

WE ARE

Women's Business Enterprise
National Council



 annual
 report
 2011



Dear Colleagues:

2011 was an exhilarating year for the Women's Business Enterprise National Council (WBENC) as we continue to progress on the Roadmap to Growth and Sustainability which is empowered by the energy of our "WE ARE WBENC!" theme. Along with our new executive leadership, expanding community of over 10,000 WBENC-Certified WBEs and growing corporate and government membership, we continue to strengthen our position as the leading advocate for and authority on WBEs as suppliers to the nation's corporations and government entities. WBENC continues to focus on our COR values (Certification, Opportunities, and Recognition) to help our Women Business Enterprises to increase revenue and promote growth among women-owned businesses. In April, we welcomed Pamela Prince-Eason as the new President and CEO of WBENC. I would like to recognize and thank Pam for her outstanding leadership and her approachable style which helps to effectively bring together a complex constituency group to drive results.

Hosted by the Women's Business Enterprise Council West, the newly renamed WBENC National Conference and Business Fair was a great success, drawing an attendance of over 3,000. The 2011 conference also attracted an unprecedented number of sponsors. More than 100 regional and national Corporate Members, government entities and certified WBEs leveraged their conference participation to increase their visibility before a large and diverse audience.

WBENC's success relies on the collaborative efforts and commitment of our 252 Corporate and Government Members, 14 Regional Partner Organizations and WBENC Staff, delivering our COR Values 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 and government partnerships. The new federal contracting program in addition to the appointment of WBENC as a certifying body for Women-Owned Small Business (WOSB) have opened new avenues of growth for WBEs to have greater access to government opportunities.

Many extraordinary people are integral to the power of our Regional Partner Organizations and our Women's Business

Enterprises. I would like to thank Geri Swift for her work as Chair of the Leadership Council representing the leaders of our RPOs, and Tara Abraham, Chair of the Women's Enterprise Leadership Forum representing our WBEs,

Partnering with our valued Corporate and Government Members, WBENC continues to deliver on our COR values to our constituents with multiple opportunities to connect during both the Summit and Salute and the National Conference and Business Fair. The Multi-Tier Dialogue and Opportunity Connection was introduced in 2011, bringing a new dimension of networking to our corporate members and WBEs.

America's Top Corporations for WBEs were recognized with immense pride and appreciation. These 29 exceptional corporations support programs that offer equal access and result in a high volume of business with women's business enterprises. The Awards ceremony was held in March, 2012 at the Landmark Theater in Baltimore, MD.

We also acknowledged individual excellence, awarding the William J. Alcorn Leadership Award to Theresa Harrison, Director of Supplier Diversity at Ernst & Young LLP. Named in recognition of the leadership and service of founding WBENC Chair, the William J. Alcorn Award honors a recipient selected by the Chairman of the WBENC Board of Directors, with input from Past Chairs and WBENC Executive Staff.

2011 was a year of new leadership, new certification opportunities and new energy fueling our efforts on behalf of our constituents to achieve the Roadmap to Growth and Sustainability. WE ARE WBENC!

A most sincere thank you goes to the WBENC Staff, Board of Directors and leadership committees. Your tireless dedication and efforts are the cornerstone of our success. In particular, I would like to thank Cheryl Stevens, Immediate Past Chair of the WBENC Board, for her leadership and support in my first year as Board Chair.

With warm regards,

Laura Taylor

2011 Chair, WBENC Board of Directors

Vice President, Strategic Sourcing
and Procurement Operations

Pitney Bowes Inc.

WBENC's 2011 Retrospect and Year-End Highlights

Certification

- **Certification reaches 10,228 WBEs**
- **WBENC approved as third party certifier for Women-Owned Small Business (WOSB) Federal Procurement Contract Program:** The Small Business Administration (SBA) has approved WBENC as a Third-Party Certifier - providing Women-Owned Small Business (WOSB) certification - for the SBA's WOSB Federal Contracting Program. The SBA WOSB Federal Contracting Program enables contracting officers to set aside certain contracts for competition among Women-Owned small businesses (WOSBs) or economically disadvantaged-Women-Owned small businesses (EDWOSBs) for the provision of goods and services to the Federal Government.
- **FASTrac WOSB certification for current WBENC certified WBEs launched:** WBENC officially launched its FASTrac WOSB Certification Program for currently WBENC certified Women's Business Enterprises (WBEs). This program allows for an abridged WOSB certification process that will have WBENC Certified WBEs ready to enter the government arena.

Opportunities

- **2011 Summit and Salute to Women's Business Enterprises.** WBENC introduces the Multi-Tier Dialogue and Opportunity Connection
- **2011 WBENC National Conference and Business Fair: The Opportunity Connection.** Held in Las Vegas, the 2011 renamed WBENC National Conference and Business Fair received accolades from over 3,000 attendees.
- **Conference Prep Webinars Introduced:** To ensure WBENC Certified WBEs are prepared for the spectacular opportunities that await them at WBENC's National Conference & Business Fair, WBENC introduces its Conference Prep Webinar Series.

Resources

- **New Executive Leadership.** Pamela Prince-Eason, former Board Chair and Vice President, Procurement, Pfizer Inc, was appointed as the President and CEO of WBENC on April 1, 2011. Laura Taylor, former Board Vice Chair and current Vice President, Strategic Sourcing and Procurement Operations at Pitney Bowes Inc. was elected as Chair of WBENC's Board of Directors. Benita Fortner, Director of Supplier Diversity at Raytheon, was named First Vice Chair of the WBENC Board.
- **Ambassador Program.** The Ambassadors Program brings together committed leaders from WBENC Corporate Members, government entities, Women Business Enterprises, and Regional Partner Organizations to attract more Corporate Members to WBENC and, once joined, help them fully experience the benefits of membership. As the name suggests, WBENC "Ambassadors" represent the organization in

multiple capacities with a key focus on reaching out to prospective members who would benefit from Corporate or Government Membership. Ambassadors connect with these prospective members in a variety of ways from hosting informational events, to more personal one-on-one conversations. In 2011 the Ambassadors tireless efforts resulted in three of the thirty-seven new members.

