

Women's Business Enterprise  
National Council



*Creating Opportunities...Recognizing Excellence*

## June Board Book

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**Board of Directors Meeting  
The Peabody Orlando  
Orlando, Florida**

**June 19, 2012**

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>

# Table of Contents

<b>Board Meeting Agenda</b> .....	3
<b>March Board Meeting</b> .....	4
Attendance .....	4
Meeting Minutes .....	6
<b>Board Elections</b> .....	9
Resignations .....	10
Nominations .....	11
<b>Board Chair Report</b> .....	13
<b>Report of the President &amp; CEO</b> .....	16
<b>Committee Reports</b> .....	21
Treasurer’s Report and Finance Committee .....	22
Audit Committee.....	24
Corporate Membership & Revenue Generation Committee.....	25
Leadership Council .....	29
Women’s Forum Leadership Team .....	31
Global Services & Programs Committee.....	34
U.S. Services & Programs Committee.....	35
National Certification Committee.....	37
Marketing, Communications, and Brand Management Committee. ....	38
Nominating Committee.....	41
<b>WBENC Contacts</b> .....	42
Executive Committee/ Extended Executive Committee.....	42
Regional Partner Organizations .....	44
WBENC Staff .....	46

**Women’s Business Enterprise National Council  
Board of Directors Meeting  
June 19, 2012—9:00 am-11:00 am  
Peabody Orlando Hotel, Barrel Spring I-II**

AGENDA

- 9:00 AM BOARD CHAIR’S REPORT LAURA TAYLOR**  
A. Welcome  
B. Approval of Minutes of meeting of March 21, 2012  
C. Nominating Committee Report **DIANE PINKNEY**  
Resignations of Existing Board seat—Corporate  
- Tara Spann, Staples, Inc, term to end 12/2014  
  
Nominations to fill existing Board seat—Corporate  
- Nicole Peterson, Home Depot, term to end 12/2012  
- Patricia Snyder, Walmart, term to end 12/2014  
D. Report of the Chair (March 2012-May 2012) **LAURA TAYLOR**
- 9:15 AM PRESIDENT’S REPORT PAMELA PRINCE-EASON**
- 9:25 AM TREASURER-FINANCE COMMITTEE REPORT KATHY HOMEYER**  
A. Year-to-date May 31, 2012  
B. Update on 2011 Audit Report
- COMMITTEE UPDATES:**
- 9:35 AM LEADERSHIP COUNCIL GERI SWIFT**
- 9:45 AM WOMEN’S LEADERSHIP FORUM TARA ABRAHAM**
- WBENC’S ROADMAP TO 2020:**
- 9:55 AM STRATEGIC PLAN WORKING SESSION**  
A. Opening Laura Taylor and Cheryl Stevens  
B. Certification Nancy Conner  
C. Opportunity Ruby McCleary  
D. Resources Theresa Harrison  
E. Recognition Debra Jennings-Johnson  
F. Technology Benita Fortner
- 10:55 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**  
 Minutes of the Meeting  
 BALTIMORE MARRIOTT WATERFRONT GRAND BALLROOM  
 Wednesday March 21, 2012  
 3:30pm–5:30pm

<b>Meeting Attendance</b>			
1	Chair	Laura Taylor, Pitney Bowes	Present
	President	Pamela Prince-Eason, WBENC	Present
	Counsel	Jorge Romero, K&L Gates	Absent
<b>Corporation</b>		<b>Corporate Members</b>	<b>Present / Absent</b>
2	Accenture	Al Williams	Present
3	Alcatel-Lucent	Mark Artigues (New Member)	Present
4	Altria	Diane Pinkney	Present
5	AT&T	Marianne Strobel	Present
6	Avis Budget Group	Lynn Boccio	Present
7	Bank of America	Barbara Kubicki-Hicks	Present
8	BP America	Debra Jennings-Johnson	Present
9	Chevron	Greg Tibbles	Present
10	Dell Inc	Kimberly Brown	Present
11	Energy Future Holdings	Cheryl Stevens	Present
12	Ernst & Young	Theresa Harrison	Present
13	ExxonMobil Global Services	Bridget Snooks-Kostelnik	Absent
14	Ford Motor Company	Carla Preston	Present
15	Home Depot (Vacant Seat)	Nicole Peterson	Present for the Seat
16	IBM	Michael Robinson	Present
17	JC Penney	Mary Tacher	Present
18	Johnson & Johnson	Beverly Williamson	Present
19	Johnson Controls	Shelly Brown	Present
20	JP Morgan Chase	Thasunda Brown-Duckett	Present
21	KPMG	Barbara Carbone	Present
22	Macy's	Howard Thompson	Present
23	Manpower	Nancy Creuziger	Present
24	Marriott	Rosemarie Schmidt	Absent
25	Microsoft	Cecelia Porto	Absent
26	Motorola	Lisa Stenglein	Absent
27	Motorola	Megan Stock	Present for Lisa S.
28	Office Depot	Shari Francis	Present
29	PepsiCo	Larry Caldwell	Present
30	Pfizer	Donna Donato	Present
31	Raytheon	Benita Fortner	Present
32	Shell	Debra Stewart	Present
33	Staples	Tara Spann	Present
34	The Coca Cola Co.	Eyvon Austin	Absent
35	Time Warner	Greta Davis	Present
36	United Airlines	Ruby McCleary	Present
37	UPS	Kathy Homeyer	Present
38	W.W. Grainger	Nancy Conner	Present

