernst & Young LLP; Exxon Mobil Corporation; Ford Motor Company; Freddie Mac; General Motors Corporation; Global Capital, Ltd.; Harrah's Entertainment; Hollister Construction Company; Honda of America; IBM; ICON Information Consultants, LP; J.C. Penney Company, Inc.; JPMorgan Chase & Company; Kelly Mitchell Group, Inc.; Kraft Foods; Limited Brands; Lockheed Martin Corporation; Macy's; Manpower Inc.; MasterCard Worldwide; MDI Group; Meadows Office Furniture Co.; Microsoft; Motorola; Office Depot; Pacific Gas and Electric Company; PepsiCo, Inc.; Pfizer Inc; Pitney Bowes Inc.; Raytheon Company; Safe Haven Enterprises; Shell Oil Company; Smead Manufacturing Company; Southwest Airlines; Staples, Inc.; Strategic Staffing Solutions; Superior Staff Resources, Inc.; Target; TCIM Services, Inc.; Teltech Communications, LLC; The Coca-Cola Company; Time Warner Inc.; Toyota Motor Engineering & Manufacturing North America, Inc.; Trans-Expedite Inc.; United; United Technologies Corporation; Verizon; Volt Information Sciences; Wal-Mart Stores, Inc.; WEConnect Canada; Wells Fargo; Women's Business Enterprise Council of PA-DE-SNJ; W.W. Grainger, Inc.



For the eighth year, WBENC partnered with the Tuck School of Business at Dartmouth to offer a one-week intensive executive education program for WBENC-Certified Women's Business Enterprises (WBEs). Forty-two participants were taught by top professors from Tuck. Designed to teach women business owners a systematic way of assessing and improving their businesses, the Tuck-WBENC Executive Program provided WBEs with tools to develop and implement strategic initiatives to grow small-to medium-sized enterprises.

In 2010, Tuck and WBENC held *Positioning for Growth*, the advanced executive education program.

2010 Tuck-WBENC Executive Program: Positioning for Growth

Weak suppliers are falling by the wayside, presenting the opportunity for high-performing WBEs to serve their customers. Many businesses are for sale at bargain prices, presenting the opportunity to grow quickly to scale. Many other businesses are seeking out partnering relationships to increase their appeal to customers, presenting opportunities to jointly pursue business the WBE might not be able to get working alone. Despite the challenges of the current economy, women business owners who want to step up to the next level have a unique opportunity to do so.

This advanced program will explore three alternatives for growing to scale:

- Organic Growth
- Strategic Alliance
- Acquisition

The central case study was each WBE's own business. For their assignment, participants had to develop a strategic growth plan for their own business. This included plans for financing, marketing, innovation, expanding operations, negotiation business deals, shaping collaborative business relationships, valuing businesses that might be acquired—or valuing a participant's own business if selling out is an attractive option.

The Amos Tuck School of Business Administration at Dartmouth is the nation's oldest graduate school of business and renowned for the quality of its teaching and the degree to which it fosters collaborative learning, inclusion, and community. It is designed to make a big difference in how owners think about and operate their businesses when they return from the program. Collaborative learning groups apply the tools they have learned to assess and improve their businesses, using the same diagnostic and strategy-implementation approaches that external consultants would use.

The faculty includes some of Tuck's best teachers—such as Kathleen McGahran, and Len Greenhalgh – all of whom are highly attuned to the needs of high-potential diverse businesses.