- **WBENC's strategic plan – The Roadmap to 2020:** In the first 90 days of her appointment, President and CEO, Pamela Prince-Eason put forth a strategic plan for WBENC's Roadmap to 2020, subsequently renamed the Roadmap to Growth and Sustainability.

Recognition

- **Partner of the Year Award.** WBENC received the Partner of the Year Award from the Center for Empowerment and Economic Development (CEED) at its 27th Annual Awards Celebration on April 7, 2011.

Technology

- **WBENC on FaceBook and Twitter:** A Social Media Task Force developed a phased approach for new on-line communication and opportunity generation, including FaceBook, YouTube, Twitter, and Linked In.

WOSB Federal Contracting Program

After the Small Business Administration (SBA) performed a Disparity Study showing Women-Owned small businesses (WOSB) were underrepresented in 83 of the NAICS code subcategories, the WOSB Federal Contracting Program was implemented on Feb. 4, 2011 as a procurement mechanism to ensure WOSBs have equal opportunity to participate in federal contracting. The program allows contracting officers to set aside certain contracts for WOSB competition, if it meets the following criteria:

- The contract has to be in one of the underrepresented industries
- At least 2 or more WOSBs are expected to submit an offer (known as the Rule of 2)
- The anticipated award price does not exceed \$6.5M in case of manufacturing contracts and \$4M for all other contracts
- The contract will be awarded at a fair and reasonable price.

The SBA is hopeful that this program will help it reach its goal of 23% of federal contracts dollars being spent with small businesses, of which 5% of prime and subcontracting dollars are awarded to Women-Owned small businesses.



Women's Business Enterprise National Council

Creating Opportunities ... Recognizing Excellence

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 and government entities.
- 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 and Government Members and other WBENC Certified WBEs, and resources that include education, scholarships, research findings, and advocacy.
- WBENC brings its Corporate and Government 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 and Government 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 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's Business Enterprises and the WBENC 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 standard 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 Partners.
 - 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 containing the profiles of over 10,000 certified WBEs as well as contact information for WBENC's national and regional corporate members.
 - Face-to-face MatchMaker programs.
 - Formal and informal networking at WBENC's Summit & Salute to Women's Business Enterprises and the WBENC National Conference and Business Fair (NCBF). WBENC's Business Fair is the largest event of its kind for women business owners with approximately 330 exhibitors.
 - Global Business Initiatives, formal and informal networking events, media opportunities, and recognition programs.
- **Resources:** WBENC provides a broad range of resources to support the growth and performance of Corporate and Government 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 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.
 - o Representatives of 39 corporations sit on WBENC Board of Directors, along with nine representatives of its Regional Partner Organizations and ten WBENC Certified WBEs and three expert advisors.
 - o The majority of WBENC's Corporate Members are Fortune 500 companies.
 - o 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.
 - o 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.
 - o 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 and Government Members and WBENC Certified WBEs illustrates business at its best:
 - o WBE innovations in product and service enhance corporate profitability and shareholder value.
 - o 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 in the form of: 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.



2011 The Opportunity Connection

The Opportunity Connection theme, launched in 2010, 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 WBENC National Conference and Business Fair offers Opportunities to generate contacts that may lead to contracts; Opportunities to learn how to build capacity in your business and meet marketplace expectations; Opportunities for access to corporate decision makers and avenues to government contracts; and networking opportunities amongst your peers to leverage a vast array of experience, knowledge, and industry expertise.

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.



2011 America’s Top Corporations for Women’s Business Enterprises

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 2011 list was selected in the fourth quarter and they were recognized at a ceremony in Baltimore, MD on March 22, 2012 at the Landmark Theater.

WBENC President and CEO, Pamela Prince-Eason and Top Corporations Recommendation Panel Chair, Patricia Rodriguez-Christian opened the ceremony with inspiring remarks. The first-ever Top Corporation interactive panel discussion was moderated by Doris McMillon, President, McMillon Communications, Inc. The panel format showcased best practices and gave insights into the supplier diversity innovations of the 29 corporations honored.

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



The 2011 Top Corporations for WBEs are:

Accenture	ManpowerGroup
Alcatel-Lucent	Marriott International, Inc.
Avis Budget Group	Office Depot
AT&T	Pacific Gas and Electric Company
BP America	PepsiCo, Inc.
Bank of America	Pfizer Inc
Chevron	Pitney Bowes Inc.
Dell, Inc.	Shell Oil Company
Energy Future Holdings	Staples, Inc.
Ernst & Young LLP	Target Corporation
Exxon Mobil Corporation	The Coca-Cola Company
Ford Motor Company	United Airlines, Inc.
IBM Corporation	UPS
Johnson & Johnson	Verizon
Kelly Services, Inc.	



Front Row Seated - Left to Right: **Kim Brown**, Vice President, General Procurement, Dell; **Farla Efras**, EVP & Chief Merchandising Officer, Office Depot; **Katrina Landis**, CEO, BP Alternative Energy, BP America; **Barbara Kubicki**, Sourcing Executive, Bank of America; **Pam Berklich**, Senior Vice President, COE, Kelly Services, Inc.; **Nancy Creuziger**, VP Global Finance, ManpowerGroup; **Patricia Birmingham**, Director, Global Marketing Enablement, Pfizer Inc; **Diane Sutter**, VP COE Bottles & Closures, PepsiCo, Inc.