39	Wal-Mart (Vacant Seat)		
40	Verizon	Donna Erhardt	Present
<b>Leadership Council Members</b>			<b>Present / Absent</b>
41	Center for Women and Enterprise	Susan Rittscher	Present
42	WBC Southwest	Debbie Hurst	Present
43	WBDC Chicago	Carol Dougal	Present
44	WBEC- South	Blanca Robinson	Present
45	WBEA	Susan Repka	Absent
46	WBEC PA, DL, sNJ	Geri Swift	Present
47	WPEO-NY	Marsha Firestone	Present
48	Ohio River Valley Women's	Rea Waldon	Present
49	WBEC West	Pam Williamson	Present
<b>Forum Members</b>			
50	A10 Clinical Solutions Inc	Leah Brown	Present
51	Accel, Inc	Tara Abraham	Present
52	Arbill	Julie Copeland	Present
53	Artech Information Systems	Ranjini Poddar	Absent
54	Banneker Industries	Cheryl Snead	Present
55	CRC Group	Patricia Rodriguez Christian	Present
56	ICON	Pamela O'Rourke	Present
57	OLSA Resources	Olsa Martini	Present
58	Robart Transportation	Sharon Burton	Present
59	Superior Staffing	Lynne Marie Finn	Present
<b>Expert Members</b>			
60	Romneycom, L.L.C.	Lynthia Romney	Present
61	Amgen	Farryn Melton	Present
62	Vacant Seat		
<b>WBENC Staff</b>			
	Lynn Quinn	Chief Operating Officer	
	Candace Waterman	Senior Director Alliance & Relationships	
	Paige Adams	Director, Development & Corporate Relations	
	Helen Avery [minutes]	Executive Assistant & Project Manager	
<b>Regional Partner Organization</b>			
	Roz Lewis	GWBC	
	Nancy Allen	WBC- Florida	
	Sandra Eberhard	WPEO-DC	
<b>CPO Attendees (Strategic Planning Session)</b>			
	Hans Melotte	Johnson & Johnson	
	Shelley Stewart	TYCO	
	Jill Bossi	Red Cross	
	Susan O'Rourke	Ernst & Young	
	Lisa Johnson	UPS	
	Rob Lidster	Energy Future Holdings	
	Len Greenhalgh	Tuck Program	

**CALL TO ORDER:** Board Chair Taylor called the meeting to order at 3:40 p.m.

**NOVEMBER 18, 2011 MEETING MINUTES:**

**Resolution:** Laura Taylor moved and Lynne Marie Finn seconded the motion to accept the minutes from the November 18, 2011 meeting. There being no further discussion, the motion passed unanimously.

**NOMINATING COMMITTEE REPORT:**

**Board Resignations**

Chair of the Nominating Committee, Diane Pinkney, announced the board resignation and retirement of Lynn Scott from Alcatel-Lucent.

**Board Nominations:**

Ms. Pinkney presented Mark Artigues to replace Lynn Scott for the Alcatel- Lucent seat. This term is to expire December 2012.

**Resolution:** Diane Pinkney moved and Cheryl Stevens seconded the motion to accept the nomination of Mark Artigues of Alcatel- Lucent to the Board, replacing Lynn Scott, term expiring December 2012. There being no further discussion, the motion passed unanimously.

**Action Item:** Ms. Taylor reminded the Board members that they are required to annually submit the Code of Ethics and Conflict of Interest Questionnaire; forms are now due for members serving on the Board in 2012.

**EXECUTIVE COMMITTEE MEETINGS SUMMARY REPORT:**

Chair Laura Taylor summarized the strategic planning activities since November 2011, by providing a brief update on the monthly Executive Committee meetings, which have been focused on the progress of the Strategic Planning Teams. Ms. Taylor also met with the Forum Leadership Team about the work being done on renewing the Forum's mission; and attended the segment of the Leadership Council retreat related to succession planning.

