



Join Forces. Succeed Together.

June Board Book

**Board of Directors Meeting
Minneapolis Hilton
Minneapolis, Minnesota**

June 25, 2013

All materials for this and future Board meetings are available to all Board members at the private Board Intranet site <http://www.wbenc.org/auth/login.asp?id=253>

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**Women’s Business Enterprise National Council
Board of Directors Meeting
June 25, 2013—9:00 am-11:00 am
Minneapolis Hilton- Room: Duluth
1001 Marquette Avenue, Minneapolis, MN 55403**

****NOTE:** Breakfast will be available in the meeting room from 8:30 am – 9:00 am

AGENDA

9:00 AM	BOARD CHAIR’S REPORT	LAURA TAYLOR
	A. Welcome	
	B. Approval of Minutes from the March 13, 2013 meeting	
	C. Nominating Committee Report	DIANE PINKNEY
	D. Report of the Chair (March, 2013-June, 2013)	LAURA TAYLOR
9:20 AM	PRESIDENT’S REPORT	PAMELA PRINCE-EASON
9:35 AM	TREASURER-FINANCE COMMITTEE REPORT	KATHY HOMEYER
	A. 2013 Year to Date Financial Status	
	B. 2013 Outlook	
9:50 AM	LEADERSHIP COUNCIL	DEBBIE HURST
10:00AM	WOMEN’S LEADERSHIP FORUM	TARA ABRAHAM
10:10 AM	ROADMAP FOR GROWTH & SUSTAINABILITY UPDATE	THERESA HARRISON
	REVENUE GENERATION RFP UPDATE AND TEAM PROGRESS	
10:25 AM	U.S. SERVICES & PROGRAMS COMMITTEE UPDATE	RUBY MCCLEARY
10:35 AM	MARKETING COMMITTEE UPDATE	BEVERLY JENNINGS
10:40 AM	NCBF MEETING MANAGEMENT SUPPORT RFP	GUEST SPEAKER
11:00 AM	CLOSING - MEETING ADJOURNS	LAURA TAYLOR

OTHER MATERIALS:

All Board Materials can be found on the private Board Intranet site.

**Women's Business Enterprise National Council
Board of Directors Meeting
March 13, 2013—4:00 pm-6:00 pm
Baltimore Hilton- Room: Peale
401 West Pratt Street, Baltimore, Maryland 21201**

Meeting Roster			
1. Chair	Laura Taylor, Pitney Bowes	Present	
2. President	Pamela Prince-Eason, WBENC	Present	
3. Counsel	Jorge Romero, K&L Gates	Present	
Corporation	Corporate Members	Present / Absent	
4. Accenture	Al Williams	Present	
5. Alcatel-Lucent	Mark Artigues	Present	
6. Altria	Diane Pinkney	Present	
7. AT&T	Marianne Strobel	Present	
8. Avis Budget Group	Lynn Boccio	Present	
9. Bank of America	Barbara Kubicki-Hicks	Present	
10. BP America	Debra Jennings-Johnson	Present	
11. Chevron	Greg Tibbles	Absent	
12. Dell Inc	Kimberly Brown	Present	
13. Energy Future Holdings	Cheryl Stevens	Present	
14. Ernst & Young	Theresa Harrison	Present	
15. ExxonMobil Global Services	Linda Sexton	Present	
16. Ford Motor Company	Carla Preston	Present	
17. IBM	Michael Robinson	Present	
18. Johnson & Johnson	Beverly Jennings	Absent	
19. Johnson Controls	Shelly Brown	Absent	
20. JP Morgan Chase	VACANT		
21. KPMG	Barbara Carbone	Absent	
22. Macy's	Howard Thompson	Present	
23. Manpower	Nancy Creuziger	Present	
24. Marriott	VOTE PENDING	Present	
25. Microsoft	VACANT		
26. Motorola	Lisa Stenglein	Present	
27. Office Depot	Shari Francis	Absent	
28. PepsiCo	Larry Caldwell	Present	
29. Pfizer	Mike Hoffman	Present	
30. Procter & Gamble	Rick Hughes	Absent	
31. Raytheon	Benita Fortner	Present	
32. Shell	Debra Stewart	Present	
33. Robert Half & Co.	Kathleen Trimble	Absent	
34. The Coca Cola Co.	Eyvon Austin	Present	
35. The Home Depot	Nicole Peterson	Present	
36. Time Warner	Greta Davis	Present	
37. United Airlines	Ruby McCleary	Present	
38. UPS	Kathy Homeyer	Present	
39. Verizon	Donna Weaver-Erhardt	Absent	
40. W.W. Grainger	Nancy Conner	Absent	
41. Walmart	Patricia Snyder	Present	

Leadership Council Members		Present / Absent	
42.Center for Women and Enterprise	Susan Rittscher	Present	
43. GWBC	Roz Lewis	Present	
44. Ohio River Valley Women's	Rea Waldon	Present	
45. WBC- Florida	Nancy Allen	Present	
46. WBC Southwest	Debbie Hurst	Present	
47. WBDC Chicago	Carol Dougal	Present	
48. WBEC PA, DL, sNJ	Geri Swift	Absent	
49. WBEC- South	Blanca Robinson	Present	
50. WBEC West	Pam Williamson	Absent	
Forum Members			
51.A10 Clinical Solutions Inc	Leah Brown	Absent	
52.Accel, Inc	Tara Abraham	Present	
53.Arbill	Julie Copeland	Present	
54.Banneker Industries	Cheryl Snead	Present	
55. Corporate Fitness Works	Brenda Loube	Present	
56.CRC Group	Patricia Rodriguez Christian	Present	
57. Hired by Matrix	Sharon Olzerowicz	Present	
58.ICON	Pamela O'Rourke	Present	
59.OLSA Resources	Olsa Martini	Present	
60.Superior Staffing	Lynne Marie Finn	Present	
Expert Members			
61.Romneycom, L.L.C.	Lynthia Romney	Present	
62.Bristol Meyers Squibb	Farryn Melton	Absent	
63.Expert Seat 3	VACANT		
WBENC		Staff	
Director of Finance	Valerie Bunns	Present	
VP, Marketing	Pat Birmingham	Present	
Chief of Staff, Certification & Program Operations	Candace Waterman	Present	
Senior Director Development & Corporate Relations	Paige Adams-Dear	Present	
Project Manager	Helen Avery [minutes]	Present	
WBENC Consultant	Jean Poling [minutes]	Present	
Regional Partner Organization			
ASTRA-AWBA	Diane McClelland	Present	
WBEA- South	April Day	Present	
WBEC Great Lakes	Michelle Richards	Absent	
WPEO-DC	Sandra Eberhard	Present	
WPEO-NY	Marsha Firestone	Present	
Board of Director Guests & Representatives			
WBDC Chicago	Emilia DiMenco	Present	
K&L Gates	Catherine LaRose	Present	

CALL TO ORDER: Board Chair, Laura Taylor, called the meeting to order at 4:00 p.m.

BOARD CHAIR INTRODUCTION:

LAURA TAYLOR

Ms. Taylor:

- Opened the meeting: Welcomed all and opened floor for introductions.
- Summit and Salute Silent Auction: Advocated and encouraged participation.
- November 12, 2012 Board of Directors meeting minutes: Requested Approval:

Resolution: Carol Dougal moved and Kathy Homeyer seconded the motion to accept the minutes from the November 13, 2012 Board meeting. There were no oppositions; no further discussion.

NOMINATING COMMITTEE REPORT:

DIANE PINKNEY

Board Resignations:

- Corporate Resignation of Existing Board Seat:
 - Thasunda Brown Duckett, JP Morgan Chase, resigned as of February 27, 2013; her term ends 12/2014.
 - Replacement individual pending submission
- Corporate Nomination for Existing Board Seat:
 - Dominica Groom, Marriott, term ends 12/2014.
 - Bio included in Board Book
 - Approved by Nominating Committee and Extended Executive Committee

Resolution: Carol Dougal moved and Lynn Marie Finn seconded the motion to accept the nominee to fill the Marriott Board Seat. There were no oppositions; no further discussion.

