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WBENC  
*Annual  
Report*

# JOIN FORCES. SUCCEED TOGETHER.



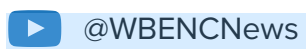
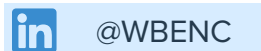
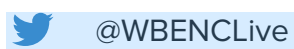
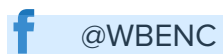
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## **WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL**

1120 Connecticut Avenue NW, Suite 1000  
Washington, DC, 20036

202-872-5515 | [www.wbenc.org](http://www.wbenc.org)

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# Message from the Board Chair

## DEAR FRIENDS,

Reflecting on 2020 brings such a mix of emotions which I am sure does not surprise anyone. Although the year started out with the traditional hustle and bustle preparing for the national events, that quickly turned into building implication wheels and figuring out how to dismantle the in-person events and still provide value to our network despite the pandemic.



“This truly was the year of joining forces to succeed together in so many ways.”

Team WBENC swiftly reorganized their priorities and delivered exceptional virtual programming that will continue beyond 2020, such as WBENC Listens, WeTHRIVE, Industry Spotlights, Match & Meets, and WBENC Pitch to name a few. We focused our energy on how we could best assist WBEs to survive, grow and thrive; and how we could provide resources to our Corporate Members in need of diverse suppliers and COVID-related supply chain products and services.

Our 14 Regional Partner Organizations (RPOs) also worked together diligently to assemble resources, education, and networking opportunities that all WBEs could take advantage of regardless of location. This truly was the year of joining forces to succeed together in so many ways. Without the amazing RPOs and the support and commitment of our Corporate Members and valued sponsors this year would have turned out very differently.

In November, we participated with the National Business Inclusion Consortium (NBIC) for the inaugural Unity Week. This unified week of rich programming and education was led jointly by the National LGBT Chamber of Commerce (NGLCC) and WBENC and included other NBIC members: Disability:IN, the National Minority Supplier Development Council (NMSDC), the National Veteran-Owned Business Association (NaVOBA), the U.S. Black Chambers, Inc (USBC), the U.S. Hispanic Chamber of Commerce (USHCC), the U.S. Pan Asian American Chamber of Commerce (USPAAC), WEConnect International, and Women Impacting Public Policy (WIPP). It was a truly exceptional and historic week.

I would like to extend my sincere thanks and gratitude to Pamela Prince-Eason and the entire WBENC team. With Pam’s exceptional leadership and the drive, passion, and commitment of the team, 2020 was successful in many ways despite the pandemic. We know that many in our network are still recovering from the impacts of COVID-19 and we are committed to continue to support you in every possible way.

Sincerely,  
**BARBARA KUBICKI-HICKS**

# About WBENC

The Women's Business Enterprise National Council (WBENC) is a leading non-profit organization dedicated to helping women-owned businesses thrive.

We believe diversity promotes innovation, opens doors, and creates partnerships that fuel the economy. That's why we not only provide the most relied upon certification standard for women-owned businesses, but we also offer the tools to help them succeed.

## OUR MISSION

Fuel economic growth globally by identifying, certifying, and facilitating the development of women-owned businesses.

## CORE Platform

Each year since WBENC was founded in 1997, we have broadened our reach and grown our network by delivering programs and services via our CORE platform.

C

**CERTIFICATION** WBENC Certification validates that a business is at least 51 percent owned, controlled, operated and managed by a woman or women. Our world-class certification standard is accepted by thousands of corporations representing America's most prestigious brands, in addition to many states, cities and government entities.

O

**OPPORTUNITIES** We provide best-in-class programming, events and networking opportunities for women-owned businesses, supplier diversity experts, government and corporate procurement professionals, and other industry and thought leaders throughout the U.S.

R

**RESOURCES** To address the challenges many women face in building and growing a business, we provide support and resources through the full life cycle of entrepreneurship. Our goal is to ensure women business owners have access to the education, support and tools they need to grow and succeed.

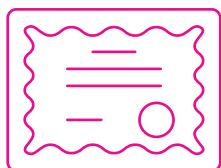
E

**ENGAGEMENT** Our motto is *Join Forces. Succeed Together.* because we know that success is only possible when we partner with our constituents toward a set of common goals. We foster healthy engagement through advisory councils, ambassador programs, and a robust recognition and awards program.

# GROW

## ABOUT WBENC

# The WBENC Network



### WOMEN'S BUSINESS ENTERPRISES

**Certified Women's Business Enterprises (WBEs) are companies that are at least 51% owned, controlled, operated and managed by women.** WBENC is the nation's leading advocate for WBEs as viable vendors and suppliers to its Corporate and Government Members.



### CORPORATE & GOVERNMENT MEMBERS

**WBENC Corporate Members are predominantly Fortune 500 companies with established Supplier Diversity programs.** WBENC connects these corporations with WBEs to generate opportunities and build relationships. Thousands of corporations and government agencies accept WBENC Certification at state and local levels.



### REGIONAL PARTNER ORGANIZATIONS

**WBENC is supported by 14 Regional Partner Organizations (RPOs),** which administer and process certifications throughout the nation and provide regional programs, events, and training for women-owned businesses.

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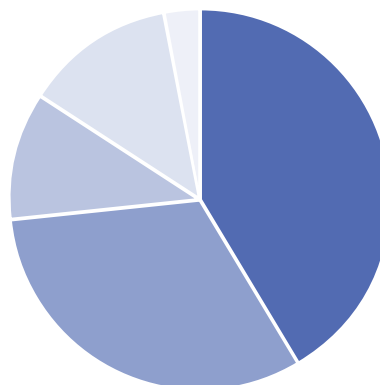
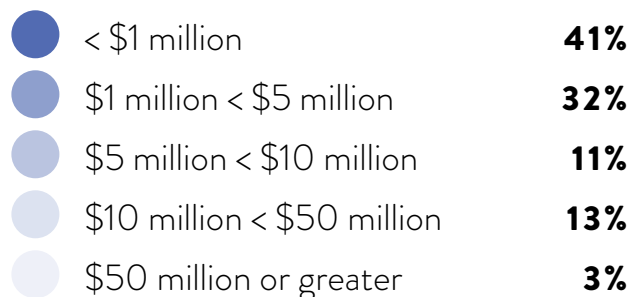
# Certification

**WBENC continues to set a world-class certification standard to validate that a business is at least 51 percent owned, controlled, operated and managed by a woman or women.** WBENC Certification is the gold standard for and relied upon by thousands of corporations and government agencies. WBENC is also a third-party certifier for Women Owned Small Business (WOSB) certification as part of the SBA's WOSB Federal Contracting Program.

WBENC works with 14 Regional Partner Organizations authorized to administer WBE and WOSB certification across the United States, including Puerto Rico, Guam and the Virgin Islands.