**PRESIDENT'S REPORT:**

President Pamela Prince-Eason reported on the successful 2012 Summit and Salute participation; conversations with other third-party certifiers for women-owned business; and participation in the WOSB program de-briefing. She requested feedback on the new format of the monthly President's Report, intended to drive the readership growth and be more sustainable than the previous newsletter format. Ms. Prince-Eason led the development and preparation work for new initiatives, including WBENC Opportunity World (WOW) game, WBENC Legacy Award Program, and a program to support women-owned wineries that look to overcome the hurdles of growth in the US wine industry; participated in media interviews; attended a Ohio River Valley Board Meeting and Corporate visit to Toyota; and participated in a Dell corporate event in Austin. She also announced the meeting of the 15<sup>th</sup> Anniversary CPO Advisory Council, convening for the first time prior to the Board meeting, and introduced the members present.

### **TREASURER'S REPORT:**

Kathy Homeyer presented the December 31, 2011 *preliminary, unaudited* financial results: 2011 net income exceeded both the 2011 forecasted net income presented at the November 2011 meeting and the December 31, 2010 actual net income. She also presented the year-to-date February 29, 2012 actual progress compared to the year-to-date February 29, 2012 budget and actual year-to-date February 28, 2011 results; highlighting the Summit & Salute income and continuing Balance Sheet strength.

### **Executive Compensation Policy:**

**Resolution:** Kathy Homeyer moved and Geri Swift seconded the motion to accept the resolution to adopt the Executive Compensation Policy regarding best practices related to not-for-profit governance policies. There being no further discussion, the motion passed unanimously.

### **CORPORATE MEMBERSHIP & REVENUE GENERATION COMMITTEE REPORT:**

Paige Adams reported on The 2012 Summit and Salute income and progress on the 2012 National Conference & Business Fair sponsorship income goal.

### **LEADERSHIP COUNCIL REPORT:**

Geri Swift reported on the Leadership Council retreat earlier in the week, which was focused on succession planning for Executive Directors, Presidents and CEOs of Regional Partner Organizations. Discussion also included capacity building for the National Conference & Business Fair and MatchMaker sessions involving Corporate Members and WBEs.

### **WOMEN'S LEADERSHIP FORUM REPORT:**

Tara Abraham reported the topics discussed during the Forum Committee meetings: Discussions in this meeting included top policies, Women Impacting Public Policy (WIPP), GSA and global business development. The Forum Leadership Team (FLT) is in the process of realigning its governance practices; members are reviewing and assessing the role and responsibilities of the Forum.

**Action Item:** The Forum will submit a charter for Executive Committee approval in April 2012.

### **STRATEGIC PLANNING WORKING SESSION:**

Ms. Taylor stated that since the November meetings, the Board has received various communications from the Executive Committee regarding the progress of the Strategic Plan Teams.

Cheryl Stevens re-introduced the strategic planning teams: Certification (C), Opportunities (O), Recognition (R), Resources (R), and Technology (T). The leader of each CORR+T team presented their Strategic Plan Team charters:

**Certification Team:** Nancy Conner presented the charter of the Certification Team.

**Action Item:** The Certification team prepared a survey for each member of the Board to complete and return. The survey pertains to the Corporate, WBEs, RPOs and Government Entities.

**Opportunities Team:** Ruby McCleary presented the charter of the Opportunities Team.

**Action Item:** Corporate Board members were asked to complete and return the Opportunity Team surveys at the end of the meeting.

**Resources Team:** Theresa Harrison presented the charter and purpose statement of the Resources Team.

**Action item:** Board members should forward to Ms. Harrison any new revenue-generating ideas, such as Affinity Programs, and any experience or data on success at other organizations regarding grants (from government, private and corporate-foundations, and the SBA) or fee for service programs.

**Recognition Team:** Debra Jennings-Johnson presented the charter of the Recognition Team and discussed the Recognition Team survey:

**Action Item:** Complete and return the survey at the end of the meeting. Survey the participants in order to provide recommendations on process and procedures and to also suggest additional awards.

**Technology Team:**

Benita Fortner presented the charter and purpose, and the two-phased approach of the Technology Team: WBENC Headquarters technology assessment to be integrated with the infrastructure needs derived from the work of the other strategic-plan teams.

**Next Steps:** Ms. Taylor enumerated the strategic plan follow up:

- Regular communications to the Board on strategic plan status.
- Progress report at the June meeting.
- The Strategic Plan Core Steering Committee will continue to receive comments/inputs on progress reported.
- Strategic Plan Team will create a visual dashboard comprised of metrics that measure charter progress and alignment (12 months.)