BOARD CHAIR REPORT:

LAURA TAYLOR

Ms. Taylor reported on December, 2012 – February, 2013 involvement:

- Closure was reached on the year-end 2012 budget.
- Extensively engaged in Strategic Planning Core Team coordination, preparation and meetings regarding WBENC Roadmap for Growth and Sustainability
 - Oversaw timeline and key activities associated with Strategic Planning progress.
 - Led regular calls in January/February with Pam Eason, Susan Rittscher, Core Team and Team Leads to review progress, refine tactics and create strategic plan document.
 - Contributed to the preparation of the final deliverable materials for proposed strategic plan document for Board review.

- Conducted informative pre-review meetings (conference calls) with Board members to review Proposed Strategic Planning materials prior to Board Meeting providing all with the opportunity to ask questions/receive answers with regard to the materials.
- In preparation for the December 2013 expiration of the Board Chair term, Ms. Taylor discussed her desire to work on transition with those interested in the Board Chair role well in advance of year-end. (Early 2013 if possible.) Ms. Taylor solicited interest from the Board of anyone who may be interested in the Board Chair role. Additionally she shared previous discussions with both Board Vice Chairs. First Vice Chair, Benita Fortner has expressed interest in the Board Chair role and Second Vice Chair, Debra Jennings Johnson, has indicated she prefers to remain in the Second Vice Chair role responsible for scope as Executive Sponsor of the Ambassador Program and lead of the Recognition Strategic Plan team.

PRESIDENT’S REPORT:

PAMELA PRINCE-EASON

Ms. Prince-Eason reported on involvement since November, 2012 Board Meeting:

- Board Management and Strategic Focus:
 - Prepared agenda, board book and participated in creating Strategic Planning update materials for Committee updates and Board Meeting.
- Operational Excellence:
 - Led understanding process with leadership group to identify all aspects of National Conference and Business Fair (NCBF) event planning and execution. Significant support received from Denise Stovell (SMPR) to ensure budget tracking and supplier needs are in place to support RFP in market for event support beginning in mid-2013 to support 2014-2016 NCBF. Timeline for process created with RFI/RFP process being led and executed by Pat Birmingham, VP Marketing.
 - RFI Invitations Sent: 364
 - RFI Invitations Accepted: 48
 - Proposals Received: 31
 - RFP Invitations sent to final qualified suppliers: 11
 - RFP Due Date: April 12th, 2013, 5 PM EDT

Action Item: Seeking volunteers to participate on a review committee to listen to presentation and conduct assessment to identify finalists for work.

- Supported the finalization and release of Financial Resources Funding Model RFP to WBE and Corporate Member’s meeting qualifications.
- Provided oversight and decision making to substantial work to improve and/or make more efficient processes:
 1. Financial forecasting
 2. Matchmaker at Nov Board Meeting and planned for Summit and Salute: The November program provided a positive experience for its many participants. Susan Cates and Lynn Scott dedicated themselves to both the Nov and S&S events to ensure a successful execution and a positive experience for all participants.

3. Silent Auction: reinforced Laura's message to participate.

- **WBENC Events and Awards:**
 - WBENC supported our alliance with WIPP by hosting an Inaugural Reception at the WBENC DC office. Attendance was over 350 people in our renovated national office. Extremely positive feedback from all and additional exposure to WBENC was achieved. Special thanks to the many members who supported the success of this event. Special recognition and thanks to Kathy Homeyer, UPS, AT&T, Home Depot, Laura Taylor, Pitney Bowes, Verizon and Susan Rittscher and CWE. Lynn Marie Finn, WBENC and WIPP Board member expressed feedback from WIPP sharing their appreciation for the joint event sponsorship.
 - Significant planning and action executed well in advance of previously utilized timelines through improved coordination between WBENC staff, committees, host councils, sponsors and consultants supporting 2013 Summit & Salute and 2013 National Conference & Business Fair (NCBF). A tremendous thank you expressed to Accenture and Ernst & Young, presenting sponsors for Summit & Salute. 2013 will be the most robust programming and highest attendance to date. Overall progress underway with active sponsors for the NCBF, who include Artech, Kelly Mitchell, Target and The Coca-Cola Company. Site readiness planned to take place in Minneapolis in April.
 - Collaboration of Pam Eason, Pat Birmingham and Nancy Allen with executive team of Go for the Greens non-profit organization are resulting in WBENC's newest event that will reinforce business growth, promote understanding of sustainability and provide unique matchmaking opportunities.
 - WBENC co-sponsoring "Go for the Greens", a business development conference for women entrepreneurs focused on business growth and sustainability with an additional segment that supports Rally for the Cure (Breast Cancer.)
 - Dates: September 19 – 21, 2013
 - Location: Orlando, Disney Boardwalk Hotel and Convention Center
 - RPO Leaders, Board Members and Forum Leadership members are invited to participate. Send completed forms with interest to Pamela Prince-Eason or Pat Birmingham to ensure inclusion in the WBENC track.
- **Public Representation of WBENC:**
 - Meetings and Events:
 1. Worked collaboratively with Susan Bari to advance the content of the 3rd version of the book "Breaking Through."
 1. Dell is the corporate sponsor of the book

2. Will be released at this year's National Conference and Business Fair
3. Includes WBE case studies and Board member contributions

4. Meetings & Events with WBENC Members:

- Dell – Candace Waterman and Ms. Prince-Eason visited Howard University College of Business with Kim Brown and Cyndi Hopkins to provide feedback to project teams presenting final team projects. Excellent mentorship provided by Dell to teams in the program.
- Target – Candace Waterman, Pat Birmingham and Ms. Prince-Eason met with Luke Witt regarding important panel planning for 2013 NCBF, as well as, alignment work session to achieve goals through engagement with WBENC.
- Walmart - As part of the Women's 360 Initiative – Ms. Prince-Eason participated in several meetings with Walmart staff and other members of the Women's Business Community to provide input and insights to Walmart team members planning and implementing important work to utilize additional WBEs certified by WBENC in the overall supply chain.

TREASURER-FINANCE COMMITTEE REPORT:

KATHY HOMEYER

Kathy Homeyer reported on the 2012 unaudited and 2013 YTD financials:

- Based on the 2012 unaudited financials with a net income of \$82,000, it is anticipated that WBENC will have restored the unrestricted net-asset (reserves) position to a balance of about \$1,811,000 on December 31, 2012, which represents 21.6% of expenses.
 - Maintained a healthy unrestricted net assets of \$1.8 million
 - Unrestricted net asset position represented 21.6% of 2012 expenses; goal is 33.33% of expenses
 - In 2012 began investments: IT Infrastructure Upgrade & Office Expansion
 - Hardware, Software, Consulting Fees, and Training
- Balance Sheet as of January 31st:
 - Cash: \$2.8M
 - Net Liquid Current Assets: \$4.7M (Cash + Accounts Receivable/Accounts Payable/Accrued Expenses)
 - Net Working Capital: \$4.8 M (Current Assets – Current Liabilities)
 - \$1.4M improvement over 1/31/12
 - Accounts Receivable: \$2.5 M
 - \$1.7M higher than 1/31/12
 - Due to early commitments and timely billing

EVENT UPDATE:

TERESA HARRISON

Theresa Harrison reported on the status of the events:

- 2013 SUMMIT AND SALUTE AS OF JANUARY 31, 2013:
 - 1250 People Registered
 - Income: Actual: \$756,000 / Budget: \$930,000 / 2012 Actual: \$981,000
 - Expenses: Actual: \$65,000 / Budget: \$519,000 / 2012 Actual: \$538,000
 - Net Income: Actual: \$691,000 / Budget: \$411,000 / 2012 Actual: \$443,000
- 2013 NATIONAL CONFERENCE & BUSINESS FAIR PROJECTION:
 - Presently at 89% of goal
 - Income: Actual: \$1,114M / Budget: \$3,373M / 2012 Actual: 3,248M
 - Expenses: Actual: \$265,000 / Budget: \$2,255M / 2012 Actual: \$2,305M
 - Net Income: Actual: \$849,000 / Budget: \$1,118M / 2012 Actual: \$943,000
- To date, sponsorship goal for Summit & Salute/NCBF is exceeded by \$11,000.