Standing - Left to Right: **David Grissen**, President, The Americas, Marriott International; **Melody Watson**, Vice President, National Retail Sales, The Coca-Cola Company; **Hans Melotte**, Chief Procurement Officer, Johnson & Johnson; **Patrice Knight**, VP, Integrated Supply Chain, IBM; **Al Williams**, Chief Procurement Officer, Accenture; **John Young**, President & Chief Executive Officer, Energy Future Holdings; **Herb Engert**, Partner, Americas Strategic Growth Markets Leader, Ernst & Young LLP; **Lisa Johnson**, Procurement Group Manager, UPS; **Greg Tibbles**, General Manager - Procurement, Chevron; **Laura Taylor**, WBENC Board Chair and Vice President, Strategic Sourcing and Procurement Operations, Pitney Bowes; **Tim Harden**, President, Supply Chain and Fleet Operations, AT&T; **Pamela Prince-Eason**, WBENC President and CEO; **Alex McKay**, Global Supply Chain Optimization Manager, Exxon Mobil Corporation; **Vince Messimer**, VP, Global Contracting & Procurement, Manufacturing and Chemicals, Shell Oil Company; **Jeff Wellman**, Executive Director, Global Strategy and Purchasing Information Management Systems, Global Facilities, Materials and Services Purchasing, Ford Motor Company; **Dan Riley**, Vice President Property Development Operations, Target Corporation; **Mariano Legaz**, Vice-President, Supply Chain Services, Verizon; **Mark J. Servodidio**, Executive Vice President and Chief Administrative Officer, Avis Budget Group; **Nick DeTura**, VP Supply Chain & Logistics, Alcatel-Lucent; **Des Bell**, Senior Vice President, Safety and Shared Services, Chief Procurement Officer, Pacific Gas & Electric; **Joe Doody**, President, North American Delivery, Staples, Inc.; **Katrina Manning**, VP Technical Procurement, United Airlines, Inc.; and **Patricia Rodriguez-Christian**, Chair of the Top Corporations Recommendation Panel and Partner, ADP-LLC.

2011 Women’s Business Enterprise Business Stars

On March 23, 2011, WBENC celebrated the Salute to Women’s Business Enterprises held at the Gaylord National Resort and Convention Center in National Harbor, MD. The 2011 Summit & Salute was attended by nearly 1,100 Corporate Members, women business enterprises, government officials, and journalists. The black-tie dinner and awards program featured remarks from Linda Denny, President and CEO of WBENC and Tara Abraham, Chief Executive Officer, Accel, inc., chair of the Top Corporation Selection Committee.

Designed to recognize the contributions of Women’s Business Enterprises (WBEs) to the U.S. economy, the Salute also recognized 14 WBEs as the 2011 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 2011 Women’s Business Enterprise Stars are:

Candice Bennett Candice Bennett & Associates, Inc	Pam Curry One Safe Place Media Corp	Monique Honaman Incite Strategies, Inc.	Janice Migliore Palco Telecom Service, Inc.
Rebecca Boenigk Neutral Posture, Inc	Rosalie Edson Meadows Office Supply Co., Inc.	Patty Klein A-Plus Meetings and Incentives	Elizabeth Williams Roxbury Technology Corp
Lorelei Carobolante G2nd Systems, LLC	Floriza Genautis Management Business Solutions	Janell McGill Milligan Events	
Sharon Castillo SB Services	Angie Hollerich Brass Rings Productions, Ltd.	Michele McHenry Laser Lab, Inc.	



Front Row - Left to Right: Standing: Sharon Castillo, Michele McHenry; Seated: Rosalie Stackman Edson, Elizabeth (Beth) Williams, Monique Honaman, Rebecca Boenigk, Patty Klein
Back row - Left to Right: Linda Denny, Janell McGill, Janice Migliore, Lorelei Carobolante, Floriza Genautis, Angie Hollerich, Pam Curry, Candice Bennett, Laura Taylor, Pamela Prince-Eason

2011 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 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.

The 2011 Applause Award recipients are:



Nancy Conner, Supplier Diversity Manager, W.W. Grainger

Nancy Conner is responsible for developing and executing corporate supplier diversity strategy, satisfying customer expectations for supply chain diversity and inclusion, and for driving internal results. Prior to joining Grainger in 2001, Conner managed Supplier Diversity for R. R. Donnelley & Sons Company and held senior procurement positions at Tribune Company.

Conner is one of the founders of the Chicago Minority Supplier Development Council’s “Corporate Bridges,” an entrepreneurial education program for Minority Business Entrepreneurs. She was chair of the National Minority Supplier Development Council’s 2003 Conference Program Committee. She serves in a leadership role on the board of directors for Women’s Business Enterprise National Council, and is active with the Women’s Business Development Center Chicago and the Chicago Minority Supplier Development Council. Conner served as President and Chair of the CMSDC from 1997 to 2000. In addition, Conner is a member of the board of directors for Diversity Information Resources.

Professional recognition awards include the 2008 Corporate Support Award – Women’s Business Development Center/ Chicago; First Ladies of Supplier Diversity – 2007 Minority Business News Magazine; 100 Women Impacting Supplier Diversity - 2006 Women’s Enterprise USA Magazine; Supplier Diversity Manager of the Year - 2005 U.S. Department of

Commerce MBDA, Chicago Region; Corporate Excellence Award - 1996 Tribune Company; Buyer Achievement Award - 1992 NAPM Chicago, and Buyer of the Year - 1988 Chicago Minority Business Development Council.

Conner graduated from DePaul University in Chicago, Illinois with a bachelor of arts in business. She earned her masters in business administration at Lake Forest Graduate School of Management in 2007.



Debra Jennings-Johnson,
Director of Supplier Diversity, BP America, Inc.

Debra Jennings-Johnson has been a passionate advocate for minority and Women-Owned businesses for over 20 years. Whether through work with organizations focused on the growth of diverse companies or strategically working with corporate leadership to embed supplier diversity within the procurement processes, her work and her influence have created change. As a leader in supplier diversity, Jennings-Johnson combines “old school” spirit and intent of minority business development with current practices skills and competencies of procurement operations. In her tenure as Director of Supplier Diversity for BP, the inclusion of minority and Women-Owned businesses increased from less than \$200 million in 1999 to approximately \$700 million in 2010 .

Jennings-Johnson has lectured extensively and published articles covering topics such as: Subcontracting Opportunities for MWBEs; Non-Traditional Purchasing; Joint Ventures, Building Strategic Alliances; Second Tier Purchasing, and Program Strategies for Corporate America. Additionally, she has participated on numerous panels addressing minority and women business related issues. She has received many awards and recognitions from organizations such as the Chicago Minority Business Development Council, Women’s Business Development Center, Chicago United, the Minority Business Development Agency and SCORE.