**OTHER BUSINESS:**

**Action Item:** Board Members will fill out the “Share your WBENC Memory” form and return it to Lynn Quinn.

**ADJOURNMENT:**

There being no further business, Board Chair Laura Taylor adjourned the meeting at 5:32p.m.



# Board Elections

# Resignations



that was easy:

Pamela Prince-Eason  
President & CEO  
1120 Connecticut Avenue, N.W. Suite 1000  
Washington, DC 20036

Dear Ms. Prince-Eason,

This letter is to inform you that Staples, Inc. must resign as corporate member of the Women's Business Enterprise National Council (WBENC) Board of Directors and thus, I must resign as the Chair of the Marketing, Communications and Brand Management Committee, effective immediately.

It has been a pleasure to serve on your prestigious board and lead the Marketing Committee.

I wish WBENC only the best for the future and regret any inconvenience my resignation might cause.

All the best,

Tara Spann  
Executive Director, Diversity Initiatives

# Nominations



## **Nicole Peterson** **Senior Director, Supplier Diversity**



Nicole Peterson, Senior Director – Supplier Diversity leads our efforts to tap into small-, minority-, women-, and veteran-owned businesses. She drives internal processes that help ensure we are easy to do business with and support our reporting needs. Supplier Diversity’s mission is to form mutually beneficial partnerships with diverse businesses that allow us to deliver superior products and services and superb customer service, which ultimately increases shareholder value.

Prior to this position, Nicole was Senior Director - Finance, responsible for providing leadership, direction and analysis to the IT, Legal, Communications and Enterprise Asset Management senior leadership team. As a member of the strategic leadership team for these functions, Nicole played a key role in driving functional metrics, controlling costs, and working closely with the finance senior leadership, in order to achieve business goals and create shareholder value. Nicole joined The Home Depot in February 2006 as a Senior Manager within the Assurance and Advisory Management Program (AMP). In that role, Nicole led finance and accounting due diligence for more than 15 acquisitions and executed operational process improvement projects, financial and regulatory compliance reviews, and business and fraud risk assessments for various functional areas.

Prior to joining The Home Depot, Nicole was a Vice President at Giuliani Capital Advisors LLC ("GCA"), where she focused on providing restructuring and reorganization advisory services. During her 6 year career at GCA, Nicole provided various financial advisory services to her clients, including analyzing operating forecasts, strategic plans, and cash flow projections, developing liquidation analyses, assisting with transaction negotiations, and planning and executing acquisitions, divestitures and debt financing transactions.

Before joining GCA, Nicole spent approximately 3 years in the accounting practice of Deloitte and Touche LLP where she provided accounting, M&A transaction support, and business process consulting services.

Nicole graduated summa cum laude from North Carolina A&T State University with a Bachelors of Accounting degree and also received a Masters in Business Administration – Finance from Columbia Business School. She is a Certified Public Accountant and Certified Insolvency and Restructuring Advisor. In March 2007, Nicole was selected as one of Cobb Life Magazine's 20 Rising Stars under 40. Nicole is an avid reader and enjoys traveling and relaxing at home with her husband, James and son; Trey.



**Patricia Snyder**  
**Vice President Divisional Merchandise Manager Children's Apparel**  
**Walmart US**

Patricia Snyder is the Vice President of Walmart US Children's Apparel; she is responsible for Boy's, Girl's and Baby apparel including basics, sleepwear, denim and seasonal products. She leads a cross-functional team totaling over 100 associates, to ensure we satisfy our customer's needs and deliver on our Everyday Low Price promise to "Save people money -so they can live better"

Snyder with her more than 30 years' experience in retail has held several significant merchandising roles. Prior to her move to Divisional Merchandise Manager, Patricia served as Vice President of Home and Apparel Replenishment. Snyder was responsible for all supply chain activity for Home and Apparel. In addition she also led the New Store team responsible for new formats and the corporate item file team. Snyder joined the company in 2004 as Director of Apparel Planning and was promoted to Vice President Apparel Planning and Replenishment in 2005.

Before joining Walmart, Snyder held various merchandising roles with Target including Intimate Apparel, Boy's Sportswear and Fine Jewelry. She played a key role in the introduction of the brands Cherokee, Circo, Mossimo and Gilligan & O'Malley.

Snyder began her career in retail at Younkers, Department Store, where she held multiple positions in store operations and merchandising. She holds a bachelor's degree from St. Ambrose University.

She lives in Northwest Arkansas with her husband and 12 year old daughter.