WBENC'S ROADMAP FOR GROWTH AND SUSTAINABILITY LAURA TAYLOR

Ms. Taylor reported on the activities and progress of this initiative:

- Timeline since November, 2012:
 - Reviewed Process: Established tactics for launch and implementation plans
 - Action: Core Teams and Steering Committee identified launch tactics
 - Result: Board endorsed Strategic Plan
- CORE Plan Board review conducted 3/5 – 3/6:
 - Preamble and framework worked well and was easy to understand
 - Strong support for growth and sustainability focus
 - Questions about certification
 - Support for diversification of funding streams
 - Questions about prioritization, resources, and coordination
 - Confirmation of the significance of a financial plan
 - Clarification that implementation is imbedded in the tactics
 - Confirmation that we need measurements
- Infrastructure of the Operating Model discussed:
 - **Goal:** To build a dynamic infrastructure to support the mission, streamline delivery, strengthen our technological capabilities, promote growth and sustainability and measure our effectiveness.
 - **Strategies:**
 - Execute an operating model that will deliver operational excellence and a high level of customer service while meeting the plan objectives identified herein.

- Create a technology roadmap that will allow WBENC to continue to advance the organization.
 - Execute a comprehensive communications program to promote and increase the visibility of WBENC.
 - Create a comprehensive financial plan that supports the strategic plan elements.
 - Identify key measurement and metrics to guide the overall effectiveness.
- **2013 – 2015: Plan Summary and Expected End Results:** Need to reinforce strategies and end results to Drive Growth, Improvement in Process and Capabilities, Accountability and Sustainability.
 - **CERTIFICATION:**
 1. Position for saleable growth – Growth
 2. Deliver standards and tools - Process Optimization
 3. Refine standards and processes – Process Optimization
 - **OPPORTUNITIES:**
 1. Align program strategy to CORE – Growth
 2. Develop operating guidelines - Capability
 3. Leverage available tools – Capability
 4. Measure effectiveness - Accountability
 - **RESOURCES**
 1. Grow existing revenue streams – Sustainability
 2. Develop alternate revenue - Growth
 3. Identify potential partnerships – Capability
 - **ENGAGEMENT AND RECOGNITION**
 1. Promote WBENC brand – Process Optimization
 2. Promote success of constituents - Growth
 3. Implement Engagement Plan – Sustainability
 - **INFRASTRUCTURE**
 1. Execute an operational model - Capability
 2. Create technology roadmap - Process Optimization
 3. Execute communications plan – Growth
 4. Create financial plan - Sustainability
 5. Identify key measurements – Accountability
- **NEXT STEPS:**
 - Board endorsement of the plan
 - Execution of tactics in the 2013 operating plan
 - Quarterly reviews
 - Oversight by core steering group
 - Alignment with resources and financial plan
 - Marketing and communications
 - Development of appropriate metrics and dashboard

- **CERTIFICATION STRATEGIC PLANNING TEAM
RECERTIFICATION PILOT PROJECT**

CANDACE WATERMAN

- Purpose: The purpose of the Recertification Pilot Program is to streamline the process whereby the RPO Certification Staff reviews the files and the Certification Committee conducts a block vote.
- Statistics relative to Certified WBEs:
 - WBE Certified Firms: 11,413
 - WOSB Certified Firms: 923
- Plan: in order to increase the capacity, the pilot provides a vehicle to explore the process with objectives to:
 - Utilize resources appropriately
 - Define the optimal methods to relieve bottlenecks
- Pilot Program:
 - Seven RPOs are designated to participate
 - Scheduled beta and implementation plans include a 6 month roll out:
 1. Pilot to begin April 1, 2013
 2. Update will be provided at June Board Meeting
 3. October, 2013 Final Assessment
 4. Plan to implement if pilot is successful: January, 2014
 - RPO Certification Staff received training March 13, 2013
 - Review of recertification files is underway which includes only WBEs with no changes:
 1. If changes exist, certification assessment is subject to review based on current review process
- Charter document provided for Board review:
 - Process Impacted
 - Pilot Timing
 - Standards/Bylaw Impact
 - Technology Implications
 - Roles and Responsibilities
 - Pilot Criteria and Measures

- **RESOURCES: FUNDING MODEL RFP**

BARBARA KUBICKI-HICKS

- **SCOPE OF WORK: TWO IMPORTANT EVALUATIONS INCLUDED:**
 1. Grow and strengthen existing revenue streams
 2. Identify alternative revenue streams for consideration
- **RFP RESPONSES** included requirements:
 - Support Revenue Generating Sub-Committee for Strategic Plan
 - Cost to value
 - Reputation and Experience
 - Service Organization
 - Quality Assurance
 - Non-Profit Expertise

- Ability to develop a diversified funding structure
 - Ability to build a dynamic infrastructure within WBENC
 - **INCLUSION OF WBE CERTIFIED SUPPLIERS IN RFI/RFP PROCESS:**
 - Every effort is made to extend opportunities to WBE Certified suppliers
 - Sub-contractor identification is requested as part of the proposal assessment process. Second Tier WBE suppliers are recognized as part of that process.
 - **ASSESSMENT:**
 - Presented to WBE and Corporate Members
 - No question received as of deadline
 - Accenture sole bidder
 - Bidder met with Resourcing Team: Bid Awarded to Accenture
- **NCBF EVENT PLANNING RFP/SUPPLIER** **PAMELA PRINCE-EASON**
 - **SCOPE OF SERVICES** included for planning and execution of the WBENC National Conference and Business Fair:
 - Strategic Event Planning Process
 - Financial and Contract Management
 - Facilities and Services
 - Logistics
 - Programming Responsibility
 - Communication and Printed Materials
 - Performance Evaluation
 - **STATISTICS AND SUMMARIES PROVIDED IN PRESIDENT’S REPORT (ABOVE)**
 - **INCLUSION OF WBE CERTIFIED SUPPLIERS IN RFI/RFP PROCESS:**
 - Every effort is made to extend opportunities to WBE Certified suppliers
 - Sub-contractor identification is requested as part of the proposal assessment process. Second Tier WBE suppliers are recognized as part of that process.

Resolution: Theresa Harrison moved and Carol Dougal seconded the motion to approve the endorsement of the Strategic Plan. There were no oppositions; no further discussion.

LEADERSHIP COUNCIL REPORT:

DEBBIE HURST

Debbie Hurst, Chair of the Leadership Council, reported on the success of the annual 4 day Leadership Council retreat during which abundant coordination, collaboration and information was exchanged with The Forum. The Leadership Council continues to identify ways to maximize engagement with the Strategic Plan. Ideas focused on sustainability and successions planning which contributes to the overall health of the organization were expanded upon during Summit and Salute.

WOMEN'S LEADERSHIP FORUM REPORT:**TARA ABRAHAM**

Tara Abraham, Chair of the Women's Leadership Forum, reported on the progress of the Forum. The Forum Leadership Team (FLT) worked with the Leadership Council during Summit & Salute to ensure alignment and collaboration with RPOs to grow businesses.