Jennings-Johnson’s training includes professional development within two major US/Global organizations, Institute of Supply Chain Management (ISM) and a



Business degree from Loyola University of Chicago. She is an active member of the Board for WBENC, and is Chair of the Marketing, Communications and Brand Management Committee. She also serves on the Board of Directors serving in a leadership capacity for the National Minority Supplier Development Council, Women’s Business Development Center and Chicago Minority Business Development Council. Jennings-Johnson is also actively involved with Chicago United, the Chicago Urban League, Illinois Hispanic Chamber of Commerce, Louisiana Minority Supplier Development Council and Minority Business Development Agency.



Lynthia Romney,
President, RomneyCom L.L.C.

A public relations expert for over 20 years, Lynthia Romney brings her distinctive brand of issues-based PR to positioning her clients for Leadership Visibility.

As president of RomneyCom, a full-service communications firm, Romney works with leading corporations and national nonprofits to develop and deliver their key messages powerfully to internal and external audiences. Since late 2001, she has been honored to work with WBENC to raise its national visibility as the leading advocate for and authority on Women’s Business Enterprises as suppliers to the nation’s corporations. She has since contributed positioning and key messages that are used in integrated media, marketing, executive speeches and website communications.

Quoted in The Wall Street Journal for her advice on presentation training, Romney has conducted workshops on media training and message development for WBENC leaders and senior executives over the years. She was a featured speaker at WBENC’s 2006 Women in Business National Conference and Business Fair.

Over the years, she is proud to have served other distinguished clients such as Merrill Lynch, U.S. Trust, M&T Bank, Forté Foundation, College Savings Foundation, and United Way of New York City.

Lynthia holds a BA from Brown University. She serves on the WBENC Board of Directors. She has served as Vice President of the Financial Women’s Association and Co-Chair of its President’s Circle for several years.



Lynn Scott,
Executive Director of Supplier Diversity, Alcatel-Lucent

Lynn Scott has over 30 years of Telecom and International Procurement experience with Rockwell, Xerox, Wang, and Alcatel-Lucent. Her responsibilities have included establishing and managing purchasing organizations in multiple European countries, negotiating multi-million dollar contracts for components and OEM equipment and building supply chain programs to support global requirements. Scott has been instrumental in developing diversity programs with related performance metrics for several large corporations.

She currently manages the Diversity Program for Alcatel-Lucent which supports developing diverse suppliers to meet both regional and global needs. Her team is actively engaged with Commodity Managers around the world and identifies diverse suppliers for Tier 1 solutions and integrates contract language into their prime contracts to drive Tier 2 inclusion of diverse suppliers.

Scott sits on the board of multiple regional and national boards in North America: she is chair of the Women’s Business Council – Southwest, Third Vice-Chair of the DFW Minority Council and the Second Vice-Chair of WEConnect Canada. She is also on the Board of WBENC, WEConnect International, NMSDC and AIDC. She is actively engaged in TAMACC, USHCC, CAMSC, American-China Woman’s Business Alliance and participates on advisory boards for several other organizations.

Scott has been chair of the WBENC Nominating Committee and has been instrumental in setting up policies and procedures for this group. The team is responsible for evaluating and ensuring that board candidates for the Forum and for the Corporate Members are evaluated against stringent criteria and review prior to submitting candidates to the Executive Committee. She has also been an active member of the Global Business Committee and is actively engaged with WEConnect International, which is a strategic partner of WBENC. As a WBENC Ambassador, Scott has successfully encouraged many WBEs to become certified and her outreach to her corporate peers has resulted in a number of new WBENC Corporate Members.

William J. Alcorn Leadership Award

Theresa Harrison, Director of Supplier Diversity at Ernst & Young LLP

Theresa Harrison, Director of Supplier Diversity at Ernst & Young LLP, was honored with the William J. Alcorn Award, a singularly prestigious award bestowed by WBENC on an individual for outstanding leadership contributions to its mission. The award recipient is selected by the Chairman of the WBENC Board of Directors, with input from Past Chairs and the WBENC executive staff. Laura Taylor, WBENC Board Chair and Vice President, Strategic Sourcing and Procurement Operations at Pitney Bowes, recognized Theresa for being an extraordinary leader who has led meaningful growth among our membership and enhanced our financial strength.

Theresa Harrison joined Ernst & Young, the global leader in assurance, tax, transaction and advisory services, in June of 2004 to develop the firm's supplier diversity initiative. She is responsible for the management and oversight of the Ernst & Young supplier diversity initiative which includes the design, development and implementation of diverse supplier policies, processes, and procedures. She is a frequent public

speaker and works to build awareness of the importance of supplier diversity both inside and outside of Ernst & Young.

She serves on the WBENC Board of Directors in numerous positions touching the various constituencies of WBENC. She is Chair of the Membership and Revenue Generation Committee. She serves as Board Liaison with the WBENC Women's Enterprise Leadership Forum galvanizing WBEs across the organization. She is an active Ambassador engaging prospective Corporate Members. Additionally, she has engineered significant improvements to the organization by developing its Recruitment Program and its Dashboard for success measurement. Harrison is also the Chair of the Procurement Council, NGLCC, and Board Chairperson for Diversity Information Resources. She has been recognized for her efforts in supplier diversity with the 2010 Applause Award from WBENC, 2008 Advocate of the Year by NGLCC, and The Network Journal's Top 40 under 40. In 2006 and 2008 Women's Enterprise Magazine named her as one the "100 Women Impacting Supplier Diversity."



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.



Summit & Salute to Women’s Business Enterprises

The 2011 Summit & Salute was designed to help build the capabilities and capacity of women’s business enterprises to meet the increasingly complex needs of our Corporate Members. As *The Opportunity Connection*, WBENC provides vital access between women’s business enterprises and the corporations they serve.

The Summit kicked off with headlining speaker, Alice Schroeder, Bloomberg columnist and author of *The Snowball: Warren Buffet and the Business of Life*, a #1 *New York Times* and #1 *Wall Street Journal* bestseller, providing thought leadership on “Profiting in a World of Changing Business Models”.