2010 Graduates of Tuck-WBENC Executive Education Program
Brought to you by IBM Corporation

- Sharon Alberts
Talus Construction
- Karen Barbour
The Barbour Group
- Candice Bennett
Candice Bennett & Associates
- Christine Corris
ATEK Medical, LLC
- Sharon Davison
Red Sky Blue Water LLC
- Ashley Fina
Michael C. Fina
- Tannica Gamble
Tan Construction Inc.
- Peggy Gionta
Partner's Consulting
- Janine Glasheen
Accommogistics, LLC
- Connie Gray
C-Ray Media
- Diane Gray
EnAid Energy, LLC
- Lynn Griffith
Welcome Events
- Jane Henry
Xcution, Inc.
- Kathleen Jackson
Motivated Security Services, Inc.
- Shelby Johnson
Theodore Williams Construction Company
- Teresa Lawrence
Delta Personnel, Inc.
- Sheila Stenhouse Lee
Sheila Lee & Associates, LLC
- Barbara Leflein
Leflein Associates, Inc.
- Renee Lewis
Path Forward International LLC
- Julie Lenzer Kirk
Path Forward International LLC
- Joyce Kogut
Aaron Enterprises, Inc.
- Karen Krieger
Studio 210, LLC
- Margaret Manicalski
Research Assist, Inc.
- Vela McClam-Mitchell
Georgia International Travel, Inc.
- Elisabete Miranda
Translations Plus, Inc.



- Cynthia Normandin
Normandin Transportation Services Inc.
- Sarada Atchuta Priya Padathula
Ken Systems Inc.
- Judith Lynne Richardson
PONO Consultants International Inc.
- Barbara J. Ross-Denroche
The Refinery Leadership Partners Inc.
- Kim Sawyer
The Locator Services Group Ltd
- Caren Schweitzer
Creative Resources Agency
- Stacey Smith
Prairie Quest
- Lynn Sutton
Kairos Consulting Worldwide, LLC
- Cheryl Taylor
TPM Services, Inc.
- Joy Taylor
Taygan Consulting
- Anna Walz
Medisys Health Communications, LLC
- Candace Waterman
WBENC
- Theresa Williams
Atwood Consulting Group Ltd.
- Traci Williams
Crescent Construction Services LLC
- Patti Ellis Winstanley
Aztec Promotional Group, LP
- Lee Youngblood
McIntyre Youngblood Recruiting, LLC
- Melanie Zamora
Variance Reduction International, Inc.

2010 Tuck-WBENC Executive Education Sponsors

Underwriter:

IBM

Major Sponsors:

Merck & Company and the Dorothy B. Brothers

Executive Scholarship Fund

Supporters:

Chevron

Office Depot

MasterCard

Pfizer, Inc

MetLife

Target

Microsoft

UPS



Tuck Executive Education at Dartmouth
Thought leadership. Business results.



Dorothy B. Brothers Executive Scholarship

WBENC suffered a great loss in July 2002 with the passing of Dorothy Brothers, a supplier diversity and development executive and WBENC Board Member. Dorothy Brothers founded the executive education scholarship program in order for women business owners to have access to the same high caliber management education that is available to Fortune 500 companies.

As a tribute to Dorothy's accomplishments in helping diverse suppliers grow and successfully participate in competitive bid opportunities, WBENC established the Dorothy B. Brothers Executive Scholarship.

This program provides diverse executive suppliers with the educational development that will help them grow and successfully compete in corporate supply chains.

In 2010, the scholarship amount was increased from \$4,500 to up to \$11,000. WBENC awarded 21 scholarships in 2010.



2010 Dorothy B. Brothers Executive Scholarship Awardees

Kathy D. Bailey, Managing Shareholder
Bailey|Gary

Amy Baumhower, President of Operations
One Source Mobile

Rebecca E. Boenigk, CEO and Chairman of the Board
Neutral Posture

Barbara Bosha, President
Bosha Design

Jennifer Brown, CEO and Founder
Jennifer Brown Consulting

Susan J. Fischer, President
Premier Manufacturing Corporation

Sandra E. Hansen, Owner & President
AgVenture Feed & Seed Inc.

Melissa A. Harrison, Owner/Managing Attorney
Harrison Law Office PLLC

Sharon Krohn, Principal
Real Estate Executive Search

Deborah M. Lee, President
BL Technology, Inc

Michele R. McGough, Founder and CEO
solutions4networks

Elise S. Mitchell, President and CEO
Mitchell Communications Group, Inc.

Regina A. Munroe, President
Inproma, LLC

Sarada Atchuta Priya Padathula, President
Ken Systems, Inc

Royalyn B. Reid, President & CEO
Consumer & Market Insights, LLC

Leslie A. Saunders, President
Leslie Saunders Insurance Agency, Inc.

Sharon M. Skilliter, Managing Partner
2 Scale Inc.