- Summit and Salute Forum participation, productivity, meetings and presentations exceeded expectations all of which were received with great enthusiasm: 100+ participants; WBE Done Deals Recognition: Cathi Coan and Sandra James; Presentation: How to Maximize Participation in Events, facilitated by Lynne Marie Finn; and opportunities to unite with all level of constituency.

Accomplishment Summary - Q1:

- Included WBEs in the Forum hosted Summit and Salute programming.
- RPO Forum Appointee policy has been finalized and resulted in the addition of 26 new members in 2013.
- Corporate Procurement Panel featuring DuPont, Comcast and Bristol Myers Squibb presented at 2013 Summit and Salute.
- Created a Forum Roster for dissemination to all current and new Forum members. The binders and printing were sourced using Forum WBEs, Hallie Satz, HighRoad Press and Julie Levi, Progressive Promotions.
- Attended Parade of Stars in Texas; participated in Buddy Mentoring Program.

OTHER BUSINESS:

Ms. Prince-Eason provided all board members with the new WBENC Brochure title "Join Forces. Succeed Together". She encouraged the directors to carry the brochure to involve more WBEs and potential Corporate Members.

ADJOURNMENT:

There being no further business, Ms. Taylor adjourned the meeting at 5:52 p.m..

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton**

**Combined Report of the WBENC Board Chair and President to the
WBENC Board of Directors**

Activities since March 13, 2013: *Additional information can be found in Individual Committee reports.*

Board Management and Strategic Focus:

Following March 13, 2013 acceptance of the Strategic Plan, Board Chair and President have worked closely to ensure the transition of the strategic team work to WBENC's on-going operating committees. Additionally, preparation for successful 2013 year-end transition of Laura Taylor to a new Board Chair candidate has required close collaboration and planning.

- Prepared agenda, board book and participated in creating update materials for upcoming June Committee meetings and Board Meeting.
- Laura led and Pam participated in all Executive Committee & Extended Executive Committee Meetings during March, May & June, 2013.
- Laura and Pam participated in Finance Committee Meetings with significant concentration on review of 1Q & YTD progress.
- Laura and Pam participated in Ambassador Meetings.
- Laura and Pam finalized 2013 goals and 2012 performance review.
- New INSIGHTS capability progressed substantially. New colleague Vaughn Farris has spent substantial time and effort advancing the concept with support of WBENC leaders, Debra Quade (Kellogg), Debra Stewart (Shell) and Marianne Strobel (AT&T.) Additional information regarding capability to be shared during the June Board Meeting.
- Quarterly "check-in sessions" with Diane Tomb, the President of NAWBO and Nell Merlino of Count Me In. New conversations began with Kansas City Central Exchange. All organizations are interested in stronger collaboration with WBENC. Conversation will continue to determine formal commitments which will be documented and discussed with the EEC and then Board before finalization.
- Continued participation at the request of The White House personnel office in discussions supporting the appointment of Women to the open administration positions.

Operational Excellence:

- 2013 Summit & Salute debrief by staff and with APlus. Collaboration with WBEC South regarding WBEs to support 2014 Summit & Salute to be held in New Orleans in March 2014. RFI and 3 finalist interviews conducted. Decision in progress.
- Recommended candidate identified as 2014-2016 National Conference & Business Fair Meeting Management partner resulting from an extensive procurement process

executed by Pat Birmingham, VP Marketing. Strong support provided to ensure complete requirements were defined by Denise Stovell. Presentation by lead candidate scheduled for June Board Meeting. Detailed analysis of process and budget underway with contracting anticipated in July 2013 to support need for August 2013 budget and start of work. Special thanks to Theresa Harrison, Kathy Homeyer, Kevin Chase of Pitney Bowes and Geri Swift for in person support of review of final 3 candidates.

- In-depth staff review of 2012 America's Top Corporation process was conducted identifying improvements to the application process, understanding of scoring process and identification of the need to improve Balanced Scorecard measurement tool.
- Advanced and supported the targeted scoping of the Financial Resources Funding Model RFP to Bower Consulting and Accenture. Special thanks to Barbara Kubicki and her team for creating the RFP and to Theresa Harrison, Barbara Kubicki and the Revenue Generation team for the monthly meetings that are advancing this work and allowing for quick hits that can immediately strengthen the WBENC organization.
- Pam, Val Bunns and Lauren Bauchat provided substantial support to the 2012 WBENC audit which was conducted in April, May and June 2013.
- Provided oversight and decision making to improve and/or ensure more efficient processes around:
 - Financial forecasting
 - Matchmaking for NCBF
 - IT infrastructure and resource requirements *

*Update regarding IT resourcing will be provided during the June Board meeting.

WBENC Events and Awards:

- WBENC became active in supporting WOSB training through our relationships with the SBA and WIPP that have begun the ChallengeHer Program. Judy Bradt is working with Lakesha White and Candace Waterman to enhance our presence around WOSB certification services.
- Significant planning and action executed well in advance of previously utilized timelines through improved coordination between WBENC staff, committees, host councils, sponsors and consultants supporting the 2013 National Conference & Business Fair (NCBF). Registration system problems hindered efficiency but additional support put backup plans in place to support anticipated potential issues. Site visit conducted in collaboration with event co-chairs and key WBENC staff, Stovell and subcontractors. Tremendous sponsorship support for the NCBF has been received from event co-chairs Artech, Kelly Mitchell, Target and The Coca-Cola Company, as well as, our strong base of Corporate Membership, WBEs and MOU Partners.
- Collaboration of Pam Eason, Pat Birmingham and Nancy Allen with executive team of Go for the Greens non-profit organization are resulting in WBENC's newest event that will reinforce business growth, promote understanding of sustainability and provide unique matchmaking opportunities. More to be provided during the meeting on the Go for the Greens 2013 opportunities.

Public Representation of WBENC:

- Media interviews :
 - Great support by Pat Birmingham and Lynthia Romney supporting Pam and Laura in message preparation and delivery to our media partners (MBE Connect, DiverstiyBusiness.com, WE USA, and Women’s Radio). Substantial partner coverage of upcoming NCBF.
 - TV airing of WBENC/Pam Eason interview by Al Limaye during May 2013 and taping of WBENC/Pam Eason/WBEs by “To the Contrary with Bonnie Erbe” for PBS conducted May 2013.
 - Pam interviewed regarding opinion of Shell’s Cross Diversity Partner Advisory Council responsible for identifying opportunity across diverse non-profit organizations.
- Meetings and Events:
 - Pam and Laura supported the finalization of the 3rd version of the book “Breaking Through,” authored by Susan Bari for WBENC. A special thank you to Visionista for the contribution of the beautiful book cover and for the additional formatting services provided to make the book a success. Please enjoy your copy of this book distributed during the June Board meeting provided by our sponsor Dell. Congratulations to Susan Bari on another great publication.
 - Attended Partner events:
 1. Attended Enterprising Women’s Annual Board Meeting & Conference, presenting awards to several of our WBENC certified WBEs.
 2. Attended Institute of Supply Management (ISM) Annual Conference. Further collaboration expected between ISM and WBENC to leverage educational resources useful to our WBE constituents.
 3. Attended Women Presidents Organization (WPO) Annual Conference. Additional planning meetings were conducted with Debbie Hurst and Cheryl Stevens while in Dallas.
 4. Planned support of WBC Southwest during their September “Harvesting Partners” event.
 5. Candace Waterman represented WBENC as a session presenter at The Conference Board’s Inaugural Supplier Diversity Summit.

Meetings & Events with WBENC Members:

- Shell – Paige Adams and I attended the first meeting of the Shell Diversity Advisory Council. Strong model of collaboration between non-profit organizations in progress.
- Dell – Candace Waterman attended Dell’s Women’s Conference presenting jointly with WeConnect regarding Dell’s entrepreneurial support and role in

advancing women around the World. Special thanks to Kim Brown and Cyndi Hopkins for including WBENC in Dells meaningful women's initiatives.