## WBEs by Revenue



## Revenue

**\$160,069,490,230**  
TOTAL REVENUE

**\$9,491,786.66**  
AVERAGE REVENUE

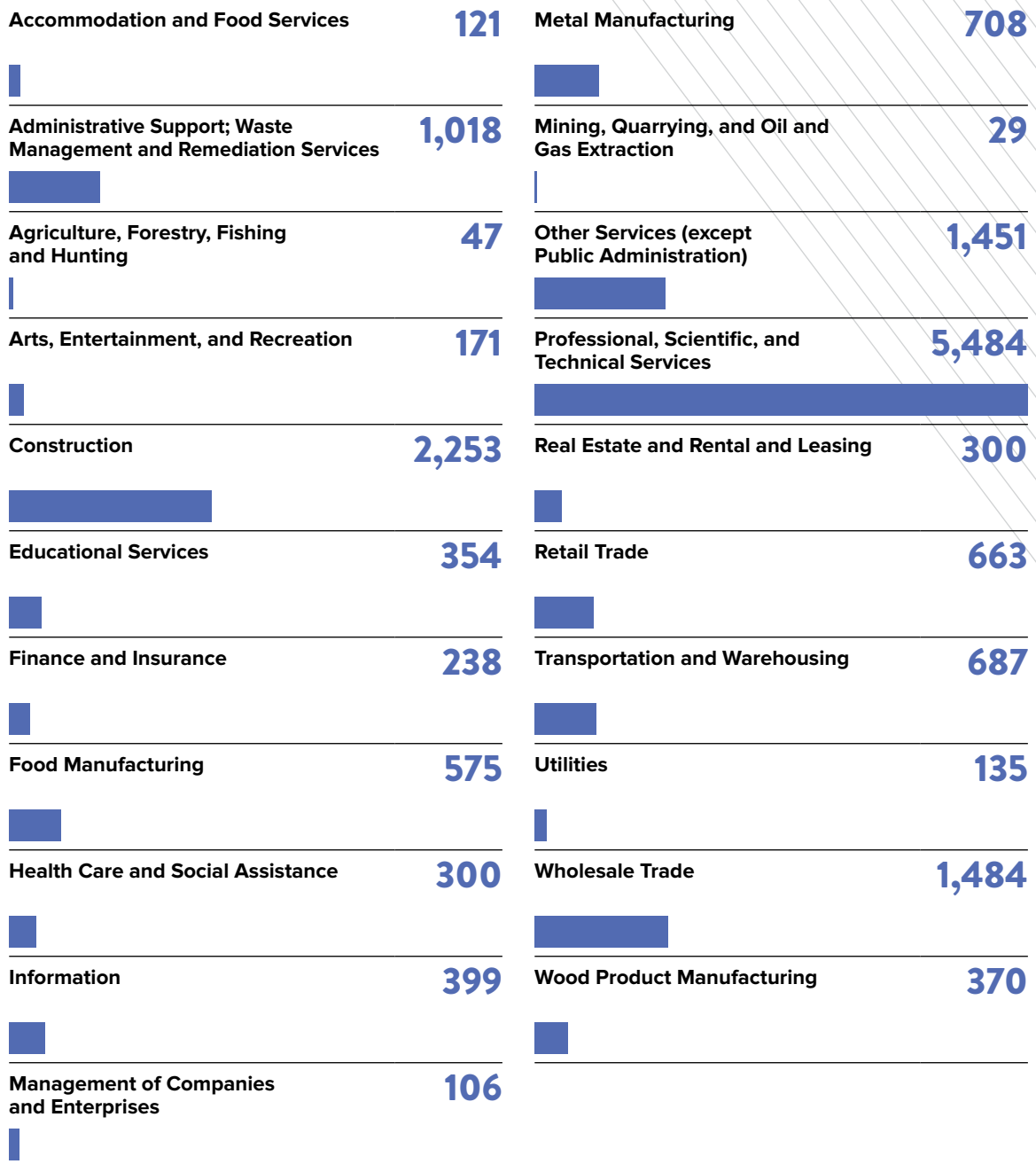
## Employees

**80,0428**   
TOTAL # OF EMPLOYEES

**48.47**  
AVERAGE # OF EMPLOYEES

## CERTIFICATION

## WBEs by Industry





## CERTIFICATION

## Online Resources

## WBENC LINK 2.0

## WBENCLink2.0

WBENCLink2.0 is our digital certification tool and database that connects WBEs and Corporate and Government Members. WBENC continues provide monthly trainings for our constituents to help them get the most out of the tool.

## WBENC.org

WBENC.org is a dynamic, one-stop resource for timely WBENC updates, engaging success stories, opportunities, and inspiration. Our readership includes thousands of ambitious entrepreneurs, industry and thought leaders, diversity champions, and business experts across the U.S.

1,222,840

PAGE VIEWS

71,761

PAGE VIEWS ON WBENC NEWS  
& RESOURCES

## WBENC SOCIAL MEDIA FOLLOWERS:



9,522

Twitter



12,756

Facebook



7,014

Instagram



12,746

LinkedIn



47,203

Total Followers

+20%

## SOCIAL MEDIA ENGAGEMENT:



70,704

Engagements



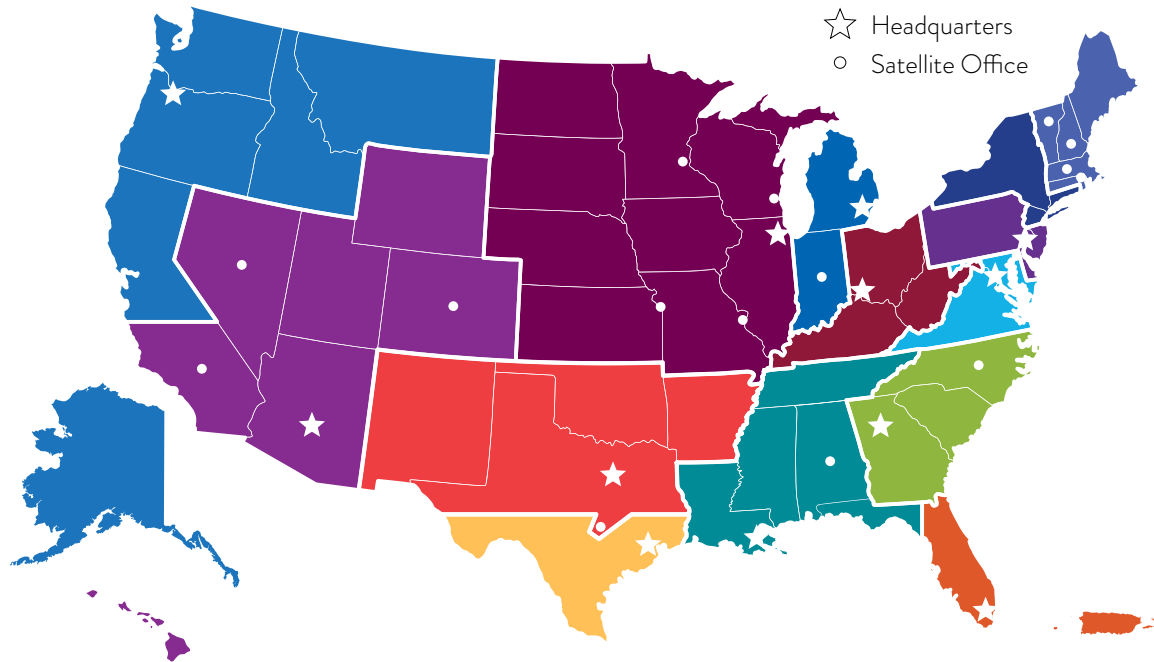
1,878,865

Impressions

COLLABORATE

## CERTIFICATION

## WBEs by Regional Partner Organization

**CWE**

Center for Women &amp; Enterprise

● **450****GLWBC**

Great Lakes Women's Business Council

● **1,427****GWBC**

Greater Women's Business Council

● **1,132****WBEC-ORV**

Women's Business Enterprise Council – ORV

● **1,099****WBEC GREATER DMV**

Women's Business Enterprise Council Greater DMV

● **871****WBEC NYMETRO**

Women's Business Enterprise Council – NYMETRO

● **1,566****WBSCS**

Women's Business Council – Southwest

● **1,221****WBDC-MIDWEST**

Women's Business Development Center –Midwest

● **2,254****WBEC-FLORIDA**

Women's Business Enterprise Council – Florida

● **836****WBEA**

Women's Business Enterprise Alliance

● **736****WBEC-WEST**

Women's Business Enterprise Council – West

● **1,931****WBEC-PACIFIC**

Women's Business Enterprise – Pacific

● **846****WBEC-EAST**

Women's Business Enterprise Council – East

● **1,601****WBEC SOUTH**

Women's Business Enterprise Council South

● **923**

# Executive Education

## WeTHRIVE

Survive.Grow.Thrive.

**WeTHRIVE** was one of our most popular programs in 2020, and was designed to help business owners not only survive the uncertainties of that year, but grow and thrive in the future.



In Partnership With 

WeTHRIVE is tailored to meet WBEs where they are today and support them through the COVID-19 pandemic, and beyond. Through the WBENC network of business leaders and industry experts, WBE participants:

**EVALUATE** | the sustainability of their business today, and the potential for the future

**LEARN** | strategies to sustain their business in times of crisis

**PRACTICE** | skills targeted at alternative strategies for growth

**ENGAGE** | with WBE peers on the impacts of COVID-19 to find and share solutions to critical business issues

**ACCESS** | group coaching from peers and experts across course disciplines

**BUILD** | a community of WBEs that will serve to support their growth into the future

“WeTHRIVE helped my business turn the page and fuel a fire in me during an unprecedented time...it taught me so many things that will help take my business to the next level and along the way I created wonderful relationships with so many other WBEs.”

– Aubrie Jones, HADCO Staffing Solutions

“WeTHRIVE was the missing ingredient for my business growth. I am a better leader because of this program, and I walked away with valuable marketing tactics and lifetime connections.”

– Denise Brown, Bookmark Group

**203** WBEs

**29** CORPORATE MEMBER SUPPORTERS

**23** WBE AND CORPORATE MEMBER INSTRUCTORS

**29** COURSES ACROSS 5 PROGRAM DISCIPLINES:

Leadership & Communications, Financial Management, Business Strategy, Operations and Human Resources, and Marketing and Sales

**CONNECTIONS:**

**2** Coffee Table Discussions

**4** Sets of Peer Groups

**15,000+** Messages in the Chat

**Many Shared Experiences**

# ACCOMPLISH

## EXECUTIVE EDUCATION

# WBENC Energy Week

Part of the Energy Executive Program


**WBENC** ENERGY  
EXECUTIVE PROGRAM

**ExxonMobil**


**The WBENC Energy Executive Program is a blended learning, immersive executive education experience focused on driving development of Women's Business Enterprise (WBE) leaders within the energy, oil, and gas industry.**

The goal of the Energy Executive Program is to help women-owned businesses grow their industry knowledge and relationships, increase their competitive advantage, and enhance their capabilities within the energy, oil, and gas industry, securing their place as a critical part of the global energy supply chain.

During the first ever Energy Week, members of the WBENC Energy Industry Advisory Board (EIAB) also nominated six WBENC-Certified WBEs who are making a positive impact in their industry (listed below) and going above and beyond in maintaining quality service, relationships, and innovative solutions for corporations within the energy industry.

A webinar during Energy Week featured the selected WBEs who all shared how they manage to stay resilient through challenging times.

V Janet Brewster,  
**Brewster Procurement Group Inc**

Donna Cole,  
**Cole Chemical & Distributing, Inc.**

Anabel Daily,  
**Daily Instruments**

Vanessa Ingalls,  
**Diamond T Services Inc.**

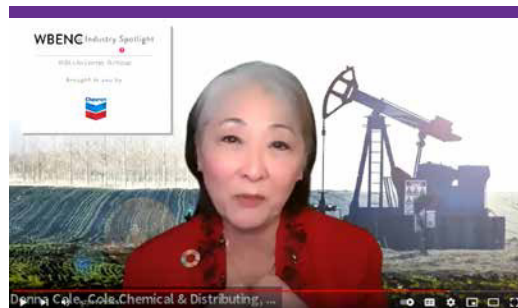
Lilly Stotland,  
**Vesco Oil Corporation**

Dr. Dana D. Wells,  
**Dana Wells & Associates**



“Find your place in the energy industry. Share your voice. Keep moving! You have value to add to the industry, and it needs your gifts and talents!”