Jamila Stanford, President
NuGate Group, LLC

Pauline Tan, Principal
Human Engineering International

Lucie H. Voves, President
Church Hill Classics

Doris I. Willmer, PE, President
Willmer Engineering Inc



WBENC Hall of Fame



In 2010 WBENC introduced the WBENC Hall of Fame which honors Supplier Diversity Professionals and leaders of women business enterprises who were submitted by their companies for their outstanding contributions to the cause of breaking the barriers for women in business. The 2010 Hall of Fame recognition is bestowed on:

Barbara Brennan
CEO
Stride, Inc.

Audrey Goins Brichi
Manger-Strategy, Planning and Coordination
Chevron Services Company

Beth Brooke
Global Vice Chair
Ernst & Young

Fernando Hernandez
Director, Supplier Diversity
Microsoft Corporation

Beatriz Manetta
President & CEO
Argent Associates

Judie McCloskey
Global Category Manager
Ethicon, Inc.

Ying McGuire
Senior Manager, Supplier Diversity
Dell

Richard Moore
Manager, Supplier Diversity
Southwest Airlines

Carolyn J. Ortega-Sutton
President, Owner, and Managing Partner
Clover Global Solutions, LP

Sue Pettit
Senior Procurement Specialist
Avis Budget Group

Maria Pinelli
Americas Director, Strategic Growth Markets
Ernst & Young LLC

Kathleen Trimble
Director of the Office of Diversity
Robert Half International

Karen Price-Ward
Community Affairs & Grassroots Manager
Southwest Airlines

WBENC Ambassador Program



The WBENC Ambassador Program is a core initiative structured to enhance the value of Corporate Membership by increasing member satisfaction and involvement. Ambassadors build connections, grow awareness and provide information about WBENC and supplier diversity. They are strong champions of certified women business enterprises, and strive to create opportunities and access to support this important group.

WBENC relies on its Ambassadors to continuously represent the organization throughout their tenure and to educate others about the value of advocacy by sharing success stories and best practices. The Ambassadors are an invaluable resource for Corporate Members, women's business enterprises, and Regional Partner Organizations.



Specifically, Ambassadors are tasked to:

- Develop and communicate a clear and concise supplier diversity mission statement and vision to support their employees, vendors, customers, and shareholders.
- Generate business leads to diversify corporate spend by leveraging the strength of WBENC, Regional Partner Organizations, Corporate Members, and WBEs.
- Help grow WBENC corporate membership and the number of WBENC-Certified WBEs.
- Utilize tactical plans to increase outreach and opportunities for the benefit of WBENC and its Regional Partner Organizations.
- Improve coordination between WBENC, Regional Partner Organizations, Corporate Members, and WBEs.

To learn more about WBENC's Ambassador Program and upcoming events, visit www.wbenc.org and click on Corporate Members. If you are a WBENC national Corporate Member interested in becoming an Ambassador, please contact Kim Jones, Manager of Corporate Membership Services at kjones@wbenc.org.

Statement of Financial Position

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC. STATEMENT OF FINANCIAL POSITION

December 31, 2010

(With Summarized Financial Information for December 31, 2009)

	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,659,137	\$ 1,031,225
Accounts receivable, net of allowance for doubtful accounts of approximately \$17,500 in 2010 and \$48,000 in 2009	557,500	707,087
Unconditional promises to give	-0-	25,000
Prepaid expenses	342,036	311,147
Other current assets	751	35,585
TOTAL CURRENT ASSETS	2,559,424	2,110,044
FIXED ASSETS, net	107,932	161,654
RESTRICTED CASH	1,266,356	919,005
DEPOSIT	17,104	16,504
CASH SURRENDER VALUE OF LIFE INSURANCE	138,328	91,396
TOTAL ASSETS	\$ 4,089,144	\$ 3,298,603
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$ 629,263	\$ 441,796
Deferred rent	25,697	22,914
Deferred revenue	1,318,675	1,629,516
TOTAL CURRENT LIABILITIES	1,973,635	2,094,226
DEFERRED COMPENSATION PAYABLE	138,328	91,396
DEFERRED RENT, net of current portion	-0-	25,697
TOTAL LIABILITIES	2,111,963	2,211,319
NET ASSETS		
Unrestricted net assets	839,256	21,913
Temporarily restricted net assets	1,064,825	992,271
Permanently restricted net assets	73,100	73,100
TOTAL NET ASSETS	1,977,181	1,087,284
TOTAL LIABILITIES AND NET ASSETS	\$ 4,089,144	\$ 3,298,603