- Target, Coca-Cola, General Mills, Cargill, Artech and Kelly Mitchell – Ongoing planning underway with all to plan and conduct successful Female Executive Leadership Panel at 2013 NCBF Kick-off Session.
- Walmart - Continued support provided by Pam Eason and Paige Adams via Women-owned Business Advisory Council. Paige Adams attended the June WOBAC meeting and Walmart Shareholders meeting on my behalf.
- Nielsen – Pat Birmingham and I met with Nielsen regarding collaborative research and reporting model. Awaiting next steps from Nielsen.
- E&Y – Ongoing social media support for Winning Women Program. Deadline for applications is June 30, 2013.
- MLB – Paige Adams and I supported MLBs planning of their Annual Diversity outreach scheduled this year in June in Houston, TX.
- Current Q3-2013 member visits planned to The Coca-Cola Company, MGM (for International Diversity Advisory Group) and Lockheed Martin.

Committee Reports

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Treasurer's/Finance Committee
Second Quarter Goals and Accomplishments**

Goal: Define target level of net assets.

Accomplishments:

[Note these results are repeated from the report on the first quarter goals and accomplishments since the 2012 draft audit report was not yet issued at the time of the writing of this report.]

- Based on the 2012 unaudited financials with a net income of \$82,000, it is anticipated that WBENC will have restored the unrestricted net-asset (reserves) position to a balance of about \$1,811,000 on December 31, 2012, which represents 21.6% of expenses.
 - In June 2010, the Finance Committee developed and adopted a plan to replenish the unrestricted net asset balance to 33.33% of expenses by the end of 2015. This exceeds the original December 31, 2012 plan target of \$1,413,000, or 17.14% of expenses, by \$398,000.

Goal: Provide meaningful financial reports to the board of directors; increase the board's literacy with regard to WBENC financial statements and performance.

Accomplishments:

- During the March Board of Directors' meeting, Ms. Homeyer reported on December 31, 2012 unaudited financial results: 2012 net income exceeded the 2012 budget by \$82,000. In addition, January 31, 2013 financial results were reported and a progress on year-to-date February 28, 2013 financial results for 2013 Summit & Salute and National Conference & Business Fair. Highlights:
 - January 31, 2013 unrestricted net income was higher than January 31, 2013 budget by \$219,000 and \$1,655,000 higher than a year earlier. The larger variance between the years was due to a time difference in billing.
 - Early indicators for 2013 Summit & Salute showed that we were to exceed the revenue budget. January 31, 2013 revenue was \$756,000 compared to 2013 Summit & Salute budget of \$930,000. As reported at the Board of Directors meeting, we have received \$782,000 in sponsorship commitment.
 - Interest in 2013 National Conference & Business Fair continued to develop and commitments continued to gain momentum. January 31, 2013 revenue was reported at \$1,114,000 compared to 2013 National Conference & Business Fair budget of \$3,373,000. As reported at the Board of Directors meeting, we have received \$1,857,000 in sponsorship commitment or approximately 99% of the \$1,875,000 sponsorship budget.

- The Finance Committee reviewed the year-to-date February 28, 2013 actual results compared to the year-to-date February 28, 2013 budget and year-to-date February 29, 2012 actual results during its April 22, 2013 conference call. Highlights:
 - Unrestricted net income (Change in net assets) surpassed the February 28, 2013 budget by \$1,700 and year-to-date February 29, 2012 actual by \$719,000. This positive variance between the years was due to timely billing.
 - Year-to-date February 28, 2013 Summit & Salute revenue was \$52,000 higher than February 28, 2013 budget and \$20,000 lower than February 29, 2012 actual results.
 - Year-to-date February 28, 2013 Membership revenue was \$102,000 lower than February 28, 2013 budget and \$953,000 higher than February 29, 2012. This large variance from 2012 was due to timing difference in billing.
 - Year-to-date February 28, 2013 National Conference & Business Fair revenue was \$102,000 lower than February 28, 2013 budget and \$204,000 lower than February 29, 2012. The negative variance was due to 2013 registration opening later.
- The Finance Committee reviewed the year-to-date March 31, 2013 actual results compared to the year-to-date March 31, 2013 budget and year-to-date March 31, 2012 actual results during its May 20, 2013 conference call. Highlights:
 - Unrestricted net income (Change in net assets) was lower than the March 31, 2013 budget by \$178,000 and higher than year-to-date March 31, 2012 actual by \$148,000.
 - 2013 Summit & Salute concluded with March 31, 2013 revenue exceeded the budget by \$60,000 and outpaced a year earlier by \$8,000. Expenses were projected to be slightly higher than the budget by \$18,000. We expect to exceed the budget.
 - Year-to-date March 31, 2013 Membership revenue was slightly lower than year-to-day budget by \$149,000. As of this report, we have made up this variance and are on track to meet the membership budget.
 - Interest in 2013 National Conference & Business Fair continued to develop. Year-to-date March 31, 2013 sponsorship revenue was slightly lower than budget by \$323,000. As of this report, we expect to exceed the sponsorship revenue budget and have commitments of approximately \$2,000,000.
- Statement of Position (Balance Sheet) as of March 31, 2013 continues to remain strong. Slightly higher than year-earlier cash balance at the end of March is the result of normal activity during the first half of the year. Our cash level peaks as a result of our two signature events in March and June. Subsequent to the events, cash flow out exceeds cash flow in. Accounts receivable as of March 31, 2013 were \$635,000 lower than the year-earlier balance and represents timely billing/collection for 2013 revenue. As of the Finance Committee conference call on May 20, \$842,000 has been received.
- Ms. Homeyer will give a preliminary report on the year-to-date May 31, 2013 results at the June 25 board meeting.

Goal: Continue programs and services reviews. Ensure that all programs, initiatives, policies and processes are evaluated based on sound, fact-based business plans and *return on investment* for all constituencies; programs, initiatives, and policies and processes should be able to demonstrate financial viability: margin, cost/benefit as deemed appropriate for the program, initiative, policy or process under review.

Accomplishments:

- A staff program review of the Top Corp application process
- A full financial review of the Summit & Salute budget to actuals, and
- As part of the RFP of the National Conference & Business Fair meeting support, we identified the baseline information for future program reviews.

Goal: Review and recommend 2014 budget to the board of directors.

Accomplishments:

- This will occur during the fourth quarter (approval by the board at the November 2013 meeting.)

Goal: Ensure compliance with new Form 990 requirements.

Accomplishments:

- Nothing to report this period.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Audit Committee
Second Quarter Goals and Accomplishments**

Goal: Oversee completion of the 2012 audit.

Accomplishments:

- The Audit Committee met with the auditor partner, Holly Caporale, on March 13, 2013. Topics of discussion included
 - Review of the December 31, 2012 preliminary, unaudited financial statements, 2012 audit plan and risk assessment, and update on staffing and internal controls.
 - Discussions covered internal controls surrounding payroll, the reconciliation of revenues for events, accounts receivable, in-kind legal services, and RPOs service agreements.
 - WBENC staff discussed changes that have occurred or are planned in processes or policies, personnel or IT systems that impact financial reporting.
 - A Senior Accountant was hired.
 - To be in software compliance, Microsoft Dynamics Great Plains accounting software will be upgraded from version GP10 to version GP2010 in 2013.
 - The committee identified that a layer of oversight has been removed with the resignation of the Chief Operating Officer. The committee discussed what that meant and recommendations to adapt.
 - The Audit Committee, without WBENC Staff, met in Executive Session with the audit partner.
- As of this writing, the 2012 draft Audited Financial Statement and the auditors' Management Comment Letter are expected be completed and ready for review by the Audit Committee the week of June 17.