The attendees were surrounded with valuable perspectives and knowledge from the panels and workshops held on Wednesday and Thursday. The topics included best practices, capacity building, joint ventures, communications, and government contracting. The Women-Owned Small Business (WOSB) ruling generated enthusiasm among the WBEs highlighting new opportunities and how to pursue them.

WBENC introduced the Multi-Tier Dialogue & Opportunity Connection sessions in which WBENC Certified WBEs discussed potential relationships with corporations as Prime, or First Tier Suppliers, and also developed alliances with other WBEs as Second- and Third-Tier Suppliers to meet the increasingly broad and complex needs of corporations. Many corporations brought their existing First Tier WBE suppliers to the sessions to capitalize on this opportunity. These sessions were focused on propelling women’s business growth, expanding WBEs networks, and making introductions more meaningful.

The 2011 Summit & Salute also celebrated 20 exemplary Corporate Members as recipients of the 2010 Top Corporation Award and 14 WBEs as WBENC WBE Stars selected by WBENC’s Regional Partner Organizations (RPOs).



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The Interpublic Group
Valve Resource Specialists
Women’s Business Council-Southwest
in memory of Lillie Knox



2011 WBENC National Conference & Business Fair

The Opportunity Connection

Corporate Leaders and Women's Business Enterprises convened from June 21-23 in Las Vegas, NV for WBENC's 12th National Conference & Business Fair: *The Opportunity Connection*. Held at the Mandalay Bay Resort and Convention Center, the Conference featured 332 exhibitors and hosted over 3,000 attendees.

Conference Co-Chairs Amgen, Act•1 Group, and Zorch were joined by 104 other Corporate and WBE sponsors.

The Conference Co-Chair Perspectives were presented by Farryn Melton, Vice President, Strategic Sourcing, Amgen and Janice Bryant Howroyd, Chairman and CEO of the Act•1 Group.

Keynote speakers included Annie Duke, League Commissioner of Federated Sports and Gaming, professional poker player, and author; Tony Hsieh, CEO of Zappos and author of the #1 New York Times Bestseller, *Delivering Happiness*; and Soledad O'Brien acclaimed Special News Correspondent and Host of CNN's In America documentaries. WBENC's Women's Enterprise Leadership Forum also hosted a bonus pre-conference lecture on negotiation featuring Karen Hough, Founder and CEO of ImprovEdge and author of *The Improvisation Edge: Secrets to Building Trust and Radical Collaboration at Work*.

In 2011, WBENC's National Conference offered three in-depth workshop tracks which included Government, Business Development, and Supply Chain. Some of the compelling workshops included:

- Government Contracting: The Ping Pong Effect
- Access to Capital
- Global Business Development Best Practices
- Marketing & Business Development for WBEs

MatchMaker Sessions at the Conference brought together over 95 Corporate Member buyers, who met with WBEs in approximately 600 one-on-one meetings. Corporate Members had the opportunity to be matched with WBE attendees after reviewing their profiles, then selecting and approving to meet with them in person.

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 advancing WBENC's mission of advancing the success of our Corporate Members and WBENC Certified WBEs.



HOST COUNCIL:

Women's Business Enterprise Council - West

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President, LTevention, and Chair, 2011 Host Committee

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Founder and CEO, Excel Construction Services, Inc.

Beatriz Bonnet

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WBENC National Conference & Business Fair Sponsors

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The TUCK-WBENC Executive Program

Brought to you by IBM Corporation

For the ninth year, WBENC partnered with the Tuck School of Business at Dartmouth in 2011 to offer a one-week intensive executive education program for WBENC Certified Women's Business Enterprises (WBEs). Thirty-eight participants were taught by top professors from Tuck.

The program, *Building a High-Performing Business*, is an intensive learning experience that focuses primarily on increasing the competitive advantage and robustness of the participant's own business. Up to 50 WBE attendees form a learning community that will continue to provide a source of support, expertise, opportunities, and strategic alliances long after graduation.

This general management program is designed to help WBEs that are beyond the startup phase to assess, improve and grow their businesses. To survive and prosper in today's fast-moving, highly volatile business climate, WBEs must ensure they have all the essential components of a highly integrated business, such as:

- Clear and focused strategy
- Superior value
- Optimal core business processes
- Motivated and empowered staff
- Carefully managed relationships for long-term success

The Tuck School of Business 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. The primary case study is the participant's own business. 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.



2011 Graduates of Tuck-WBENC Executive Program:

brought to you by IBM Corporation

Kalena Alston-Griffin Stone Griffin Media	Natalia Maria D. Luis M. Luis Construction Co., Inc.
Terena Bell In Every Language	Olsa Martini OLSA Resources, Inc.
Cristin Boden Exact Enterprises, Inc dba Exact Industries	Sharon McRill The Betty Brigade
Beth Brodovsky Iris Creative Group, Inc.	Maureen Mulvihill Piezo Resonance Innovation, Inc.
Rumia Burbank Vendor Managed Solutions, Inc. (VMS)	Jennifer Naughton Radiant Resources
Faye Coleman Westover Consultants, Inc.	Jan Newman Medical Professional Protective Clothing, Inc.
Julie Eggers Jupiter Consulting Services	Olga Pechenko McElroy Translation
Shantal Feltman Stiris Research Inc.	Myriam Siftar MTM Linguasoft
Mary Jo Gaumer CableLinks, Inc	Mary Singer CRG Sustainable Solutions
Chellie A. Godeaux LNGS	L'Tryce Slade Slade Land Use
Sharon Gorick Ashe Consultants, PLLC	Greta Smith Great Lakes Power Vac, LLC
Kimberly Hardwick CMI	Linda Socquet Vibranalysis Inc.
Denise Hunter Destinations Link Hospitality, LLC	Julye Spinelli Saratoga Flag, A Broadway Banner & Graphics Co.
Julie Irvin Keystone Resources	Zola Stewart Focus Solutions Inc.
Vivian Isaak Magnum Group	Renee Lorena Teran 4Star Wireless Inc.
Susan Kasa Boulevard Machine & Gear	Cynthia Towers JuriStaff, Inc.
Deborah Lee BL Technology, Inc.	Lynn Van Denmark MedTrials, Inc
Paige Lentz Monarch Site Services	Kelly Walker Benefits Connection LLC
Cidalia Maria D. Luis-Akbar M. Luis Construction Co., Inc.	Barbara Wichman Artemia

 **Tuck Executive Education at Dartmouth**
Thought leadership. Business results

2011 Dorothy B. Brothers Executive Scholarship Program

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 supplier executive with the educational development that will help them grow and successfully compete in corporate supply chains.