**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
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**Report of the Chair of the Board to the WBENC Board of Directors**

**Activities since March 2012:** *See Pamela Prince-Eason's Board Report and Individual Committee reports for additional activity*

**Board Governance & Management:**

- Conducted EEC monthly meetings with additional follow-up on key activities:
  - Strategic Planning communications and working session preparation,
  - Nominating committee activity
  - Leadership Council succession planning
  - Evaluation of Summit and Salute feedback
  - National Conference and Business Fair planning
  - Review and comment on Financial updates
  - Executive Compensation policy review and approval
  - Ethics Committee Charter

**WBENC's Roadmap:**

Significant time dedicated to review of Strategic Planning committee progress and to preparation of Board and other communications.

As a reminder, the goal of the overall planning process is to make the future state of the organization something tangible and concrete so that our Board members and other stakeholders can evaluate process against goals along the way to the WBENC Roadmap to 2020 vision. At the end of our overall strategic planning process we will have:

- A consensus built "to be" future
- A strategic plan providing overall guidance and agreed direction for the organization with roughly ten year horizon identified stretching WBENC to transform during the set time frame
- Within that, a long range plan with a three year horizon measured in one year increments to ensure continuity of direction and manage cultural change and expected outcomes toward our "to be" future state
- A set of tactical plans with a short term focus that will be utilized to drive and measure each goal area to closure.

**“Draft” Vision:** To be the global leader in women’s business development

**“Draft” Mission Statement:** WBENC’s mission is to fuel economic growth globally through access opportunities, by identifying, certifying, and facilitating development of women-owned businesses.

**Current Status**

- Sub-teams have integrated survey inputs, feedback from Committees, and Board input into their work
- Sub-teams are preparing for follow up at June Board meeting where some will share survey results and others will be soliciting input from Board

**Strategic Planning Team Updates for the WBENC Board of Directors - May 2012**

**Resources: (Theresa Harrison, Lead)**

The consultant for the Resources team has been finalized. The group will have a meeting on June 1 in preparation for the WBENC BOD meeting in June. The consultant will be assisting the team in sponsorship and membership development planning and challenge the team to fully evaluate WBENC’s current funding models and options to consider for the future.

**Recognition: (Debra Jennings-Johnson, Lead)**

You will recall the survey you all completed at the last BOD meeting. Debra’s team has analyzed the collected data to evaluate the value of current programs. Results showed that the BOD does consider current recognition programs valuable. The Recognition Team will be recommending an award template on a selection process and will be proposing additional awards for the Board’s consideration. The proposed additional awards will include “WBE to WBE business” focused recognition.

**Programs: (Ruby McCleary, Lead)**

The corporate survey conducted at the last BOD meeting recommended to the programs group the creations of a high level matrix for program design for WBEs which will incorporate the use of type of business and potentially be size specific (relative to revenue and growth). The Programs Team also has a consultant engaged to assist in the Program Strategic Planning initiative development. The Programs team will be coordinating a focus group during the June conference to obtain input on capacity building programming to include Corporate members, RPOs and WBEs.

**Certification: (Nancy Conner, Lead)**

The Certification team is evaluating survey results. In addition, the group is also focused on the technology needed for the future of Certification, and the corporate expectation for global participation and partnering.

**Technology: (Benita Fortner/Pamela O’Rourke, Leads)**

The Technology team will be involved in the 2012 Technology Summit which will take place the Monday of Conference week. The purpose of the session will be to collect information from subject matter experts. Corporate members and WBEs will offer case-study solutions. The end

result is to be prepared to support infrastructure needs that will become necessary through the Strategic Plan work.

**Board Chair (and core steering group) involvement**

- Oversight for Communication and Involvement/Inclusiveness
- Provide guidance to sub-team leaders regarding specific strategic issues (Global subject, direction re: items to be included in or out of scope., etc)
- With Executive Sponsor, Cheryl Stevens, planning June 18 Core Steering Group session where we will evaluate and assess progress to date, review and update key next steps, and confirm framework for long term plans

**Public Representation of WBENC:**

- Pitney Bowes Supplier Diversity Summit held May 15<sup>th</sup>. Keynote speaker Al Williams, CPo Accenture and Guest speaker, Pamela Eason, President WBENC
- Diversity Careers June/July feature on Pitney Bowes Supplier Diversity and our support of WBENC and NMSDC

**Other Projects:**

- Review of Board committee participation – ongoing
- Forum leadership structure

**Women's Business Enterprise National Council**  
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**Report of the President to the WBENC Board of Directors**

**President's Activities since March 21, 2012:** *See Laura Taylor's Board Report and Individual Committee reports for additional activity*