– Dr. Dana D. Wells, Dana Wells & Associates



“Be sure to exercise positive two way understood communication so you can meet expectations that can result in a mutually beneficial relationship.”

– Donna Cole, Cole Chemical & Distributing, Inc.

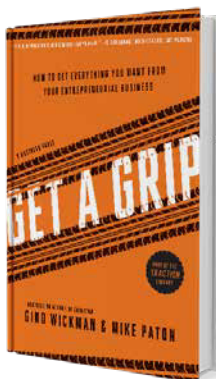
## EXECUTIVE EDUCATION

## Wells Fargo Executive Education Program



Wells Fargo and WBENC partnered together in 2020 to present a new Executive Education Program for Certified Women-Owned Businesses. Since launching in May 2020, the program continues to be in demand with WBEs, particularly as everyone is adjusting to present needs and new business realities. Through a grant from Wells Fargo, the program provides women-owned businesses access to the resources to retool, restore and recover.

The inaugural cohort took place virtually throughout May 2020, in collaboration with the Women's Business Development Center – Midwest, a Regional Partner Organization of WBENC serving the Midwest region, connecting weekly virtual sessions, taking part in a blended learning curriculum that addressed both immediate business concerns related to the pandemic, as well as long-term business planning.



A cornerstone of the WBENC Executive Education Program is discussion around self-implementation by participants of the Entrepreneurial Operating System (EOS)<sup>®</sup>, as described in the book *Traction: Get a Grip on Your Business* by Gino Wickman and owned by EOS<sup>®</sup> Worldwide.

The EOS<sup>®</sup> is a set of simple, practical, real-world tools that help entrepreneurs and leadership teams improve the operational value of their businesses.

“As a supporting member of WBENC and one of America’s Top Corporations for Women’s Business Enterprises, Wells Fargo has long demonstrated a commitment to the development and growth of women-owned businesses as suppliers. The launch of this program marks a continued investment from Wells Fargo in breaking down barriers for women entrepreneurs by offering superb and actionable executive education for WBEs. We are proud to partner with Wells Fargo to deliver this program throughout the country in collaboration with our Regional Partner Organizations.”

– Pamela Prince-Eason, WBENC President & CEO

**4**  
COHORTS

**261**  
PARTICIPANTS

ENCOURAGE

# Network Engagement

## Industry Match & Meets

**Industry Match & Meets are our answer to providing a higher-touch, higher-value, boutique matchmaking experience for both Corporate Members and WBEs.** Each of these virtual matchmaking events focuses on a specific industry. WBENC works with participating Corporate Members from that industry to identify WBEs that are a potential fit to their current or upcoming sourcing needs. Corporate Members select which WBEs with whom they would like to meet, and all selected WBEs that participate receive a virtual, 1:1 meeting.

### 2020 INDUSTRIES:



Healthcare Advisory Board  
Other Healthcare

**11**

### CORPORATE MEMBER PARTICIPANTS:

AmerisourceBergen

Amgen

Bausch Health

Bristol Myers Squibb

Johnson & Johnson

Medtronic

Merck

Orlando Health

Pfizer

Stryker

Terumo Medical

Vizient, Inc.

Advisory Board



Bristol Myers Squibb



MERCK

Johnson & Johnson



Pfizer

Medtronic

### OVERALL FORMAT EFFECTIVE OR EXTREMELY EFFECTIVE:

**100%**

Corporate

**97%**

WBE

### MEETINGS OF VALUE OR EXTREME VALUE:

**100%**

Corporate

**90%**

WBE

### CORPORATE WILLING TO PARTICIPATE IN ANOTHER VIRTUAL MATCH & MEET:

**100%**

“A very creative and innovative way for us to continue to connect with WBEs.”

– Corporate Member participant

“Thank you to your WBENC team for a great session. I found it to be insightful and I hope that we are able to take several of the conversations to the next level in anticipation of partnering with the businesses.”

– Corporate Member participant

“Thank you to the wonderful WBENC organization as a whole for continuing to provide such high caliber events to help small, women-owned businesses like mine to network and get the visibility we need to potentially establish new partnerships and ways to serve.”

– WBE participant

## NETWORK ENGAGEMENT

## WBENC Pitch

## WBENC PITCH

**WBENC Pitch is a signature program featuring a series of pitch competitions and educational sessions to help WBEs hone their business pitch, gain meaningful exposure, and compete for grants and other prizes to invest in their business. This program has been held both live in-person at our annual conferences, as well as virtually via video showcases, live-streams on Zoom, or in connection with WBENC virtual events.**

WBENC Pitch is open to all WBENC-Certified WBEs whose certifications are currently in good standing. The format, theme, and criteria of each competition varies based on the focus of the program and to meet the joint mission of WBENC and its pitch partners.

With the support of Corporate Members, WBENC provided more than **\$100,000 in grants in 2020** through a series of three virtual pitch competitions: **WBENC Pitch Pivot, WelnnPitch and NBIC Unity Week Pitch**. Hundreds of WBEs across every industry honed their virtual pitch skills, gained meaningful exposure in video showcases, pitched their business to senior corporate leaders and decision makers, and competed for funds to invest in their business.

Corporate Participation: Across the 3 competitions, we had more than 60 corporations in live judging rounds, and more than 120 views in online voting showcases.

### THREE VIRTUAL PITCH COMPETITIONS:

WBENC Pitch Pivot

WelnnPitch

NBIC Unity Week Pitch

**120+** VIEWS IN  
ONLINE VOTING  
SHOWCASES

**60+** CORPORATIONS  
IN LIVE JUDGING  
ROUNDS

### WBENC PITCH 2020 CORPORATE PARTNERS:



**\$100,000+**  
IN GRANTS

## WBENC Pitch Pivot



WBENC Pitch Pivot was designed to showcase women entrepreneurs who pivoted their businesses and stepped outside of the box to create or offer products, services, and solutions that fill supply chain gaps during the COVID-19 crisis.



### HELD IN JUNE OF 2020

#### WBENC's first fully virtual pitch competition of 2020

Designed to highlight women entrepreneurs who pivoted their businesses and stepped out of the box to create or offer products, services, and solutions that fill supply chain gaps during the COVID-19 response.

**ELIGIBILITY** | Open to all WBENC-Certified WBEs who transformed their business, started a new business line, partnered with a fellow WBE to create a new product or solution, or reinvented their business to stay afloat.

**113** VOTING  
SHOWCASE  
PARTICIPANTS

**13** FINAL LIVE  
ROUND  
PARTICIPANTS

ALL 13 FINALISTS RECEIVED

**\$2K-\$10K**

## WeInnoPITCH WEINNO PITCH



WeInnoPitch was a multi-round virtual innovation-pitch competition designed to highlight the most innovative business solutions across the WBENC network.

Presented by



### HELD IN AUGUST & SEPTEMBER 2020

Designed to highlight the most innovative business solutions across the WBENC network.

**ELIGIBILITY** | Open to all WBENC-Certified WBEs with businesses that fit into the Innovation Criteria:

- Existing innovative business product, service, or solution ready for market or currently in market; not a future idea/endeavor seeking an investment.
- Solves a significant problem or addresses an opportunity in a new/inventive way.
- Has potential to be a disruptor or generate new revenue stream(s).

**FOUR LIVE ROUNDS**

**80 > 40 > 20 > 5**  
Participants

**\$2K** AWARDED TO  
FOUR RUNNERS UP

**\$20K** AWARDED  
TO WINNER



## NBIC Unity Week Pitch

NBIC Unity Week Pitch was a multi-round elevator pitch competition and special edition of WBENC Pitch designed to highlight all women entrepreneurs certified by an approved third-party National Business Inclusion Consortium (NBIC) organization.

Presented by



### HELD DURING UNITY WEEK IN NOVEMBER 2020

#### Special Edition of WBENC Pitch

Designed to highlight ALL women entrepreneurs certified by a National Business Inclusion Consortium (NBIC) organization, in celebration of the 100th anniversary of the 19th Amendment, guaranteeing and protecting women's right to vote.

**ELIGIBILITY** | Open to all certified women entrepreneurs from the following organizations – Disability: IN, NGLCC, NMSDC, NaVOBA, USPAACC, WEConnect International, WBENC.

**\$5K**  
AWARDED TO  
TWO RUNNERS UP

**\$20K**  
AWARDED  
TO WINNER

### 1 ONE VIDEO SHOWCASE ROUND

Open to the public for viewing  
and voting with 100 participants

### 2 TWO LIVE ROUNDS OF PITCHING

With 25 Semi-Finalists  
and 10 Finalists



## WBENC Pitch Academy

In addition to pitch opportunities, WBENC hosted five unique Pitch Academy sessions to enhance pitch skills and gain feedback to further craft a successful pitch.

### WEINNOPITCH COACHING WEBINAR

2/12/20 & 2/26/20

### CAPITAL ONE CATAPULT PITCH TRAINING

09/20

### ELEVATE YOUR PITCH BY OFFICE DEPOT

10/2/20 & 10/9/20

## NETWORK ENGAGEMENT

# WBENC LIFT

## Wells Fargo Grant Program

Presented by



To support women entrepreneurs most impacted by the COVID-19 pandemic and related economic challenges, WBENC partnered with Wells Fargo in 2020 to launch a new grant program – the Wells Fargo WBENC LIFT Grant, part of the **WBENC LIFT Financial Center of Excellence**, a new integrated education and funding program for women entrepreneurs that will provide comprehensive financial support and resources, including education, coaching, networking, and funding opportunities.