Scholarships are awarded in amounts up to \$11,000. WBENC selected 14 scholarship recipients in 2011.



2011 Dorothy B. Brothers Executive Scholarship Awardees

Terena Bell CEO, In Every Language
Beth Brodovsky President, Iris Creative Group
Suzette Di Mascio Chief Executive Officer, Career Solutions International
Poonam Gupta-Krishnan President & CEO, Lyka Enterprises, Inc.
Christine Hammerlund President, Assured Healthcare, LLC
Sharon McRill President, The Betty Brigade
Maureen Monacelli President, Advanced Indoor Air Quality Care, Inc.
Maureen Mulvihill President & CEO, Piezo Resonance Innovations, Inc.
Jennifer Naughton President, Radiant Resources
BJ Pfeiffer President & CEO, Enterprise Solutions Technology Group
Judith C. Seraphin CEO, Global Wrap® LLC
Kimberly Slezak Vice President, Data Access, Inc.
Sekinat Uiyoshioria President, AU & Associates
Denise Wilson President, Desert Jet

Statement of Financial Position

The information presented here is derived from financial statements audited by Drolet & Associates, PLLC.

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.
STATEMENT OF FINANCIAL POSITION
December 31, 2011
(With Summarized Financial Information for December 31, 2010)

	2011	2010
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 2,677,200	\$ 1,659,137
Accounts receivable, net of allowance for doubtful accounts of \$57,000 in 2011 and \$17,500 in 2010	732,830	557,500
Prepaid expenses	320,766	342,036
Other current assets	8,748	751
TOTAL CURRENT ASSETS	3,739,544	2,559,424
FIXED ASSETS, net	94,988	107,932
RESTRICTED CASH	1,486,012	1,266,356
SECURITY DEPOSITS	27,472	17,104
CASH SURRENDER VALUE OF LIFE INSURANCE	33,213	138,328
TOTAL ASSETS	\$ 5,381,229	\$ 4,089,144
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$ 620,584	\$ 629,263
Deferred rent	-0-	25,697
Deferred revenue	1,486,788	1,318,675
TOTAL CURRENT LIABILITIES	2,107,372	1,973,635
DEFERRED COMPENSATION PAYABLE	33,213	138,328
DEFERRED RENT, net of current portion	99,957	-0-
TOTAL LIABILITIES	2,240,542	2,111,963
NET ASSETS		
Unrestricted net assets	1,729,175	839,256
Temporarily restricted net assets	1,338,412	1,064,825
Permanently restricted net assets	73,100	73,100
TOTAL NET ASSETS	3,140,687	1,977,181
TOTAL LIABILITIES AND NET ASSETS	\$ 5,381,229	\$ 4,089,144

Statement of Activities

The information presented here is derived from financial statements audited by Drolet & Associates, PLLC.

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.
STATEMENT OF ACTIVITIES
For the Year Ended December 31, 2011
(With Summarized Financial Information for the Year Ended December 31, 2010)

	Unrestricted	Temporarily Restricted	Permanently Restricted	2011 Total	2010 Total
REVENUE					
Membership dues	\$ 3,265,250			\$ 3,265,250	\$ 3,106,140
Contributions	116,461	\$ 379,812		496,273	428,559
Exhibitor fees	635,800			635,800	430,010
Conference fees	1,135,473			1,135,473	851,383
Sponsorships	3,072,033			3,072,033	2,815,799
Interest income		114		114	2,785
Certification fees	6,750			6,750	1,250
Other income	283,262			283,262	271,315
Net assets released from restrictions	106,339	(106,339)		-0-	-0-
TOTAL REVENUE	8,621,368	273,587	\$ -0-	8,894,955	7,907,241
EXPENSES					
Program services:					
Membership	223,223			223,223	179,539
Salute	815,095			815,095	613,400
National Conference & Business Fair	2,795,954			2,795,954	2,116,803
Alliance relationships	1,762,710			1,762,710	1,639,389
Other programs	717,085			717,085	951,634
Total program services	6,314,067			6,314,067	5,500,765
Supporting services:					
Management and general	1,060,537			1,060,537	1,016,944
Fundraising	356,845			356,845	499,635
TOTAL EXPENSES	7,731,449	-0-	-0-	7,731,449	7,017,344
CHANGE IN NET ASSETS	889,919	273,587	-0-	1,163,506	889,897
NET ASSETS, BEGINNING OF YEAR	839,256	1,064,825	73,100	1,977,181	1,087,284
NET ASSETS, END OF YEAR	\$ 1,729,175	\$ 1,338,412	\$ 73,100	\$ 3,140,687	\$ 1,977,181

Statement of Cash Flow

The information presented here is derived from financial statements audited by Drolet & Associates, PLLC.

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.
STATEMENT OF CASH FLOWS
For the Year Ended December 31, 2011
(With Summarized Financial Information for the Year Ended December 31, 2010)

	2011	2010
CASH FLOWS FROM OPERATING ACTIVITIES:		
CHANGE IN NET ASSETS	\$ 1,163,506	\$ 889,897
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation and amortization	60,459	88,376
(Increase) decrease in accounts receivable	(175,330)	149,587
Decrease in unconditional promises to give	-0-	25,000
Decrease (increase) in prepaid expenses	21,270	(30,889)
(Increase) decrease in other current assets	(7,997)	34,834
Increase in security deposits	(10,368)	(600)
(Decrease) increase in accounts payable and accrued expenses	(8,679)	187,467
Increase (decrease) in deferred rent	38,680	(22,914)
Increase (decrease) in deferred revenue	168,113	(310,841)
NET CASH PROVIDED BY OPERATING ACTIVITIES	1,249,654	1,009,917
CASH FLOWS FROM INVESTING ACTIVITIES:		
Increase in Dorothy Brothers Scholarship Fund	(219,656)	(347,351)
Purchases of fixed assets	(11,935)	(34,654)
NET CASH USED IN INVESTING ACTIVITIES	(231,591)	(382,005)
NET INCREASE IN CASH AND CASH EQUIVALENTS	1,018,063	627,912
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	1,659,137	1,031,225
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 2,677,200	\$ 1,659,137

SUPPLEMENTAL DISCLOSURE
NON-CASH FINANCING AND INVESTING ACTIVITIES

In 2011, WBENC received a \$35,580 construction allowance for leasehold improvements.