Statement of Activities

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.
STATEMENT OF ACTIVITIES
For the Year Ended December 31, 2010
(With Summarized Financial Information for the Year Ended December 31, 2009)

	Unrestricted	Temporarily Restricted	Permanently Restricted	2010 Total	2009 Total
REVENUE					
Membership dues	\$ 3,106,140			\$ 3,106,140	\$ 3,113,567
Contributions	102,790	\$ 325,769		428,559	420,426
Exhibitor fees	430,010			430,010	362,800
Conference fees	851,383			851,383	553,802
Sponsorships	2,815,799			2,815,799	2,735,979
Grants				-0-	6,590
Interest income		2,785		2,785	3,631
Certification fees	1,250			1,250	40,300
Other income	271,315			271,315	205,068
Net assets released from restrictions	256,000	(256,000)		-0-	-0-
TOTAL REVENUE	7,834,687	72,554	\$ -0-	7,907,241	7,442,163
EXPENSES					
Program services:					
Membership	179,540			179,540	102,155
Salute	613,400			613,400	560,576
Women in Business	2,116,803			2,116,803	2,425,505
Alliance relationships	1,639,389			1,639,389	1,484,966
Other programs	951,634			951,634	852,125
Total program services	5,500,765			5,500,765	5,425,327
Supporting services:					
Management and general	1,016,944			1,016,944	924,492
Fundraising	499,635			499,635	431,394
TOTAL EXPENSES	7,017,344	-0-	-0-	7,017,344	6,781,213
CHANGE IN NET ASSETS BEFORE TRANSFER OF TEMPORARILY RESTRICTED NET ASSETS	817,343	72,554	-0-	889,897	660,950
TRANSFER OF TEMPORARILY RESTRICTED NET ASSETS		-0-		-0-	(55,000)
CHANGE IN NET ASSETS	817,343	72,554	-0-	889,897	605,950
NET ASSETS, BEGINNING OF YEAR	21,913	992,271	73,100	1,087,284	481,334
NET ASSETS, END OF YEAR	\$ 839,256	\$ 1,064,825	\$ 73,100	\$ 1,977,181	\$ 1,087,284

Statement of Cash Flows

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.
STATEMENT OF CASH FLOWS
For the Year Ended December 31, 2010
(With Summarized Financial Information for the Year Ended December 31, 2009)

	2010	2009
CASH FLOWS FROM OPERATING ACTIVITIES:		
CHANGE IN NET ASSETS	\$ 889,897	\$ 605,950
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation and amortization	88,376	80,023
Decrease in accounts receivable	149,587	797,072
Decrease (increase) in unconditional promises to give	25,000	(7,500)
Decrease in prepaid expenses	(30,889)	(6,161)
Decrease (increase) in other current assets	34,834	(7,632)
(Increase) decrease in security deposits	(600)	600
Increase in accounts payable and accrued expenses	187,467	90,824
Decrease in deferred revenue	(310,841)	(590,924)
Decrease in deferred rent	(22,914)	(13,711)
NET CASH PROVIDED BY OPERATING ACTIVITIES	1,009,917	948,541
CASH FLOWS FROM INVESTING ACTIVITIES:		
Increase in Dorothy Brothers Scholarship Fund	(347,351)	(93,553)
Purchases of fixed assets	(34,654)	(60,199)
NET CASH USED IN INVESTING ACTIVITIES	(382,005)	(153,752)
NET INCREASE IN CASH AND CASH EQUIVALENTS	627,912	794,789
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	1,031,225	236,436
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 1,659,137	\$ 1,031,225

2010 Executive Committee

Chair
Pamela Prince-Eason
Pfizer Inc

Vice Chair
Laura Taylor
Pitney Bowes Inc.