**Office of the President:** *President and CEO Pamela Prince-Eason supported by Helen Avery*

**Board Management and Strategic Planning Process:**

- Prepared agenda, board book and participated in creating Strategic Planning update materials for Committee updates, Board Working session and CPO Advisory Council to the President of WBENC.
- Participated in all Executive Committee & Extended Executive Committee Meetings during April – June (to date) 2012. Details of EEC meetings are included in detail in Laura Taylor's update.
- Located and provided consulting support to 3 Strategic Planning sub-teams: Opportunities, Resources and Technology.
- Lynn Scott acted as my proxy during March – June Nominating Committee meetings due to workload in Marketing requiring my attention. (Staff member on Medical Leave.) Participated in recommendation review as part of EEC meetings.
- Conducted information session with Patricia Vanderpool, WBE, during her recent visit to DC as part of the new activities associated with the U.S. Chamber of Commerce's new women's initiative. Briefing of the organization's mission and review of sponsorship and web site indicate need for WBENC to understand operating model for this new initiative. (This will be followed up on in detail in July 2012.)
- Conducted meeting with Luke Visconti, Owner & Publisher of Veteran-owned Diversity Inc magazine and Research & Consulting Services. Discussions underway regarding strong collaboration that would provide enhanced research, increased marketing/exposure and access to additional member companies in a channeled manner. An update will be provided to the EEC in July/August with further information available to the Board as soon as assessed and aligned to ensure best value to WBENC. Diane Tomb, the new President of NAWBO and Nell Merlino of Count Me In. Both organizations are interested in stronger collaboration with WBENC. Conversation will continue to determine formal commitments which will be documented and discussed with the Board and EEC before finalization.
- Dialogue underway with both Donna James of the National Women's Business Council (Board Chair, NWBC) and Ann Sullivan of Women Impacting Public Policy (WIPP) regarding proposed legislative action that would dissolve the NWBC and replace it with a new entity. Tara Abraham is the WBENC representative on this committee. Tara and I are staying closely tied on actions needed by NWBC members.
- Discussion underway between WBENC and Diversity Information Resources (DIR) regarding providing Supplier Diversity Program training. Once details are available they will be shared for input.



- Supporting start up of small task force to align our overall presence to address a full multicultural platform. Beverly Williamson from the Board is leading our planning in this area. The Board will be requested to provide input on a routine basis.
- Continue to participate in Succession Planning de-briefs and future planning for WBENC and network (RPO) partners with Geri Swift, Laura Taylor, Candace Waterman and external support.
- Accepted appointment to Secretary of State Clinton's INTERNATIONAL COUNCIL ON WOMEN'S BUSINESS LEADERSHIP - SUBCOMMITTEE ON ACCESS TO MARKETS. WBENC (Pam Eason or Candace Waterman) has participated in all meetings of the group.
- Accepted request to participate in the Small Business Working Group of the 2012 Clinton Global Initiative created by former President Bill Clinton to identify significant challenges in the World in order to create new, specific and measurable ways to improve the issue. In this case my work will support improving challenging issues around Small Business in the United States. I will also be the liaison from our group to the Girls & Women Initiative due to being the leading advocate for women entrepreneurs.

### **Operational Excellence:**

- Participated in Summit & Salute de-brief with staff and A-Plus. (Feedback from call with E&Y and Accenture and survey results from participants were included in de-brief.) Excellent review feedback from the event with continuous improvement goals identified by staff, continued improvement in execution of Matchmaking event (location/noise and timing) and request for additional networking time were the key takeaways. There is a large voice requesting that they would like to see us integrate the Top Corps discussions/awards into the overall event so that the larger group could benefit. Additionally, strong desire by participants to hold the 2013 event in Baltimore again. We are in the process of contracting with the Hilton in Baltimore for the dates of **March 12-15, 2013 with the Salute evening occurring on March 14, 2013.**
- Overseeing process & policy development work being conducted by our contracted resource, Jean Poling. Formal documentation is in place for the WBENC Membership Acquisition and Maintenance Processes. Full review of collateral used in acquisition and internal processes used for billing were identified as "weak." Both are being addressed in June and July 2012.
- Evaluated the National Conference & Business Fair Media Gauntlet process and re-structured to prepare those being interviewed in advance and use the 2012 NCBF in an effective way to gather future media needs.
- Managed President's Report process with routine Editorial Calendar completed and briefing meetings for all writers established and held on monthly basis.
- Worked with Betty Cole and Judy Bradt to create a robust set of workshop tracks and a detailed learning lab for the National Conference & Business Fair.
- Supported April and May Ambassador Meetings.
- Advanced on-going work to implement: (Various items were presented to the Finance Committee during their May meeting.)
  - WBENC Opportunity World (WOW) Experience (for National Conference & Business Fair)
  - WBENC Legacy Award Program

- WBENC Logo Store (for National Conference & Business Fair)
- Program to support Women-owned wineries looking to overcome the hurdles of growth in the US wine industry.