The **Wells Fargo WBENC LIFT Grant** program provided 15 WBENC-Certified Women's Business Enterprises (WBEs) with \$5,000 in much-needed funding to aid in the sustainability of their businesses and needs as a result of the COVID-19 pandemic. Women entrepreneurs have been disproportionately affected by the pandemic, which heightened the urgent need for greater access to capital.

**15**  
**WOMEN-OWNED  
 BUSINESSES  
 RECEIVED**  
**\$5K**  
**IN FUNDING**

# WBENC LIFT

## Financial Center of Excellence

“Women-owned businesses need our support now more than ever. Wells Fargo has been a longtime supporter of women’s economic development, and we are proud to partner with them to help WBEs survive and thrive through this crisis.”

– Pamela Prince-Eason, WBENC President & CEO

# Outreach and Development

## Women of Color

The Women of Color (WOC) Program was established to create multi-tiered programming to aid women of color entrepreneurs in increasing their competitive advantage and capacity for inclusion in corporate supply chains. As an outreach and development program, the WOC program is open to all women business owners, both WBENC-Certified Women's Business Enterprises and those not yet certified.



Presented by

*The Coca-Cola Company*

JPMORGAN CHASE & CO.



Walmart

Our mission is to strengthen an eco-system designed to engage, advise, retain and drive growth forward of Women of Color entrepreneurs.

### 2020 PROGRAM IMPACT HIGHLIGHTS:

# 36%

Increase in the number of WOC WBEs in our network since program inception in 2017

# 245%

Increase in individuals participating in WBENC WOC programming

# 1,346

Individuals participated in WBENC WOC educational programming, networking opportunities and community business initiatives

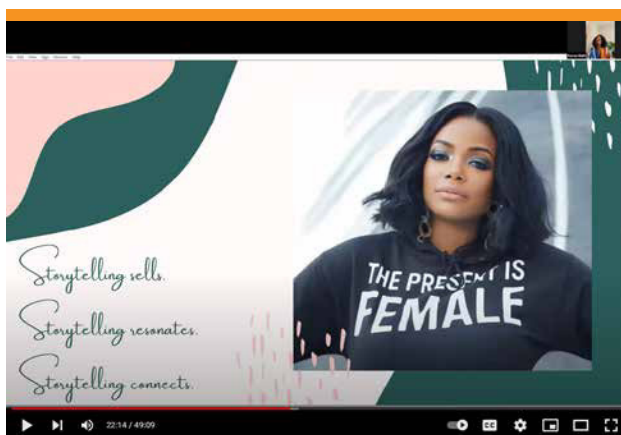
Thanks to the generous support of Women of Color Program sponsors The Coca-Cola Company, JPMorgan Chase & Co., Southern California Edison, and Walmart Inc., we increased our programming from 2 sessions in 2019 to 5 in 2020 and expanded our social media and virtual programming reach. Our 2020 Women of Color speakers included an award-winning financial journalist, America's first African-American female combat pilot, an Executive Producer of a Netflix Film and "The First Lady of Personal Branding."

*The Coca-Cola Company*

JPMORGAN CHASE & CO.



Walmart



Melissa Dawn Simkins, the founder of Velvet Suite and The Brand Leadership Institute, and "The First Lady of Personal Branding" spoke to WOC about the power of storytelling.

## NextGen Pitch Intensive

NextGen is an outreach program dedicated to nurturing the next generation of the WBENC network – millennial and Generation Z Women's Business Enterprises (WBEs) and supplier diversity professionals.



# \$10K

IN GRANT PRIZE AWARDS

Presented by



The *WALT DISNEY* Company

Throughout the year, the NextGen program provides targeted opportunities, education, and community building to help young women entrepreneurs and those who support them continue to grow and thrive.

In 2020, the NextGen Pitch Intensive provided education, guidance and opportunities to pitch up-and-coming businesses. Business owners submitted a 60-second pitch video to be included in the NextGen Pitch Video Showcase online. From there, 40 pitches in the showcase were selected by judges to move onto the Live Corporate Pitch sessions, where 12 WBENC-Certified WBEs with the most effective pitches were selected for the final Live Pitch Competition featuring \$10,000 in grant prize awards.

## Unity Week

Uniting the nation's leading business diversity organizations, the inaugural 2020 National Business Inclusion Consortium Unity Week was a celebration of diversity, opportunity, equity, and collaboration.



# 2,039

REGISTRANTS



A unified week of rich programming and education focused on building unprecedented success for diverse communities, Unity Week was led jointly by NGLCC and WBENC and included these other NBIC members: Disability:IN, the National Minority Supplier Development Council (NMSDC), the National Veteran-Owned Business Association (NaVOBA), the U.S. Black Chambers, Inc (USBC), the U.S. Hispanic Chamber of Commerce (USHCC), the U.S. Pan Asian American Chamber of Commerce (USPAAC), WEConnect International, and Women Impacting Public Policy (WIPPP). It was a truly exceptional and historic week.

## Women Owned in Retail

Women-owned businesses are behind some of the most innovative, game-changing consumer products on the market, driving industry trends and reinventing product categories. But the path from product development to retail success can be a daunting one, particularly for women entrepreneurs who are much less likely to receive start-up capital to fund their business.



**1,028**  
REGISTRANTS

Presented by



WBENC and Target teamed up to demystify the process with Women Owned in Retail, a new program designed to help women-owned business with consumer goods scale and thrive in the retail space.

Over 1,000, both WBENC-Certified and not, registered to gain a better understanding of what big retailers like Target are looking for in suppliers, understand the role of supplier diversity in the buying process, learn about the vendor journey from other women-owned brands currently in Target stores, go deep into how to best prepare to pitch and do business with major retailers, hear directly from the experts on the ins-and-outs of a vendor relationship – and how to ensure long term success, network with other women entrepreneurs in the CPG industry, and learn about how **WBENC Certification** and the **Women Owned Logo** can help their brand and products stand out – to buyers and consumers.

“All the ladies gave me the impression they were there to help. They showed how the system worked and wanted to help guide through it so my success would improve. It was a breath of fresh air as I have been feeling I was the only one pushing this rock (my product) uphill.”

– Women Owned in Retail participant

“This was one of the best programs I have attended with WBENC. Excellent and in depth information was provided. I would love to see more program like this where WBEs are given this type of in depth knowledge. It was truly amazing.”

– Women Owned in Retail participant

**SUCCEED**

## WBENC Cummins Grant for Black Student Female Founders



**WBENC and Cummins Inc. began this new grant program in 2020 to invest in the future of Black businesses, providing 12 student entrepreneurs with up to \$6,000 in funding to invest in their businesses. The grant program continues in 2021.**

# 12

**STUDENT  
ENTREPRENEURS  
PROVIDED WITH  
UP TO**

# \$6K

**IN FUNDING TO  
INVEST IN THEIR  
BUSINESSES**

Black women are starting businesses faster than any other segment – **in 2019, 1,625 new businesses were started by women of color every single day.** Despite this, these businesses experience greater difficulties in securing access to capital and receiving funding to grow their businesses. The COVID-19 pandemic has only heightened the urgency of the situation, with **minority-owned businesses among the most negatively impacted.**

Key elements of the 2020 grant program involved connecting Black experienced woman business owners and executives with Black college entrepreneurs and companies that drive change for a healthy planet.

The 12 selected grantees are inspiring young leaders and innovators focused on tackling some of society's most difficult challenges with responsible products, services, and solutions appealing to individual consumers and corporations.

Learn more about the 2020 Grant Recipients [here](#).

## WBENC General Mills Outreach & Development Program



**The General Mills Women Growers & Farmers webinar with WBENC and General Mills was held on November 12, 2020. General Mills farm commodity managers focused on how diverse-owned businesses in dairy and agriculture can do business with major corporations.** Attendees also heard success stories from certified women-owned businesses in the industry and about how WBENC Certification can help open doors and fuel opportunities. ALL diverse-owned businesses in dairy and agriculture were invited to attend.

# Campaigns



Bringing consumer recognition to  
Women Owned businesses.

## #BUYWOMENOWNED

Women Owned is an initiative from the WBENC and WEConnect International to create a movement of support for Women Owned businesses. We support female entrepreneurs and those who do business with them by raising awareness for why, where and how to buy Women Owned.

## WOMEN OWNED ART CONTEST & GALLERY

WBENC had a contest for women creatives, artists, illustrators, and graphic designers to help us design the movement to #BuyWomenOwned. It was hard to choose just one winner from the many gorgeous designs — so we created a virtual showcase for all this beautiful art about empowering women entrepreneurs and supporting women-owned businesses.

Winner of the "Design the Movement" design contest Grace Ashworth! Her designs, including the winning illustration were incorporated into the #BuyWomenOwned campaign.

## LOOK FOR THE WOMEN OWNED LOGO

**Any storefronts, websites and product labels bearing the Women Owned Logo have been certified as at least 51 percent owned, operated and controlled by a woman or women by WBENC in the United States and WEConnect International globally.**

WBENC continued to expand the Women Owned program, especially with supporting women-owned businesses becoming increasingly important due to the COVID-19 impacts. Efforts included continuing to raise awareness about the Women Owned Logo and encouraging WBENC-Certified WBEs to use the Logo and consumers to look for the Logo when they shop.