Goal: Ensure WBENC has the appropriate level of internal controls.

Accomplishments:

- The Audit Committee will review the 2012 auditors' draft of the Management Comment Letter the week of June 17.
- WBENC's management will also provide a response to the auditors' comments.

Goal: Completion of 2012 IRS Form 990.

Accomplishments:

- Nothing to report this period.

Goal: Oversee implementation and execution of the WBENC Whistleblower Policy.

Accomplishments:

- Nothing to report this period.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Corporate Membership & Revenue Generation Committee
Second Quarter Goals and Accomplishments**

Goal Category: Membership Growth and Retention

Objectives:

- 1) Review and revise Ambassadors program to align with strategic member recruitment and retention goals.

Ambassadors Program Update

- In the 2nd quarter, the Ambassadors will have met three times prior to the conference. In addition to being encouraged to raise awareness of the conference, they always have the task of referring prospective corporate members. As a group, the Ambassadors have referred more than 60 prospects since the inception of the program. Ambassador efforts have opened doors to a number of companies that have now moved from prospect to existing member.
- Debra Jennings-Johnson who succeeded Laura Taylor as the corporate leader of the group, worked with staff to add a best practices element to the monthly Ambassadors meeting. During the meeting, a subject matter expert will discuss a relevant business topic. In 2nd quarter meetings, the staff debriefed the Ambassadors on the Salute and requested feedback which was incorporated into the overall summary of survey results compiled by the marketing team. In addition, LaSonya Berry of McPherson Berry walked the group through the details of the Student Entrepreneur Program and solicited input on enhancements for the initiative as well as support of the Program. In June, we will feature a corporate subject matter expert as well as an in-depth report on the national conference, and a discussion on the prospect pipeline.
- Ambassadors act as Partners to engage our less active members and serve as a resource to new members who are motivated to fully leverage their WBENC membership. These Partners are an integral tool in implementing the Engagement element of our CORE (Certification, Opportunities, Recognition, Engagement) identity. By engaging these groups, Ambassador Partners serve as conduits to strengthening the WBENC network and creating opportunities for both WBEs and Corporate Members.

- 2) Ensure numerical and revenues goals for membership are achieved

2013 New Member Goal:	32
Actual	16
Achieved:	50%

New Member Revenue Goal – \$325,000

Current:	\$157,750
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% of Revenue Goal Achieved: 49%

Overall Membership Revenue Goal (includes new member revenue): \$3,350,000
Membership Revenue Invoiced: \$3,383,250
% of Revenue Goal Achieved: 101%
Membership Paid: \$2,704,500

Note: As of 5/17/2013, \$678,750 remains unpaid, however, \$327,750 was invoiced in March and April of this year.

2013 New & Re-Joined Members	2013 New & Re-Joined Members Cont.
AbbVie Inc.	Ryder Systems
Aon Corporation	Sage
Board of Governors of the Federal Reserve System	T-Mobile US Inc.
CCL Industries Corporation	Xerox Corporation
Consumer Financial Protection Bureau	
CVM Solutions	
DuPont	
Fiserv	
Lenovo Inc. USA	
Randstad USA	
Ross Dress For Less	

*Rejoined members are corporations whose membership had lapsed for two or more years. Now, due to improved budgets or new leadership, they have re-established their WBENC corporate membership.

Renewal efforts for 2013 began in August of 2012. At this point, the following 12 members have declined to renew. These include: Avaya, Blue Cross Blue Shield of Massachusetts, Chubb & Sons, Cox Enterprises, Kohl's Department Stores, Lend Lease Americas, Inc., NCIMED, Newell Rubbermaid, Purcell Systems, Inc., RBS Citizens, SciQuest, and the Peabody Orlando. The primary reason given is budget constraints.

3) Develop strategic recruitment outreach

In 2013, recruitment is focused on major industry areas including: Food & Beverage, Telecom, Energy, Financial Services, Utilities, Pharmaceutical. Using these industries as well as leveraging our presence in Minnesota due to the national conference, we have identified a Top 25 list that we're pursuing. From the list, Ryder Systems has joined.

- Given the West Coast location of our new Business Development Director and background with U.S. Bank, her efforts have been focused heavily on the technology, financial services, and utility sectors.

- She is working closely with Astra and WBEC-West, attending relevant industry events, and has initiated a campaign of outreach to all existing corporate members in the West Coast area.
- Through her outreach, conference participation in this area has grown.
- It is of note that many prospects do not necessarily have money in their budget for joining in 2013; however, we are having good results in lining up new members for 2014.

Goal: Development Sustainability

Objectives:

- 1) Event fundraising goals

Summit & Salute 2013 Numerical Goals:

Total Sponsorship Goal:	\$750,000
Actual as of 5/21/2013:	\$757,500
Percentage Achieved:	100%

Accenture LLP and Ernst & Young LLP are the Presenting Sponsors at the 2013 Summit & Salute. We are very pleased with the sponsorship results. Last year was our 15th Anniversary, and many people upgraded their normal giving level or gave for the first time. For 2013 where no “special” occasion is taking place, we exceeded our goal of \$750,000. This is a very positive sign for future growth at Summit & Salute in terms of expanding the sponsor base. In addition, registration numbers exceeded 1,200 which is one of the largest audiences that the Summit & Salute has ever engaged. The challenge in 2014 when the Summit & Salute moves to New Orleans will ensure the region is well aware of the event in advance as we will certainly lose some of the East Coast base.

National Conference & Business Fair 2013 Numerical Goals*:

Conference Sponsorship Goal:	\$1,990,000
Actual as of 5/21/2013:	\$2,010,500
Percentage achieved:	100%

*Includes sponsorships related to the Auction and the Student Entrepreneur Program.

For 2013, our co-chairs include: Artech Information Systems, KellyMitchell Group, Target, and The Coca-Cola Company. The 2013 location, Minneapolis, is an exciting change from the event’s traditional residence on either the East or West Coast. Minnesota is within the 9-state region administered by WBDC-Chicago. Between this RPO and WBEC-Great Lakes, the region is rich with certified WBEs. The two organizations have the skills and resources to engage all of their constituents. Of our existing corporate sponsors, we already have four who have not sponsored the conference in the past who are from Minneapolis. Like Baltimore, Minneapolis is easily accessible by plane and by car.

WBENC has met with a number of corporate entities in the area. Through a reception held in November 2012, local corporations and key WBEs were brought together to mingle and share in the powerful vision for the conference. A similar reception featuring members of

the Host Committee and local corporations was held in April during the site visit. The goal was once again to generate synergy and enthusiasm around the conference.

As the current sponsorship numbers demonstrate, we have an exceedingly high sponsor participation rate for this conference.

National Conference & Business Fair Actions:

- a) The Host Committee and Host Council are actively promoting the conference through regional functions. Enterforce, led by CEO Marie O'Brien, is co-hosting a breakfast with Harley-Davidson in Milwaukee on May 30 to specifically target corporations and WBEs in Wisconsin. Linda Denny, President Emeritus, will represent WBENC.
- b) As part of the overall outreach effort, WBENC exhibited at the 2013 ISM conference, the Women Presidents' Organization conference and the May OSDBU conference. Each event put team members in touch with corporate, WBE or government entities who would benefit from attending or exhibiting at the conference.
- c) An ongoing social media effort has been in place since March involving scheduled messaging on both Twitter and Facebook.
- d) Ads have run in select industry publications.
- e) Our MOUs and RPOs have sent out conference information to their constituencies.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Leadership Council
Second Quarter Goals and Accomplishments**

By-Law Excerpt:
Leadership Council

RESOLVED, that a WBENC Leadership Council ("the Council") is constituted. The membership of the Council shall consist of top executives from WBENC's women's business organization partners, or RPO. Each RPO shall designate one person to serve as its representative on the Council, provided that said representative shall be its chief executive officer, its chief operating officer or, subject to the Executive Committee's approval another officer or board member. FURTHER RESOLVED, the Council shall, in consultation with the Certification Committee, provide recommendations and advice to the Board on the effective implementation of WBENC's WBE certification standards and procedures nationally, and serve as a conduit for identifying and disseminating best practices in business development and procurement for women-owned business.