Vice Chair
Laurie Acreman
ExxonMobil Global Services Company

Secretary
Michelle Sourie Robinson
The Home Depot

Treasurer
Kathy Homeyer
UPS

Counsel To The Board (Ex-Officio)
Jorge Romero
K&L Gates LLP

President and CEO (Ex-Officio)
Linda Denny
Women's Business Enterprise
National Council

Immediate Past Chair
Cheryl Stevens
Energy Future Holdings

Chair, National Certification Committee
Nancy Conner
W.W. Grainger

Chair, Member Services and Programs
Benita Fortner
Raytheon

*Chair, Corporate Membership and
Revenue Generation*
Theresa Harrison
Ernst & Young

*Chair, Marketing, Communications, and
Brand Management*
Debra Jennings-Johnson
BP America

Chair, Leadership Council
Geri Swift
Women's Business Enterprise Council
PA-DE-SNJ

*Chair, Women's Enterprise
Leadership Forum*
Nancy Williams
ASAP Staffing, LLC

DIRECTORS (alphabetical by company)

Tara Abraham
Accel, Inc.

Al Williams
Accenture

Lynn Scott
Alcatel-Lucent

Diane Pinkney
Altria

Diane McClelland
Astra Women's Business Alliance

Marianne Strobel
AT&T

Lynn A. Boccio
Avis Budget Group

Jeffrey W. Jones
Bank of America

Susan Rittscher
Center for Women and Enterprise

Betsy Hosick
Chevron Corporation

Jens Gruenkemeier
Dell Inc.

Armando Ojeda
Ford Motor Company

Roz Lewis
Greater Women's Business Council

Sherry Williams
Halliburton

Holli Dorr
Hollister Construction Company

Michael Robinson
IBM

Pamela O'Rourke
ICON Information Consultants

Mary Tacher
JCPenney Company

Beverly Williamson
Johnson & Johnson

Shelly Brown
Johnson Controls, Inc.

Kathryn Wikman
JP Morgan Chase

Barbara A. Carbone
KPMG LLP

Leslie Saunders
Leslie Saunders Insurance

Howard Thompson
Macy's

Ella Kosciak
Management Decisions, Inc.

Martha Artiles
Manpower, Inc.

Rosemarie Schmidt
Marriott International Inc.

Ginger Conrad
(Appointed Expert)
MBE Magazine

Cecelia Porto
Microsoft Corporation

Michelle Hawkins
Motorola, Inc.

Rebecca Boenigk
Neutral Posture, Inc.

Shari Francis
Office Depot

Scott Buchanan
PepsiCo, Inc.

Lynthia Romney
(Appointed Expert)
RomneyCom L.L.C.

Sharon Castillo
SB Services, Inc.

Debra Clark Stewart
Shell Oil Company

Lynne Marie Finn
Superior Staff Resources, Inc.

Lisa Hanlon
TelTech Communications, LLC

Johnnie Booker
The Coca-Cola Company

Gail Warrior-Lawrence
The Warrior Group

Greta Davis
Time Warner Inc.

Ruby McCleary
United Airlines

Delores Johnson-Cooper
Verizon

Tonia Smith
Wal-Mart Stores, Inc.

Carol Dougal
Women's Business Development
Center-Chicago

Susan Repka
Women's Business Enterprise Alliance

Debbie Hurst
Women's Business Council-Southwest

Nancy Allen
Women's Business Development Council
of Florida

Liz Cullen
Women Presidents' Educational
Organization-District of Columbia

Marsha Firestone
Women Presidents' Educational
Organization - New York



Regional Partner Organizations

WBENC has 14 Regional Partner Organizations (RPOs), which are responsible for managing and processing WBENC's world-class certification and recertification applications and site visits at the regional level. In addition, each RPO is also responsible for providing WBENC Corporate Members with access to WBENC-Certified WBEs in response to the companies' procurement needs and providing skill-building programs to enable the success of WBENC-Certified WBEs.