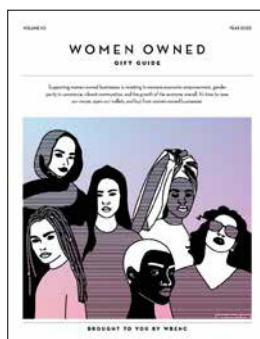
In the fall of 2020, to celebrate National Women's Small Business Month, and kick holiday shopping into gear with a focus on supporting women-owned businesses, we launched a large-scale #BuyWomenOwned campaign and published the first edition of the popular **Women Owned Gift Guide**, a magazine-style curated guide full of gifts from WBENC-Certified WBEs.



PODCAST WOMEN  
WHO OWN IT

**3,896**

Episode Downloads



## WOMEN OWNED GIFT GUIDE

**12,957** **3,386**

Impressions

Page Views

**214**

Downloads

# MOTIVATE

## WOMEN OWNED WEBSITE

321,456

PAGE VIEWS

105,613

VISITORS

## WOMEN OWNED SOCIAL MEDIA FOLLOWERS



5,071

Twitter



7,461

Facebook



6,898

Instagram

&gt; 19,430

Total Followers

+55%

## SOCIAL MEDIA ENGAGEMENT

35,730

Engagements

+43%

857,080

Impressions

## WOMEN'S HISTORY MONTH | MARCH

## WOMEN OWNED SOCIAL

54,340

Impressions

1,907

Engagements

52

Clicks

## WEB

7,638

Web Users

## WBENC SOCIAL

168,944

Impressions

7,850

Engagements

1,558

Clicks

20,706

Page Views

## NATIONAL WOMEN'S SMALL BUSINESS MONTH | OCTOBER

## WOMEN OWNED SOCIAL

138,104

Impressions

4,850

Engagements

168

Clicks

## WEB

15,831

Web Users

46,690

Page Views

## WBENC SOCIAL

321,928

Impressions

7,776

Engagements

1,511

Clicks

4,920  
Page Views of Campaign  
Media Kit Page



# A Dedicated and Targeted Response to 2020 and COVID-19 Challenges

In the height of the pandemic, we created a **WBE Supplier list** and helped connect **WBEs with COVID-19-related PPE and other supplies with corporations on the front lines**. We also stood up a **COVID-19 Resources Center** on our website, curating and dispersing financial and other resources from regional and national partners, Corporate Members, the SBA, and other WBEs.

## 2020 COVID-19 Suppliers, COVID-19 Resources Center

### COVID-19 Supplier List Description:

To support our network through the COVID-19 pandemic and recovery, we compiled a list of WBENC-Certified suppliers that were able to offer COVID-19 related products and/or services during the crisis. This list was updated regularly and distributed to Corporate Members by WBENC as well as made available for public view for a limited time.

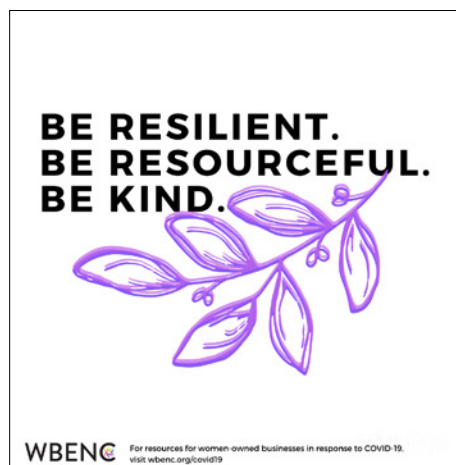
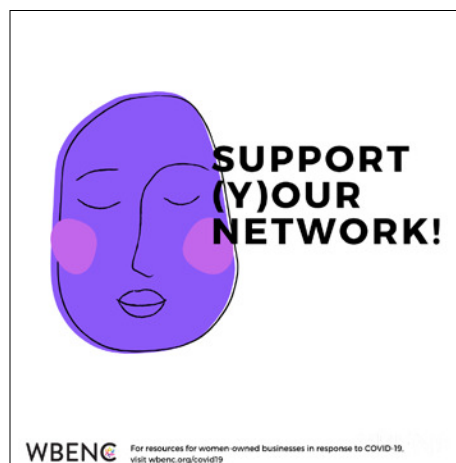
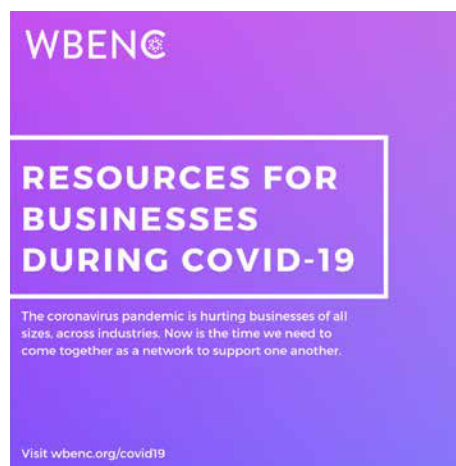
### Categories Included:

- Lab Equipment, Supplies & Testing Services
- Medical Apparel & Textiles
- Medical Equipment & Supplies
- Medical Facility Furnishings & Services
- Medical Related Services
- Medical Warehousing & Logistics
- Paper Products (paper towels, tissue paper, sanitary paper, etc.)
- PPE (Masks, Gloves, Face Shields, Etc)
- Sanitization & Cleaning Products & Services (specialized medical)
- Surgical Equipment & Supplies
- Broader Pandemic Impact, Products & Servs (non-medical)

### TOTAL # OF SUPPLIERS INCLUDED

# 899

WBEs



## WBENC Listens

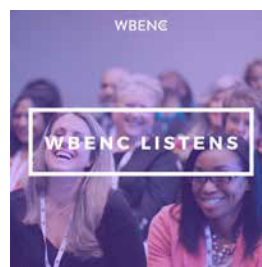
We're all in this together! These virtual, bi-monthly sessions are one of the many ways WBENC supported WBEs during the COVID-19 crisis. In partnership with our Regional Partner Organizations, the Women of Distinction, and the Women's Enterprise Forum, WBENC provided valuable business resources and listened to WBEs as they shared their experiences and what was on their mind. WBENC continues to listen and provide a space for WBEs to connect with women business owners from across the country and build and strengthen their network of support.

# 14

**SESSIONS HELD  
IN 2020**

# 80

**AVERAGE # OF  
ATTENDEES**



## Marriott Hospitality Idea Hack

**As the pandemic continued to severely impact the hospitality industry, WBENC wanted to show our support back to the Marriott family by hosting a series of Idea Hacks in August and September 2020 to generate ideas for potential sources of revenue during the pandemic/lock down.**

Nine teams and 90 participants from our RPOs and WBENC brainstormed separately for 60-90 minutes to come up with as many ideas as possible before ultimately selecting one idea to officially present.

On the day of the Report Out, each team selected one presenter who shared the concept and additional details with a slate of Marriott executives who then asked questions and engaged with participants.

## Using Design Thinking to Provide Value to Your Corporation During Crisis

### **A CORPORATE MEMBER WBENC BUSINESS LAB**

WBENC Corporate Members were invited to this special session on Design Thinking, a process for creative problem-solving. In this interactive session we examined various aspects of the current crisis items related to Supplier Diversity, procurement and supply chains and how to use Design Thinking tools to identify and design new solutions.

### **AN ALD ALUMNI WEBINAR: LEADING THROUGH CHALLENGE AND OPPORTUNITY**

#### **3 Cohorts of Alumni**

This webinar provided alumni from the Accelerated Leadership Development Program (ALD) the opportunity to revisit their Hogan Development Survey (HDS) administered as part of the WBENC ALD 2018 and 2019 programs. Participants built further awareness of their HDS report to assist them in being more intentional, purposeful, and deliberate with their leadership approach during both these uncertain times and the future.

# Awards & Recognitions



## America's Top Corporations for Women's Business Enterprises

The annual list of America's Top Corporations for Women's Business Enterprises (WBEs) recognizes WBENC National Corporate and Government Members who successfully drive the sustainable inclusion of women-owned businesses within corporate and government supply chains and reduce barriers for women-owned businesses.

The 2019 Top Corporations collectively spent more than **\$51.9 billion with WBENC-Certified WBE suppliers in 2018**. All 75 of the 2019 Top Corporations require supplier diversity language in their procurement requests and mentor WBEs to help drive results and develop women-owned business as valued suppliers.

The 2019 America's Top Corporations for Women's Business Enterprises were announced in January 2020 and honored in 2021.