WBENC Strategic Plan – Goal 1: WBENC will provide a universally accepted Certification for Women's Business Enterprises (WBEs).

Leadership Council Goal 1: to further the business case for WBE Supplier Diversity

- Objective: To increase number of Certified WBEs by at least 12% (stretch goal 15%).
 - ***Accomplishment:*** As of 5-20-2013, increased the number of certified WBEs by 6%.
- Objective: To work with the WOSB Task Force and other appropriate parties to ensure delivery of a successful WOSB Certification Program. Additionally document the growth of new and recertification files using 2012 as a basis year.
 - ***Accomplishment:*** As of 5-20-2013, there are 1049 certified WOSB firms.
- Objective: Document the growth of "dues paying" corporate & government members at the regional level.
- Objective: To measure the formal RPO MoU's with government & quasi-government agencies that recognize/accept WBENC Certification.
- Objective: To develop best practices plan for growth and development of the Councils.
- Objective: To develop a mechanism for obtaining & memorializing an RPO Playbook for Operational Excellence.

- **Accomplishment:** As of 2-17-2013, a Task Force has been identified to begin the initial framework which will be expanded by group input throughout the year.

WBENC Strategic Plan – Goal 2: WBENC will be a catalyst for business Opportunities and strategic business relationships among and between key stakeholders.

Leadership Council Goal 2: To be a catalyst for business opportunities and strategic business relationships between WBEs and purchasing programs.

- Objective: To provide and document matchmaking and procurement opportunities for WBEs and purchasing representatives.
- Objective: To provide education and training for WBE business growth in the current environment
 - **Accomplishment:** As of 4-30-2013, the RPOs held 159 events across the country, with an aggregate of 10810 participants.

WBENC Strategic Plan – Goal 3: Ensure the organizational capacity and governance will support attainment of the strategic plan and maintain routine business operations through appropriate Resources.

Leadership Council Goal 3: To collaborate with WBENC in developing and implementing its' Strategic Plan: Roadmap to Growth & Sustainability.

- Objective: Be actively engaged on each Strategic Planning Committee: Certification, Opportunities, Resources, Recognition and Technology.
 - **Accomplishment:** There is Leadership Council representation on each Strategic Planning Committee who provides input and information representative of the entire group.
- Objective: Ensure each RPO has a Succession Plan/Emergency Plan. Each RPO shall utilize the WBENC provided resources for Sustainable Business processes/practices (such as Succession Planning & Emergency Planning).
 - **Accomplishment:** The LC engaged in a Succession Planning session in 2012 and continues to update and refine the plan in their respective councils and share best practices and tools with each other.
- Objective: Be actively engaged in vetting new revenue generating ideas and their sustainability and profitability as it relates to both WBENC and the RPOs.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Women's Enterprise Leadership Forum
Second Quarter Goals and Accomplishments**

Goal: Increasing WBE Engagement and Participation

- Track increase in WBENC Summit & Salute attendance
- Track increase in National Conference and Business Fair attendance
- Track participation and level of activity for Committees
- Encourage Forum members to share their stories via Speaking Engagements

Accomplishment: Included WBEs & Corporate Members in the Forum hosted National Conference and Business Fair programming.

- Lynne Marie Finn presented online webinar "Getting the Most Out of the WBENC Conference".
- "Let's Move" segment was presented by Brenda Loube.

Accomplishment: Included WBEs & Corporate Members in the Forum hosted Summit and Salute programming.

- Lynne Marie Finn presented "Getting the Most Out of the Summit and Salute".
- WBE to WBE Done Deals was presented by Cathi Coan and Sandra James.
- "Let's Move" segment was presented by Brenda Loube.

Goal: Alignment of Forum efforts with RPO efforts

- Meet with RPOs to identify areas where Forum can better support their goals
- FCR/FLT members meet with RPOs to identify Champions for promoting RPO/WBENC
- Assist in planning and/or promoting RPO events as agreed

Accomplishment: The FLT is strengthening the strategy with the Leadership Council to ensure alignment and collaboration. Additionally, the Forum & the Leadership Council meet face-to-face in March & November.

Accomplishment: RPO Forum Appointee policy has been finalized and resulted in the addition of 34 new members as of 5-20-2013.

Goal: Increase engagement of WBEs and Corporate/Government Members

- **FLT members will be instrumental in:**
 - Identifying and educating New WBEs
 - Sponsorship of WBENC National Events (in-kind or financial)

- Attending events of other women's organizations to discuss and actively promote WBENC

Accomplishment: Cassandra Sanford, Kelly Mitchell Group, Inc and Ranjini Poddar, Artech Information Systems, LLC are both the 2013 NCBF WBE Co-Chairs.

Goal: Educational Programming

- FLT members will secure or recommend speakers for events
- Assist with Forum programming for Summit & Salute and National Conference and Business Fair
- VIP Sessions – Assist in programming and/or hosting creative programming ideas
- Sponsor, host or assist with a luncheon/event in their area to promote RPO/WBENC as agreed upon

Accomplishment: Hosted Todd Cohen, renowned Author of “Everyone’s In Sales” during the Forum Day at the National Conference and Business Fair.

Accomplishment: Corporate Procurement Panel featuring Best Buy, Cargill, General Mills and Target held at the National Conference and Business Fair.

Accomplishment: Corporate Procurement Panel featuring DuPont, Comcast and Bristol Myers Squibb held at the 2013 Summit and Salute.

Goals: Communications

- Create online webinar training for new members to include Forum Overview and Choir Sheet
- Create membership directory and welcome letter

Accomplishment: Created a Forum Roster for dissemination to all current and new Forum members. The binders and printing were sourced using Forum WBEs, Hallie Satz, HighRoad Press and Julie Levi, Progressive Promotions.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
U.S. Services & Programs Committee
Second Quarter Goals and Accomplishments**

- 1. Align program strategy to CORE mission and objectives**
 - A. *Complete a gap analysis of existing programming versus existing needs. (2013 Q2)***
 - **Data compiled encompassing WBENC, Regional Partner Organizations and resource partners (e.g. ISM, DIR)**
 - **Gap analysis in progress**
 - B. *Segment programming into logical and relevant subject areas. (2013 Q3)***
 - **Finalize list of segment areas**
 - **Assign results of gap analysis topics into segment areas**
 - C. *Tailor subject areas into appropriate industry and business size for specific audiences. (2013 Q3)***
 - **In conjunction with B above.**

- 2. Develop operating guidelines for programs, delivery, design and development by utilizing best practices for program development.**
 - A. *Focus on the development of operating guidelines to shape future program development and delivery. (2013 Q4)***
 - **Document process from input gathered from program committee**
 - **Produce Draft for EEC review**
 - **Refine Draft according to feedback**
 - **Publish guidelines to all appropriate groups**

 - B. *Identify top three program needs for WBE's and constituents and develop programs if not existing. (2013 Q4-2014 Q1)***
 - **Utilizing feedback from 2013 events and gap analysis – produce recommendations for 2014 event programming**
 - **Existing programming will be used immediately**
 - **Programs that need to be developed will carry over into 2014**

 - C. *Design and deliver innovative capacity building services and professional development programs for constituents. (2013-2014 Q2)***

- **Leverage work started with building and honing skills, capacity building and leveraging expertise tracks and Insights series – decide what needs to be enhanced**
 - **Identify new programs that we can implement at 2014 conference & other events**
- 3. Leverage available tools, partners and resources to develop and enhance programs.**
- A. *Identify areas for growth that will have maximum benefit for constituents and resource development. (2013-2014 Q2)***
- **Complete analysis of growth areas and make recommendations**
- B. *Inventory current programs and utilize partners where possible to deliver new programming through WBENC. (2013-2014Q2)***
- **Incorporate partner resources into 2014 programming**
 - **Develop list of programming to be developed in addition to partner programming**
- 4. Develop methodology to measure effectiveness of programming**
- A. *Identify, develop, implement and track appropriate metrics. (2013-2014 Q1)***
- **U.S. Services & Program committee members evaluated Summit & Salute workshops and are assigned to evaluate NCBF workshops**
 - **Dashboard will be developed to incorporate results and analyze**
 - **Process and relevant metrics/results will be finalized and “business as usual” for 2014 and beyond**
 - **Reporting of metrics will begin with initial pilot of 2013 S&S**

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
National Certification Committee (Includes Review & Appeals Committees)
Second Quarter Goals and Accomplishments**

GOAL: To collaborate with WBENC in developing and implementing its' Strategic Plan: Roadmap to Growth & Sustainability.