2011 Corporate Members

Accenture	CenterPoint Energy	Graham Packaging Company	Monsanto Company	Target Corporation
Adecco	CHEP	GSD&M Idea City	Morgan Stanley	Tate & Lyle LLC
ADP	Chevron Corporation	Guidant Group.	Motorola Mobility	Telcordia Technologies
AEG	Chrysler, LLC	Harley-Davidson, Inc.	Motorola Solutions	Teleperformance
Aetna, Inc.	Chubb & Sons	Harris Bank, NA	MSD	The Coca-Cola Company
Aflac	CIGNA	HD Supply	NCIMED-WBC	The Federal Reserve Bank of Cleveland
AIG	Cintas Corporation	Health Alliance Plan	NCR Corporation	The Federal Reserve Bank of Richmond
Alcatel-Lucent	Cisco Systems, Inc.	Health Care Service	New York Life Insurance Company	The Kroger Co.
Allergan, Inc.	Citgo Petroleum Corporation	HealthTrust Purchasing Group	Newell Rubbermaid	The World Bank Group
Allstate	CitiGroup	Heinz North America	Nielsen	TIAA-CREF
Altria Group	Clorox Corporation	Hewlett-Packard Company	Novo Nordisk	Time Warner
Amdocs, Inc.	CNA Insurance Companies	Hilton Worldwide	O.C. Tanner Company	TJX Companies
Ameren Corporation	Colgate-Palmolive Company	Home Depot	Office Depot	Toyota Motor Engineering & Manufacturing NA, Inc.
American Airlines	Comcast	Honda of America Mfg., Inc.	OfficeMax	Towers Watson (formerly Watson Wyatt)
American Cancer Society	Communications Test Design, Inc.	Hospira, Inc.	Oracle USA	Tyco International Inc.
American Electric Power	ConAgra Foods	Humana, Inc.	Pacific Gas & Electric Co.	United Airlines
American Express	ConocoPhillips	Iberdrola USA Management Corporation	Pepco Holdings, Inc.	United Parcel Service
American Family Mutual Insurance	Corelogic	IBM	PepsiCo, Inc.	United Rentals
American Red Cross	Covidien	Interpublic Group	Pfizer Inc	United Stationers
Ameriprise Financial	Cox Enterprises Inc.	ITRON	Pitney Bowes Inc.	United Technologies Corporation (UTC)
Amgen Inc.	CSX	JCPenney Company	PNC Financial Services Corporation	University of Virginia
Amtrak	Cummins, Inc.	Johnson & Johnson	Premier Inc.	URS Washington & Construction
Apple Inc.	CVM Solutions	Johnson Controls	PricewaterhouseCoopers	U.S. Bank
ARAMARK	CVS Caremark Corporation	Jones Lang LaSalle	Principal Financial	U.S. Postal Service
Archer Daniels Midland Co.	Darden Restaurants	JPMorgan Chase & Co.	Procter & Gamble	Unum Group
AREVA Inc.	Del Monte Foods	Kaiser Permanente	Prudential	Verizon Communications
Asurion Insurance Services, Inc.	Dell Computer Corporation	Kantar North America	R.R. Donnelley	Visteon Corporation
AT&T	Deloitte Services LP	Kellogg Company	Raytheon	Volt (formerly ProcureStaff, Ltd.)
Avaya	Delphi Corporation	Kelly Services, Inc.	RBS Citizens Bank	Volvo Trucks North America
Avis Budget Group	Delta Air Lines, Inc.	Kimberly-Clark Corporation	Recall Corporation	W.W. Grainger, Inc.
Bank of America	DTE Energy	Kohl's Department Stores	Reed Elsevier Inc.	Walgreens
BancTec, Inc.	Dun & Bradstreet	KPMG LLP	Regulus	Wal-Mart Stores, Inc.
Bausch & Lomb	Eastman Kodak Company	Kraft Foods	Research in Motion	Waste Management, Inc.
BBDO New York	EMC Corporation	Landauer, Inc.	Robert Half International, Inc.	WAUSAU Financial Systems, Inc.
BBVA Compass	Energy Future Holdings	Limited Brands	Rockwell Automation	We Energies
Best Buy	Enterprise Holdings	Lockheed Martin Corporation	Saatchi & Saatchi NA, Inc.	Wells Fargo & Co.
Blue Cross & Blue Shield Association	Ericsson, Inc.	Mack Trucks, Inc.	Sandia National Laboratories	WellPoint, Inc.
Blue Cross Blue Shield/MA	Ernst & Young	Macy's	Sara Lee Corporation	Westinghouse Electric Company LLC
BMC Software	Exelon	Manpower, Inc.	Schneider Electric	Wieden+Kennedy
Belk	Express Scripts, Inc.	Marathon Oil Company	SciQuest	Windstream Communications
BNSF Railway	Exxon Mobil Corporation	Marriott International	Sealed Air Corporation	Wyndham Worldwide Corporation
Boeing Company	Fannie Mae	Mars Chocolate	Shell Oil Company	Xavier University
BP America	Federal Home Loan Bank of San Francisco	Marsh & McLennan Companies, Inc.	Sodexo, Inc.	Xcel Energy
Bright Horizons Family Solutions	Ferguson Enterprises	MasterCard Worldwide	Southern California Edison	* New 2011 Members are underlined
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Brocade Communications	Fluor	MeadWestvaco Corporation	SPG	
Caesar's Entertainment	Ford Motor Company	MedAssets Supply Chain	SprintNextel Corp.	
Campbell Soup	Forest Laboratories, Inc.	Merck Sharp & Dohme Corporation	Staples	
Capital One Financial	Freddie Mac	MetLife	Starbucks Coffee Company	
Cargill	Genentech	MGM Resorts International	Starwood Hotels & Resorts Worldwide, Inc.	
CDW	General Electric	Microsoft Corporation	State Farm Insurance Companies	
	General Mills	Milwaukee Public Schools	SUPERVALU, Inc.	
	General Motors Corporation	Michelin North America Inc.		
	GfK Holdings, Inc.			