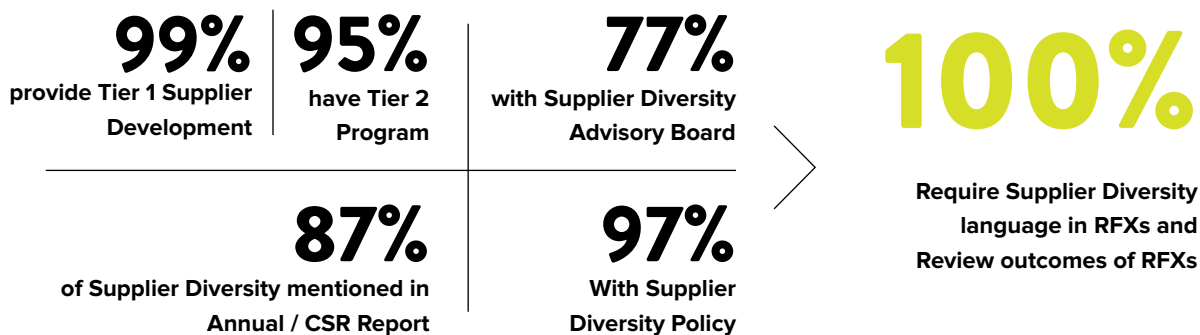
# 51.9 BILLION

DOLLARS SPENT WITH WBES

# 75

TOTAL NUMBER OF TOP CORPORATIONS

### SUPPLIER DIVERSITY



### SUPPLIER DEVELOPMENT

# 100%

% who promote cross diversity partnerships with WBEs, MBEs, and other ethnic minority, and ownership classifications

### PROGRAM AVERAGES

# 3

Median Full Time Supplier Diversity Staff

# 25

Median Yrs. Programs have been in existence

# 2+

Top Corporations are members of 2+ Regional Partner Organization (RPOs)

# TRANSFORM

## Awards & Recognitions (continued)

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Accenture	Exxon Mobil Corporation	Office Depot, Inc.
Adient	EY	P&G
Allstate Insurance Company	FedEx	Pacific Gas and Electric Company
American Airlines	Fiat Chrysler Automobiles	PepsiCo, Inc.
American Water Works Service Company Inc.	Fifth Third Bank, National Association	Pfizer Inc.
Apple	Ford Motor Company	Pitney Bowes Inc.
AT&T	General Motors	Raytheon Company
Avis Budget Group, Inc.	Honda of America Mfg, Inc.	Robert Half
Bank of America	IBM	Shell Oil Company
Bayer U.S. LLC	Intel Corporation	Sodexo
BP America, Inc.	Johnson & Johnson	Sony Pictures Entertainment
Bristol Myers Squibb	JPMorgan Chase & Co.	Southern California Edison
Capital One	Kellogg Company	Target Corporation
Cargill	Kelly Services, Inc.	TIAA
CenterPoint Energy	The Kroger Co.	T-Mobile US, Inc.
Chevron	Macy's, Inc.	TOYOTA
The Coca-Cola Company	ManpowerGroup, Inc.	U.S. Bank
Comcast NBCUniversal	Marriott International	United Airlines
Cummins Inc.	Medtronic	UPS
CVS Health	MERCK	Verizon
Dell Technologies	MetLife	Vistra
Delta Air Lines	MGM Resorts International	Walmart Inc.
DTE Energy	Microsoft Corporation	The Walt Disney Company
DuPont	Nationwide	Wells Fargo & Co
Entergy Services, LLC	Nissan North America, Inc.	
Ericsson Inc.		

# Women's Business Enterprise Stars

Each year, WBENC honors 14 exemplary women business leaders with the nation's premier award for excellence in business leadership — the Women's Business Enterprise (WBE) Star Award. These successful entrepreneurs, all WBENC-Certified Women's Business Enterprises (WBEs), are leaders in their local business communities and respective fields, and an inspiration to women business owners across the country. Their strategic vision, business acumen and sheer talent combine to meet their clients' complex needs and propel our economy forward.

**RASHMI CHATURVEDI**

Kaygen, Inc.

**GABRIELLE CHRISTMAN**

Hunter International, Inc.

**TAMMY COHEN**

InfoMart, Inc.

**APRIL DIEZ**

The Diez Group

**KARI DONOVAN**

Precis Commissioning, Inc.

**EMILY ERSKINE**

ART Payroll

**PATRICIA MARX**

New World Van Lines Inc.

**RANJINI PODDAR**

Artech L.L.C.

**STACI REDMON**

Strategy and Management  
Services, Inc. (SAMS)

**ROSA SANTANA**

Forma Automotive, LLC  
Diversa, LLC  
Integrated Human Capital  
Oveana, LLC

**ANNETTE SPRINGER**

Springer Equipment Company, Inc.  
Southfork Lift Truck, Inc.

**DEBORAH TREVINO**

Treco Services, Inc.

**RAJASHREE VARMA**

Arth Systems

**IRIS VINCENT**

Prime Air Corp.



# Corporate Members

## AARP

Abbott

AbbVie Inc.

## Accenture

Adecco Staffing

Adient

Adobe

ADP

AEG

Aflac

AIG

Airbnb, Inc.

Alkermes, Inc.

## Allstate Insurance Co.

Altec Industries, Inc.

Altria Group

American Airlines

American Express

*American Family Mutual Insurance Company S.I.*

American Water Inc.

*AmerisourceBergen*

Amgen Inc.

Aon Corporation

Apex Learning Inc.

Apple Inc.

Aptiv

*Aqua America*

ARAMARK

ArcelorMittal USA

Archer Daniels Midland Co.

Ardent Mills

## AT&T

Aurora Health Care

AVANGRID

Avantor

## Avis Budget Group, Inc.

Axalta Coating Systems

B2Gnow

*The Bancorp Bank*

## Bank of America

Barclays Capital, Inc.

Barilla America Inc.

BASF

Bausch Health Companies

Bayer Corporation

BBDO New York

BBVA

Black & Veatch

Corporation

*Black, Mann & Graham, LLP*

BlueCross BlueShield of Tennessee

BMC Software

BMO Harris Bank, NA

BMW Group

BNSF Railway

BNY Mellon

The Boeing Company

Boston Scientific

## BP America Inc.

## Bristol-Myers Squibb

Broadcom, Inc.

Bunn-O-Matic Corporation

Burns & McDonnell

C.H. ROBINSON

Caesars Entertainment

Campbell Soup

Capgemini USA

## Capital One

Cargill

Caterpillar Inc.

CBRE, Inc.

CDW Corporation

*Celanese Corporation*

CenterPoint Energy

Charter Communications

CHEP International, Inc.

## Chevron

Church & Dwight Co., Inc

CIGNA

Cintas Corporation

CitiGroup

Citizens Bank

Citrix Systems, Inc.

City of Columbia

CLEAResult

Clorox Corporation

CNA Insurance

## The Coca-Cola Company

Colgate-Palmolive

Company

## Comcast NBCUniversal

ConnXus

ConocoPhillips

Continental AG

Convoy

Corning Incorporated

Corteva Agriscience

*Coupa Software, Inc.*

Covestro LLC

Cox Enterprises Inc.

Cracker Barrel Old Country Store

Crown Castle

CTDI

Cummins Inc.

CVS Health

## D.W. Morgan Company, Inc.

Darden Restaurants

DDB US

## Dell Technologies

Delta Air Lines, Inc.

*Denny's Corporation*

*DentaQuest, LLC*

*Discovery Education*

Dominion Energy, Inc.

The Dow Chemical Company

DTE Energy

Dun & Bradstreet

DuPont

EMCOR Government

Services

*ENGIE North America, Inc.*

*Ensto, Inc.*

Entergy Corporation

Enterprise Holdings

Equitable

Ericsson, Inc.

The Estée Lauder

Companies

Exelon

*Experian*

## Exxon Mobil Corporation

## EY

Facebook

Fannie Mae

Farmers Insurance Group

The Federal Reserve Bank of Boston

The Federal Reserve Bank of Chicago

The Federal Reserve Bank of Richmond

The Federal Reserve Bank of St. Louis

## FedEx

Fiat Chrysler Automobiles

Fifth Third Bank

Fiserv

Fluor

Foodbuy

## Ford Motor

### Company

Freddie Mac

Gallagher

GE Appliances, a Haier Company

Genentech, Inc.

General Mills

## General Motors Company, LLC

*Genpact LLC*

GlaxoSmithKline (GSK)

GM Financial

Goldman Sachs

Google, Inc.

*Grady Health System*

Grosvenor Americas

GSD&M

Hargrove, Inc.

Harley-Davidson, Inc.

Health Alliance Plan

Health Care Service

Corporation

HealthTrust

*The Hertz Corporation*

Highlights Education Group

Hilton Worldwide

## The Home Depot

Honda North America, Inc.

Houghton Mifflin Harcourt

HP Inc.

HPE

HSBC USA

Humana, Inc.

## IBM Corporation

*IDEX Corporation*

Intel

Interpublic Group

Iron Mountain Inc.

ISS Facility Services, Inc.

*ITW*

J.T.M. Food Group

JE Dunn Construction

Company

*JetBlue Airways Corp.*

Johnson Controls  
Corporate

**Johnson & Johnson**

Jones Lang LaSalle

**JPMorgan Chase & Co.**

Kaiser Permanente

**Kellogg Company**

Kelly Services, Inc.

Kimberly-Clark Corporation

*Kohl's*

**KPMG LLP**

The Kroger Co.

L Brands

Lear Corporation

Lenovo US

Liberty Mutual Insurance

*Logitech*

L'Oreal USA

Lowe's Companies, Inc.

**Macy's, Inc.**

Major League Baseball

Mallinckrodt LLC

**ManpowerGroup**

Marathon Petroleum Corp.

**Marriott International**

*Mass Mutual*

Mayo Clinic

MC Group

McCain Foods

McCormick & Co., Inc.

*McKinsey & Company*

Medtronic

Merck & Co.

MetLife

MGM Resorts International

Michelin North America Inc.

**Microsoft Corporation**

*Mizuho Americas*

*Molson Coors Beverage  
Company*

Mondelēz International

Morgan Stanley

Motion Industries Inc.

Motorola Solutions

MSD (Louisville & Jefferson  
County)

National Basketball  
Association (NBA)

National Collegiate Athletic  
Association (NCAA)

**Nationwide Inc.**

Nestle North America

New York Life Insurance  
Company

Nielsen

Nike, Inc.