#### **WBENC Events and Awards:**

- Finalized all follow-up activities from Summit & Salute including Top Corporation and WBE Business Star follow-up items and finalization of documentation of event highlights.
- 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 2012 National Conference & Business Fair (NCBF). We are pleased to report that our 15<sup>th</sup> Year is being strongly supported. Thank you to Accenture and Ernst & Young for their role as presenting sponsors for the 2012 Summit & Salute and to **our full complement** of sponsors for the NCBF, including lead co-chairs Accel, Inc., Avis Budget Group, ICON Information Consultants and Office Depot.

#### **Public Representation of WBENC:**

- Media interviews :
  - Quoted in many press releases by America's Top Corporations.
  - Interviews done with WE USA to support their on-going support of WBENC through the dedicated magazine issue they create for release at the WBENC National Conference & Business Fair.
  - Interview done with reporter from ABC TV (DC) in effort to better understand the benefits to Corporations of using certified WBEs.
  - Interview with Women's Radio to support this Media Partner's coverage of WBENC's National Conference & Business Fair.
  - Interview done with MBE Connect to support this Media Partner's coverage of WBENC and the National Conference & Business Fair.
- Meetings and Events:
  - Organized plan of action for WBENC participation in WIPP/WBENC supported 1<sup>st</sup> Government Workshop on How to do Business with The U.S. State Department and Board of Governors, Federal Reserve panel. Candace let our efforts supporting the annual OSDBU Government Conference.
  - Attended Partner events:
    - Attended Susan Repka's highly successful Annual Expo and Award Luncheon.
    - Attended Michelle Richard's highly successful Annual Event and Award Dinner.

#### **Meetings & Events with WBENC Members:**

- **Shell** – Paige Adams and Pamela Eason joined Board Member Debra Stewart and Brian Hall of Shell in Houston for a WBENC/Shell planning meeting, support of the Shell Eco-marathon and the hosting of the National Hispanic Corporate

Council meeting. Additionally during this visit we did a site visit to Pamela O'Rourke's ICON offices.

- **Macy's** – Paige Adams supported request from Board member, Howard Thompson to support their Supplier and Internal Buyer Event that will include WBE usage as part of a major anticipated expansion of store operations in NYC.
- **Pitney Bowes** – Attended 2<sup>nd</sup> Annual Supplier Summit speaking with Dr. Fred (Northeast NMSDC) to all participants. Great event with both Al Williams (WBENC Board Member) and Marshawn Evans (WBENC certified WBE) as key speakers at the event. Congratulations to Laura and Larry for having both their President and CPO/CFO in attendance and speaking.
- **Wal-Mart Women's 360 Initiative** – Accepted 1 year role to be member of Inaugural year Wal-Mart Women's Advisory Council supporting Wal-Mart leaderships commitment to increasing utilization of Women-owned Businesses in the Wal-Mart supply chain.
- **JCI** – Pamela Eason and Sandra Eberhard (WPEO-DC) supported Board Member Shelly Brown in an important session for JCI DC area buyers to better understand certification and to meet WBEs in critical spend areas for JCI.
- **Ernst & Young** – Kim Jones and Pam Eason hosted A Winning Women phone conference regarding value of certification and the value of the Winning Women Program.
- **Note:** I will be reaching out to the following Corporate Board Members or other Member Companies to identify a time to discuss WBENC/Corporate planning and/or to meet a request from the Board Member or CPO to meet with the company. Some of these will not be able to be conducted in Q3 but I will do my best to conduct them before the end of November, 2012:
  - **AT&T**
  - **JCI HQ**
  - **Microsoft**
  - **P&G**
  - **Target**
  - **The Coca-Cola Company**
  - **United Airlines**

### **Other Projects of the President:**

- Organized and planned July 2012 Staff team planning and training sessions focusing on:
  - Update on progress to 2012 goals
  - Expected strategic planning work to be supported by staff
  - Organization & prioritization training to align office processes for growth and efficiency.
- Supported Paige Adams and Moe Vela in the execution of the 2011 NCBF Silent Auction item (Government Workshop) purchased by 20 WBEs. Good feedback on session and

feedback both through survey and follow-up conference call with participants will allow us to offer this again in 2012 and focus the agenda on key focus areas. A special “thank you” to Moe Vela for his donation of time and effort to organize and deliver this Auction item. Note: This was the first time WBENC used the newly renovated office for a formal reception.