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Energy Future Holdings

Pamela Prince-Eason, ex-officio
President & CEO
WBENC

Jorge Romero, ex-officio
Counsel to Board
Partner
K&L Gates



New members to the Board in 2011

From Left to Right: Thasunda Brown-Duckett, Julie Copeland, Ranjini Poddar, Barbara Kubicki-Hicks, Patricia Rodriguez-Christian, Kimberly Brown, Sharon Burton, Cheryl Snead

2011 Directors

(alphabetical by company)

As of December 2011

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Officer
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Supplier Diversity
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Ruby McCleary
Director of Supplier
Diversity
[United Airlines](#)

Kathy Homeyer
Director, Supplier
Diversity
[UPS](#)

Donna Weaver-Erhardt
Director- Sourcing
-Supplier Diversity
[Verizon](#)

Nancy Conner
Manager, Supplier
Diversity
[W.W. Grainger](#)

Vacant
[Wal-Mart Stores, Inc.](#)

Marsha Firestone, Ph.D.
President
[Women Presidents'
Educational Organization
- New York](#)

Debbie Hurst
President
[Women's Business Council
Southwest](#)

Carol Dougal
Co-President
[Women's Business
Development Center -
Chicago](#)

Susan Repka
Executive Director
[Women's Business
Enterprise Alliance](#)

Geri Swift
President
[Women's Business
Enterprise Council
PA-DE-sNJ](#)

Blanca Robinson
President
[Women's Business
Enterprise Council South](#)

Pamela Prince-Eason
President and CEO
[Women's Business
Enterprise National
Council](#)

Vacant
WBE
[Women's Forum Seat](#)

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
Sandra Eberhard
Executive Director

Women Presidents' Educational Organization-NY

www.wpeo.us
Marsha Firestone, Ph.D.
President and Founder

Leadership Council 2011

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.



Back Row, - Left to Right:
Diane McClelland (ASTRA), **Geri Swift** (WBEC-PA,DE,sNJ), **Susan Rittscher** (CWE), **Michelle Richards** (WBEC-GL), **Rea Waldon, Ph.D.** (ORVWBC), **Marsha Firestone, Ph.D.** (WPEO-NY), **Susan Repka** (WBEA), **Blanca Robinson** (WBEC-South), **Debbie Hurst** (WBCSouthwest), **Roz Lewis** (GWBC).

Front Row - Left to Right:
Carol Dougal (WBDC-Chicago), **Sandra Eberhard** (WPEO-DC), **Nancy Allen** (WBDC-Florida), **Pamela Williamson, Ph.D.** (WBEC-West)



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.



The Women’s Enterprise Leadership Forum

Tara Abraham, Chair
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
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Robart Transportation, Inc.

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WomanBusinessOwner.com

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SB Services, Inc.

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Arbill

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Sharon Evans
CFj Manufacturing

Lynne Marie Finn
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Peg Fitzpatrick
PMG Inc.

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BG/Strategic Solutions, LLC

Lynn Griffith
Welcome Florida, Inc.

Ellie Halter
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Mary Kay Hamm
DiBernardo Frederick Associates, Inc.

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LegalWATCH

Marlene Kelly
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Ella Koscik
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Joyce Landry
Landry & Kling, Inc.

Mercedes LaPorta
Mercedes Electric Supply, Inc.

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A2Q2 Corporation

Alison Macpherson
Bright Pharmaceutical Services, Inc.

Dawn Magnan
n8 Solutions

Olsa Martini
OLSA Resources, Inc

Terri McNally
Global Capital, Ltd.

Fran Mills
Cajun Treats/Bravo Collection

Nancy Murphy
J & J Exhibitor Service, Inc.

Sharon Olzerowicz
Matrix Information Consulting, Inc.

Pamela O’Rourke
ICON Information Consultants, LP

Janice Pellar
EMCO Technologies

Sue Pistone
Sue Pistone & Associates

Ranjini Poddar
Artech Information Systems LLC

Kanchana Raman
Avion Systems

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Andrea Shpall
Polk Majestic Travel Group

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Pinnacle Technical Resources, Inc.

Michele Vignes
Universal Personnel, LLC

Gail Warrior-Lawrence
The Warrior Group Inc.

Nancy Williams, Past Chair
ASAP Staffing LLC



2011 WBENC Staff

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Lynn Quinn
Chief Operating Officer

Cristy McCullough
Assistant VP, Marketing, Communications,
& Brand Management

Betty Cole
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Candace Waterman
Sr. Director, Compliance
& Alliance Relationships

Paige Adams
Director, Development & Corporate Relations

Valerie Bunns
Director, Finance & Operations

Jason Moore
IT Director

Aditi Dussault
Sr. Compliance Manager

Lakesha White
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Kim Jones
Manager, Corporate Membership Services

Susan Cates
Manager, Alliance Relationships

Alice Spears
Office Manager

Helen Avery
Executive Assistant to President & CEO

Samantha Xia
Accountant



Our sincere thanks to Chevron for their sponsorship of this annual report.

As an active corporate member and recipient of WBENC's "America's Top Corporations for Women's Business Enterprises" award, Chevron consistently demonstrates their commitment to creating productive and innovative partnerships with Women Business Enterprises. Chevron sponsors monthly educational encounters and the UCLA management development entrepreneurs program, aimed at building the capacity of women-owned businesses. WBENC recognizes their significant contribution to the growth of women-owned businesses and values their partnership in producing this report.





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