NiSource

Nissan North America, Inc.

Nokia Inc.

Northwell Health

*NRG Energy, Inc.*

O.C. Tanner Company

**Office Depot, Inc.**

Oracle USA

Orlando Health

Ortho Clinical Diagnostics

*Otsuka America*

*Pharmaceutical Inc.*

**P&G**

Pacific Gas and Electric  
Company

Papa John's International

PaperWorks Industries

Paymentus Corporation

**PepsiCo, Inc.**

**Pfizer Inc**

PGA of America

Phillips66

Pitney Bowes Inc.

PNC Financial Services

Corporation

Pontoon Solutions

Praxair Inc., a member of  
the Linde Group

Premier Inc.

PricewaterhouseCoopers

Principal Financial

Prudential

Publicis Healthcare/Publicis  
Groupe

*Randstad*

Raymond James Financial

**Raytheon Technologies**

RBC Bank

RELX Group

The Resource Group, an  
Ascension Subsidiary

*Rexnord Corporation, LLC*

Reynolds American Inc.

Ricoh USA, Inc.

**Robert Half**

Ross Stores, Inc.

*Royal Caribbean Cruises  
Ltd.*

RR Donnelley

*S&P Global*

S.C. Johnson & Son, Inc.

Salesforce

*Securitas Security Services*

*USA Inc*

*Sentara Healthcare*

**Shell**

*Siemens Corporation*

Sodexo, Inc.

Sonoco Products Company

Sony Pictures

Entertainment

*Southeast Connections,  
LLC*

Southern California

Edison

Southern Company Gas

*Standard Chartered Bank*

Staples, Inc.

Starbucks Coffee Company

State Compensation

Insurance Fund

State Farm Insurance  
Companies

Stryker Corporation

*Swinerton*

Takeda

Target Corporation

Tate & Lyle LLC

TC Energy

TD Ameritrade Services  
Company Inc.

TD Bank, N.A.

*Terumo Americas Holding,  
Inc.*

TIAA

TJX Companies

T-Mobile US Inc.

**TOYOTA**

*Trane Technologies*

Truist Financial Corporation

Turner Construction

**Twitter**

U.S. Bank

U.S. Cellular

U.S. Postal Service

U.S. Tennis Association

UNFI

Unilever

*Union Pacific Railroad*

**United Airlines**

United Rentals, Inc.

*UnitedHealth Group*

UNUM Group

**UPS**

USAA

Valvoline LLC

*Vanderbilt University*

Verisk Analytics

**Verizon**

ViacomCBS

**Vistra Energy**

Vizient, Inc.

Volvo Trucks North

America

W.W. Grainger, Inc.

Walgreens

**Walmart Inc.**

**The Walt Disney  
Company**

Waste Management

**Wells Fargo**

Wieden+Kennedy

Windstream

The World Bank Group

World Wide Technology,  
Inc.

Wyndham Destinations

*Wyndham Hotels & Resorts*

Xcel Energy

Xerox Corporation

Yanfeng Global Automotive  
Interiors

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\*New 2020 Members are  
in *italics*

\*\*WBENC Board Members  
are in **bold**



# Financials

## Statement of Financial Position

Women's Business Enterprise National Council, Inc.

Statement of Financial Position as of December 31, 2020.

(With Summarized Financial Information as of December 31, 2019)

	2020	2019
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and Cash Equivalents	\$ 3,668,753	\$ 3,690,732
Investments	397,937	517,799
Accounts Receivable, Net of Allowance for Doubtful		
Accounts of Approximately \$49,000 in 2020 and \$145,000 in 2019	914,864	1,107,149
Contributions Receivable	829,000	107,018
Prepaid Expenses	1,108,611	978,268
Other Current Assets	49,756	2,066
Total Current Assets	6,968,921	6,403,032
Investments, Less Current Portion	—	397,921
Fixed Assets, Net	141,003	154,230
Restricted Cash	831,318	843,217
Security Deposits	34,774	34,774
Total Assets	\$ 7,976,016	\$ 7,833,174
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts Payable and Accrued Expenses	\$ 695,016	\$ 1,125,401
Deferred Rent	13,843	—
Refundable Advance	485,830	—
Deferred Revenue	2,327,500	2,507,780
Total Current Liabilities	3,522,189	3,633,181
Deferred Rent, Less Current Portion	88,894	102,039
Total Liabilities	3,611,083	3,735,220
<b>Net Assets</b>		
Without Donor Restrictions	2,328,510	2,776,336
With Donor Restrictions	2,036,423	1,321,618
Total Net Assets	4,364,933	4,097,954
Total Liabilities and Net Assets	\$ 7,976,016	\$ 7,833,174

The information presented here is derived from financial statements audited by Councilor, Buchanan & Mitchell, PC (CBM)



## Financials (continued)

## Statement of Activities

Women's Business Enterprise National Council, Inc.

Statement of Activities for the year ended December 31, 2020

(With Summarized Financial Information for the Year Ended December 31, 2019)

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2020 TOTAL	2019 TOTAL
<b>REVENUE</b>				
Membership Dues	\$ 4,447,397	\$ —	<b>\$ 4,447,397</b>	\$ 4,423,333
Contributions	2,537,011	1,011,722	<b>3,548,733</b>	667,875
Exhibitor Fees	—	—	—	707,000
Conference Fees	—	—	—	2,102,101
Sponsorships	135,215	—	<b>135,215</b>	4,440,013
Investment Income	21,140	101	<b>21,241</b>	68,462
Certification Fees	75,250	—	<b>75,250</b>	88,075
Other Income	48,513	—	<b>48,513</b>	24,638
Net Assets Released from Restrictions	297,018	(297,018)	—	—
Total Revenue	7,561,544	714,805	<b>8,276,349</b>	12,521,497
<b>EXPENSES</b>				
<b>Program Services</b>				
Membership	479,170	—	<b>479,170</b>	814,951
Summit & Salute	916,557	—	<b>916,557</b>	1,993,774
National Conference and Business Fair	360,892	—	<b>360,892</b>	4,692,112
Certification	2,602,986	—	<b>2,602,986</b>	2,803,385
Executive Education	1,064,522	—	<b>1,064,522</b>	397,968
Other Programs	1,714,157	—	<b>1,714,157</b>	751,116
Total Program Services	7,138,284	—	<b>7,138,284</b>	11,453,306
<b>Supporting Services</b>				
Management and General	807,896	—	<b>807,896</b>	932,320
Fundraising	63,189	—	<b>63,189</b>	125,614
Total Expenses	8,009,370	—	<b>8,009,370</b>	12,511,240
Change in Net Assets	(447,826)	714,805	<b>266,979</b>	10,257
Net Assets, Beginning of Year	2,776,336	1,321,618	<b>4,097,954</b>	3,939,175
Adjustment to Adopt ASU 2018-08	—	—	—	148,522
<b>Net Assets, End of Year</b>	<b>\$ 2,328,510</b>	<b>\$ 2,036,423</b>	<b>\$ 4,364,933</b>	<b>\$ 4,097,954</b>

The information presented here is derived from financial statements audited by Councilor, Buchanan &amp; Mitchell, PC (CBM)

## Financials (continued)

## Statement of Cash Flows

Women's Business Enterprise National Council, Inc.

Statement of Cash Flows for the year ended December 31, 2020.

(With Summarized Financial Information for the Year Ended December 31, 2019)

	2020	2019
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	\$ 266,979	\$ 10,257
<b>Adjustments to Reconcile Change in Net Assets to Net Cash Used in Operating Activities</b>		
Adjustment to Adopt 2018-08	—	148,522
Depreciation and Amortization	57,862	86,194
Net Gain on Investments	(15,913)	(32,514)
<b>(Increase) Decrease in Assets</b>		
Accounts Receivable	192,285	175,012
Contributions Receivable	(721,982)	(107,018)
Prepaid Expenses	(130,343)	(667,219)
Other Current Assets	(47,690)	25,869
Asset Under Deferred Compensation Plan	—	40,000
<b>Increase (Decrease) Liabilities</b>		
Accounts Payable and Accrued Expenses	(430,385)	159,643
Deferred Rent	698	102,039
Deferred Compensation Payable	—	(40,000)
Refundable Advance	485,830	—
Deferred Revenue	(180,280)	(397,892)
<b>Net Cash Used in Operating Activities</b>	<b>(522,939)</b>	<b>(497,107)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchases of Investments	—	(395,000)
Redemptions of Certificates of Deposit	533,696	530,882
<b>Net Cash Provided by Investing Activities</b>	<b>533,696</b>	<b>135,882</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Purchases of Fixed Assets	(44,635)	(80,441)
<b>Net Cash Used in Financing Activities</b>	<b>(44,635)</b>	<b>(80,441)</b>
<b>Net Decrease in Cash and Cash Equivalents and Restricted Cash</b>	<b>(33,878)</b>	<b>(441,666)</b>
Cash and Cash Equivalents and Restricted Cash, Beginning of Year	4,533,949	4,975,615
<b>Cash and Cash Equivalents and Restricted Cash, End of Year</b>	<b>\$ 4,500,071</b>	<b>\$ 4,533,949</b>
<b>SUPPLEMENTARY DISCLOSURES OF CASH FLOW INFORMATION</b>		
Cash and Cash Equivalents	\$ 3,668,753	\$ 3,690,732
Restricted Cash	831,318	843,217
<b>Cash and Cash Equivalents and Restricted Cash</b>	<b>\$ 4,500,071</b>	<b>\$ 4,533,949</b>