Astra Women's Business Alliance

www.astrawba.org

Diane McClelland
President

Center for Women & Enterprise

www.cweonline.org

Susan Rittscher
CEO and President

Greater Women's Business Council

www.gwbc.biz

Roz Lewis
Executive Director

Ohio River Valley-Women's Business Council

www.orvwbc.org

Rea Waldon, Ph.D.
Executive Director

Women's Business Enterprise Council- Great Lakes

www.miceed.org

Michelle Richards
President

Women's Business Development Center-Chicago

www.wbdc.org

Carol Dougal & Hedy Ratner
Co-Presidents

Women's Business Development Council of Florida

www.womensbusiness.info

Nancy Allen
President and CEO

Women's Business Council-Southwest

www.wbcsouthwest.org

Debbie Hurst
President

Women's Business Enterprise Council PA-DE-sNJ

www.wbecouncil.org

Geri Swift
President

Women's Business Enterprise Council South

www.wbecsouth.org

Blanca Robinson
President

Women's Business Enterprise Alliance

www.wbea-texas.org

Susan Repka
Executive Director

Women's Business Enterprise Council-West

www.wbec-west.org

Pamela S. Williamson, Ph.D.
Executive Director

Women Presidents' Educational Organization-DC

www.wpeo.us

Liz Cullen
Executive Director

Women Presidents' Educational Organization-NY

www.wpeo.us

Marsha Firestone, Ph.D.
President and Founder

Leadership Council 2010



The Leadership Council is comprised of executives from the 14 Regional Partner Organizations (RPOs). The RPOs are responsible for managing and implementing the process and procedures maintaining WBENC's world-class certification at the regional level. In addition, each RPO is also responsible for providing WBENC Corporate Members with access to WBENC-Certified WBEs in response to the companies' procurement needs and providing skill-building programs to enable the success of WBENC-Certified WBEs.

The Leadership Council provides a forum for discussion; serves as a creative hub for sharing ideas; and initiates policy recommendations to be considered by WBENC and the Board of Directors.

Diane McClelland

President

ASTRA Women's Business Alliance

Susan Rittscher

President and CEO

Center for Women & Enterprise

Roz Lewis

Executive Director

Greater Women's Business Council

Rea Waldon, Ph.D.

Executive Director

Ohio River Valley Women's Business Council

Debbie Hurst

President

Women's Business Council-Southwest

Carol Dougal

Co-President

Women's Business Development Center-Chicago

Nancy A. Allen

President & CEO

Women's Business Development Council of Florida

Susan Repka

Executive Director

Women's Business Enterprise Alliance

Michelle Richards

President

Women's Business Enterprise Council-Great Lakes

Geri Swift

President

Women's Business Enterprise Council PA-DE-sNJ

Blanca Robinson

Executive Director

Women's Business Enterprise Council-South

Pamela Williamson, Ph.D.

Executive Director

Women's Business Enterprise Council-West

Liz Cullen

Executive Director

Women Presidents' Educational Organization-DC

Marsha Firestone, Ph.D.

President

Women Presidents' Educational Organization-NY



The Women's Enterprise Leadership Forum



The Women's Enterprise Leadership Forum drives the success of all WBENC-Certified Women Business Enterprises (WBEs) through education, opportunities and resources. Forum members work closely with WBENC to promote the benefits of certification and to facilitate corporate business opportunities for WBEs, regardless of revenue or employee size, while reaching back into the regional forums to facilitate relevance and value.

WBEs are appointed to the Forum by their certifying Regional Partner Organization or a corporation with which they do business. The Forum has two bodies: the Governing Group and the Forum At-Large. Governing Group members serve on WBENC Board Committees and provide practical information and policy recommendations. Nine members of the Governing Group serve on the WBENC Board of Directors, representing all WBEs.

Nancy Williams, *Chair*
ASAP Staffing LLC

Holli Dorr, *Vice Chair*
Hollister Construction Company

Tara Abraham
ACCEL Inc.

Alta Baker, *Past Chair*
Safe Haven Enterprises, LLC.

Anisa Balwani
RCI Technologies

LaSonya Berry
McPherson, Berry & Associates, Inc.

Rebecca Boenigk, *Past Chair*
Neutral Posture, Inc.

Michelle Boggs
McKinley Marketing Partners

Billie Bryant, *Past Chair*
CESCO Inc.

Sharon Burton
Robart Transportation, Inc.

Mary Cantando
WomanBusinessOwner.com

Sharon Castillo
SB Services, Inc.

Julie Copeland
Arbill

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As of April 14, 2010



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