Accomplishments:

- Each sub-committee (New Certification, Recertification & Growth) of the Task Force is currently meeting collectively bi-monthly to work synergistically on action items relevant to the entire group.

GOAL: Continue to review criteria for the SBA-Women Owned Small Business (WOSB) Program and refine policies for processing files as an approved Third Party Certifier.

Accomplishments:

- The program was formerly instituted 9-15-2011 and as of 5-20-2013 there were 1049 certified WOSB firms.

GOAL: Continue to evaluate and make recommendations for Standards and Procedures

GOAL: Continue to improve and streamline the certification process.

Accomplishments:

- Successfully vetted and gained approval to implement the 2013 Recertification Pilot Program April 1, 2013. *During the month of April 2013, there was an increase of 54 recertification files processed in 2013 over data collected in April 2012.*

GOAL: Continue review of Appeals and National Certification Review applications on a timely basis.

Accomplishments:

- As of 5-20-2013, the Appeals Committee has processed 6 files of which 5 were upheld and 1 was overturned.
- As of 5-20-2013, the National Certification Review Committee has processed 4 files.
 - *Recertification*
 - Rodale Inc. located in PA (\$3.4 billion)
 - *Certified (New)*
 - SHI located in NJ (\$3 billion)
 - Morrow-Meadows located in CA (\$321 million)
 - HPM located in CA (\$400 million)

GOAL: Continue to deliver Certification Training.

Accomplishment:

- Delivered 4 LiveMeeting Sessions (January – April) 123 participants

GOAL: Continue to deliver WBENCLink Training.

Accomplishment:

- Delivered Live Meeting sessions (January – April) 62 participants.

GOAL: Continue to analyze certification data and report trends to constituency groups.

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Marketing, Communications, & Brand Management Committee
Second Quarter Goals and Accomplishments**

MISSION: Convey consistent and key messages through a multi-channel marketing strategy in support of:

- **WBENC's Mission**
- **WBENC's Vision**
- **CORE Values**
 - Certification (outreach, exposure)
 - Opportunities (support events, integration of programs in marketing platforms)
 - Resources (increase brand recognition, new products, e.g. Insights)
 - Engagement (integrate Top Corps, Forum, Stars, Host Committee into marketing collateral; market new awards)
- **The Roadmap for Growth & Sustainability**
- **Theme: Join Forces. Succeed Together.**

GOAL: Align Marketing with WBENC strategic plan and support CORE strategy teams.

- Engage with CORE strategy teams to understand marketing needs and prioritize implementation of marketing plans to meet those needs.
 - Working closely with the CORE teams to develop and implement marketing plans for the evolving deliverables of these teams.
 - Updated CORE brochure to reflect finalized CORE strategy vision and goals

GOAL: Establish sub-team(s) to focus on specific deliverables.

- Targeted Marketing sub team formed 2013 Q1 to define:
 - Specific market data to support WBENC's outreach efforts
 - 2013 Q1 define action plan with milestones
 - 2013 Q2 engage focus groups and evaluate data
 - 2013 Q3 develop action plan based on data
 - 2013 Q4 present recommendations
 - Focus Group held at 2013 Summit & Salute with non-certified WBEs to gain insight into WBENC's visibility, value proposition and accessibility
 - Developing action plan based on focus group results; will engage certification strategy team and engagement team to have a holistic approach

GOAL: Increase brand recognition and reinforce theme “Join Forces. Succeed Together.”

- Collateral for WBENC events in 2013 is based on the theme – from a content and design perspective.
- Refresh existing collateral as appropriate to incorporate new brand guidelines and theme; develop new collateral as appropriate
- Updated CORE brochure and Certification Slim Jim

GOAL: Increase outreach to WBEs and members – focus on year-round engagement and retention.

- Targeted marketing sub-team will provide input to this goal
- Developing WBE-WBE outreach campaign to “personalize” outreach and recruitment
- Working closely with the Forum Marketing Team to:
 - Highlight Forum member’s success stories in the President’s report to demonstrate the benefits of certification, highlight WBE-WBE business relationships and growth strategies
 - Update/refresh the Forum web site
 - Incorporate knowledge base/best practices from Forum members into Insights program content
- Marketing team aligning with programming team to ensure constant outreach and marketing of events and other programming (e.g. Insights)
 - March 13th – joint committee meeting held
 - 3Q2013 schedule joint conference call to review 2013 events; align and brainstorm on 2014 concepts and priorities
 - 4Q2013 hold in person joint committee meeting in November

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Nominating Committee
Second Quarter Goals and Accomplishments**

Goal: Based upon the needs of WBENC and input from the Executive Committee, we will provide a slate of qualified Board of Director candidates to the Executive Committee and Board of Directors

Accomplishments:

- Presented to the Executive Committee and Board of Directors:
 - Resignation from one current corporate Board member. (Thasunda Brown Duckett, JPMorgan Chase)
 - Candidate to fill an existing corporate board seat (Dominica Groom, Marriott International, Inc.)

Goal: We will review, validate and document processes, policies and procedures to govern the corporate board nomination process.

- **Goals**
- **Charter**
- **Scorecard**
- **By-Laws**
- **Board Application & Supporting Documentation**

Accomplishments:

- Held two face-to-face Committee meetings and reviewed and updated the Goals and the Nominating Committee Charter
- Reviewed the by-laws and will propose updates as a result of changes to the Nominating Committee Charter
- Proposals and updates will be submitted to the Executive Committee for review and approval

Goal: We will develop metrics that track board member attributes:

Accomplishments:

- Reviewed current metrics and identified additional attributes for board member scorecard tracking
- Metrics will be presented to the Executive Committee for review and approval

**Women's Business Enterprise National Council
Board of Directors Meeting
June 25, 2013
Minneapolis Hilton
Global Services Committee
Second Quarter Goals and Accomplishments**

Goal: Update mission, vision and charter statements to ensure alignment with WBENC strategic directions.

Performance: The Global Services Committee's strategic direction has been defined and communicated to the team. The focus will be to identify training and education programs for the WBENC certified WBEs that plan to move their business into a global marketplace. This team will also focus on meeting the needs of the WBENC corporate members that need help in moving some of the US WBEs into countries where they have a vested interest.

Goal: Increase corporate membership/participation in order to provide information on global supply chains, opportunities, and events to certified WBE's.

Performance: We have several new corporate members that have joined the Global Services Committee. This team is also providing two workshops at the National Conference that will address information for WBEs that are considering moving into a global footprint and the second workshop will be topics pertaining to specific countries, their requirements, legal concerns, and experiences.

Goal: Update and publish a Global Services Committee Description as a Guideline for all committee members.

Performance: A Global Services Committee Description has been prepared and submitted for approval.

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