The information presented here is derived from financial statements audited by Councilor, Buchanan &amp; Mitchell, PC (CBM)

# Governance

## Board of Directors

### EXECUTIVE COMMITTEE

Board Chair

**BARBARA KUBICKI-HICKS**

Senior Vice President

Procurement Services Executive

**Bank of America**

1st Vice Chair

**PEGGY DEL FABBRO**

President

**M. Davis & Sons, Inc.**

2nd Vice Chair

**MICHAEL ROBINSON**

Program Director, Global Supplier Diversity

**IBM Corporation**

Secretary

**FARRYN MELTON**

Senior Vice President & Chief Procurement Officer

**Bristol Myers Squibb**

Immediate Past Chair

**THERESA HARRISON**

Director, Diversity and Inclusiveness Procurement

**Ernst & Young LLP**

Treasurer

**THERESA HARRISON**

Director, Diversity and Inclusiveness Procurement

**Ernst & Young LLP**

Leadership Council Chair

**PHALA MIRE**

President & CEO

**WBEC-South**

Audit Committee Chair

**MICHELE VAN TREECK**

VP & Global Chief Procurement Officer

**Kellogg Company**

Women's Enterprise Forum Chair

**PATRICIA MASSEY**

President

**MYCA Group**

Certification Committee Chair

**EUGENE CAMPBELL**

Retired

**Allstate**

Marketing, Marketing & Programs  
Committee Chair

**ANDREW BUTLER**

Senior Director, Market Operations

**Procter & Gamble**

Membership and Retention Chair

**CASEY OAKES**

Director, Supplier Diversity

**Marriott International**

Nominating Committee Chair

**CLINT GRIMES**

Senior Vice President & Chief

Procurement Officer

**Capital One**

President & CEO ex-officio

**PAMELA PRINCE-EASON**

President & CEO

**WBENC**

Counsel to the Board ex-officio

**JORGE ROMERO**

Partner

**K&L Gates, LLP**

# Board of Directors

**KIMBERLY MARCUS**

Director, Supplier Diversity  
AARP

**NEDRA DICKSON**

Global Supplier Inclusion &  
Sustainability Lead  
Accenture

**EUGENE CAMPBELL**

Director, Supplier Diversity &  
Sustainability  
Allstate

**CLINT GRIMES**

Executive Director,  
Global Sourcing & Supplier  
Diversity  
AT&T

**LYNN BOCCIO**

Vice President, Strategic Business  
& Diversity Relations  
Avis Budget Group, Inc.

**DEBRA JENNINGS-  
JOHNSON**

Senior Director, Supplier Diversity  
BP America

**JIM GORZALSKI**

Senior Vice President & Chief  
Procurement Officer  
Capital One

**STEPHANIE BEVERIDGE**

Supply Chain Manager  
Chevron

**AJAMU JOHNSON**

Vice President, Procurement  
Comcast NBC Universal

**DAVID MORGAN**

Founder & CEO  
D.W. Morgan

**PIYUSH BHARGAVA**

Vice President, Global Operations  
Dell Inc.

**DOUG FISHER**

Strategic Procurement Manager  
ExxonMobil Corporation

**THERESA HARRISON**

Director, Diversity and  
Inclusiveness Procurement  
EY

**SUE SPENCE**

Vice President, Sourcing &  
Procurement  
FedEx

**JACKLYN WATT**

Director, NA Interior Purchasing  
Ford Motor Company

**REGGIE HUMPHREY**

Senior Manager, Supplier Diversity  
GM

**MICHAEL ROBINSON**

Program Director, Global Supplier  
Diversity  
IBM Corporation

**ELIZA GONZALEZ**

Senior Director, Citizenship  
Solutions  
Johnson & Johnson

**WILLIAM KAPFER**

Global Head of Supplier Diversity  
JP Morgan Chase & Co.

**MICHELE VAN TREECK**

VP & Global Chief Procurement  
Officer  
Kellogg

**VACANT**

KPMG LLP

**VACANT**

Macy's, Inc.

**PAULA RATLIFF**

Senior VP, Enterprise Sales  
ManpowerGroup

**CASEY OAKES**

Director, Supplier Diversity  
Marriott International, Inc.

**FERNANDO HERNANDEZ**

Director, Supplier Diversity &  
Sustainability  
Microsoft Corporation

**FRANTZ TIFFEAU**

Director, Supplier Diversity &  
Development  
Nationwide Inc.

**KAREN MILLER**

Vice President, Procurement  
Office Depot/Office Max

**MARY MCEVOY**

Vice President, Commodities -  
Global Procurement  
PepsiCo, Inc.

**MIKE HOFFMAN**

Chief Procurement Officer  
Pfizer Inc

**ANDY BUTLER**

Associate Director, NA  
Transportation Purchases  
Procter & Gamble

**VACANT**

Raytheon

**KATHLEEN TRIMBLE**

Vice President, Supplier Inclusion  
Robert Half

**ANA KOPF**

Manager, Supplier Diversity &  
Diversity Outreach  
Shell Oil Company

**QUINTON MARTIN**

Vice President Community  
Marketing  
The Coca-Cola Company

**SYLVESTER JOHNSON**

Senior Manager, Supplier Diversity  
The Home Depot

**RICK WERTCSHING**

Vice President, Sourcing &  
Procurement  
The Walt Disney Company

**DEB SCHROEDER**

Vice President-Purchasing, Direct  
Parts  
Toyota North America

## Board of Directors (continued)

**KRISTEN HICKEY**

Global Supplier Inclusion &  
Diversity Manager  
Twitter

**VACANT**

Verizon

**REGINA HEYWARD**

Senior Vice President & Head of  
Supplier Diversity  
Wells Fargo

**SHARON GRANT**

Vice President, Community Affairs  
United Airlines

**PHIL SEIDLER**

Vice President, Supply Chain  
Vistra (formerly Energy Future  
Holdings)

**VACANT**

(Formerly Owens & Minor)

**KRIS OSWOLD**

Vice President, Global Supplier  
Diversity  
UPS

**MICHAEL BYRON**

Senior Director, Supplier Inclusion  
Walmart Stores, Inc.



# Leadership & Staff

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Pamela Prince-Eason

**President and CEO**

Lindsey All

**Director, Marketing,  
Programs & Business  
Development**

Andrew Gaeckle

**Director, Strategic Planning**

Cheri Simmons

**Director, Programs**

Audrey Awasom

**Project Manager, Programs**

Lauren Herman

**Assistant Controller**

Laura Swenson

**Director, Events**

Pat Birmingham

**Vice President, WBENC  
Marketing and Technology**

Kelly Hinman

**Senior Manager, Certification**

Laura Taylor

**Vice President, WBENC  
Partner Network Planning &  
Operations**

Kelly Klomparens

**Senior Accountant**

Avery Trump

**Senior Project Manager, Events**

Ann Bowman

**Executive Associate**

Jill Sasso

**Vice President, WBENC  
HR, Governance & Programs**

LaKesha White

**Director, Certification**

Jessica Carlson

**Director, Marketing &  
Communications**

Nettie Schmidt

**Manager, Marketing &  
Communications**

Jessica Yamas

**Senior Manager, Strategic  
Programs**

Mia Delano

**Executive Lead, Business  
Development & Engagement**

Jillian Schneeberger

**Senior Director, Marketing,  
Programs & Business  
Development**

Amanda Zack

**Director, Operations**

# Women's Enterprise Forum

The **Women's Enterprise Forum (the Forum)** is a select group of WBENC-Certified WBEs that are nominated by their RPO and appointed by WBENC. The Forum serves in an advisory capacity to the WBENC Board of Directors, providing input and feedback on WBENC programs and other matters at the direction of the Board. Forum members serve on business-focused Teams where they share their expertise and knowledge with each other and are recognized as the voice of the WBEs within the WBENC network.

## 3

WBE FORUM LEADERS

## 70

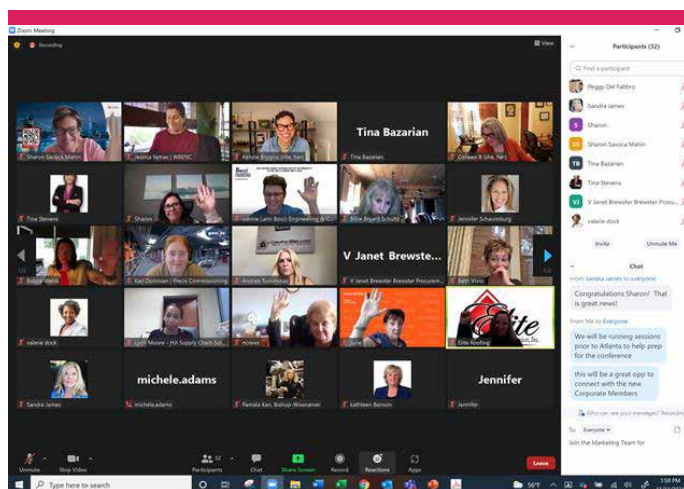
FORUM COMMITTEE REPRESENTATIVES

## 18

FORUM LEADERSHIP TEAM

## 187

FORUM REPRESENTATIVES



**FORUM  
DOMESTIC TEAM**



**FORUM  
ENGAGEMENT TEAM**



**FORUM  
GLOBAL TEAM**



**FORUM  
GOVERNMENT TEAM**



**FORUM  
MARKETING TEAM**



**WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL**

1120 Connecticut Avenue NW, Suite 1000  
Washington, DC, 20036

202-872-5515 | [www.wbenc.org](http://www.wbenc.org)