- Collaborated with Lynn Quinn and Steven Sudler to progress work regarding WBENC Technical Architecture and the planned Technology Summit to be held in Orlando. Updated on current capabilities and positioning for future needs. Solicited panel participants as needed.
- Managed all Marketing Department activities by leading the work, as well as, utilizing Lynthia Romney, the Visionista team and Denise Stovell much more robustly allowing WBENC to advance all work required during this critical time period due to key staff member being on leave.

# Committee Reports

**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
**June 19, 2012**  
**Treasurer's Report/Finance Committee**  
**Second Quarter Goals and Accomplishments (as of June 4, 2012)**

**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 2011 draft audit report was not yet issued at the time of the writing of this report.]

- During the March Board of Directors' meeting, Ms. Homeyer reported on December 31, 2011 *preliminary, unaudited* financial results: 2011 net income exceeded both the 2011 forecasted net income presented at the November 2011 meeting and the December 31, 2010 actual net income. Results indicate
- We were successful in maintaining operating expenses at 2010 operating levels.
  - The unrestricted net asset position represented 24 percent of 2011 expenses; the goal is 33.33 percent of expenses
  - *These higher-than-anticipated results provide an opportunity for investment in WBENC's Roadmap to 2020 in 2012.*

**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 the year-to-date February 29, 2012 actual progress compared to the year-to-date February 29, 2012 budget and actual year-to-date February 28, 2011 results. Highlights:
  - We exceeded the year-to-date February 29, 2012 budgeted goals.
  - Year-to-date February 2012 actual net income was lower than year-to-date February 2011 due to a timing difference in invoicing and recognition of membership dues between 2012 and 2011; later invoicing in 2012 shifted comparable 2011 income from February 2012 to March 2012.
- The Finance Committee reviewed the year-to-date March 31, 2012 actual results compared to the year-to-date March 31, 2012 budget and actual year-to-date March 31, 2011 results during its April 16, 2012 conference call. Highlights:
  - Unrestricted net income (Change in net assets) surpassed the year-to-date April 30, 2012 budget by \$38,000, after adjustment of \$280,000 budgeted for payments to affiliated organizations that should have been budgeted for April (due April 30) rather than March and unrecognized March conference sponsorships of \$200,000 not recorded until April. Actual year-to-date March 31, 2012 results were \$20,000 lower than the year-to-date April 30, 2011 actual.
  - Disappearance of the year-to-year membership-dues variance seen in the February statement; source documents received and invoicing occurred in March, as discussed during the March 21 meeting.

- Stronger Statement of Position (Balance Sheet), but higher than year-earlier accounts receivable and lower than year-earlier cash at the end of March was attributable to the later receipt of source documents and consequent invoicing of membership dues and sponsorships.
- The Finance Committee reviewed the year-to-date April 30, 2012 actual results compared to the year-to-date April 30, 2012 budget and actual year-to-date April 30, 2011 results during its May 21, 2012 conference call. Highlights:
  - Unrestricted net income (Change in net assets) surpassed the year-to-date April 30, 2012 budget by \$562,000 and was lower than the year-to-date April 30, 2011 actual by \$29,000.
  - Continuing stronger Statement of Position (Balance Sheet) and higher than year-earlier accounts receivable (by \$897,000) and slightly lower than year-earlier cash balance at the end of April attributable to later receipt of source documents and invoicing of membership dues and sponsorships; \$1.2 million of the balance or 63% of the total outstanding receivables was billed 31- 60 days ago.
- Ms. Homeyer will report on the year-to-date May 31, 2012 results at the June 21 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:

- No program reviews conducted since the last report. However, the Finance Committee was updated during its March, April, and May meetings on the following initiatives related to WBENC's 15<sup>th</sup> anniversary celebration:
  - WBENC Legacy Bead Program: commemorative beads, bracelets, and necklaces being sold to constituents at WBENC events.
  - WBENC Logo Items Program: apparel and accessories with the WBENC logo being sold to constituents at the 2012 National Conference & Business Fair.
  - WBENC Wine Club: club offered to constituents that showcases [WBE] winery owners operating in a traditionally male-dominated industry.
  - Marketplace Exhibitors: WBEs given the opportunity to sell their products on the 2012 Business Fair floor as long as they comply with Florida Department of Revenue tax laws; particularly collection of and remittance of state and local sales tax and must show proof of registration with the Florida Department of Revenue.

**Goal: Review and recommend 2013 budget to the board of directors.**

Accomplishments:

- This will occur during the fourth quarter (approval by the board at the November 2012 meeting.)

**Goal: Ensure compliance with new Form 990 requirements.**

Accomplishments:

During the March 21, 2012 meeting, Ms. Homeyer presented the resolution to approve the revised Executive Compensation Policy. Approved unanimously.

**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
**June 19, 2012**  
**Audit Committee**  
**Second Quarter 2012 Goals and Accomplishments (as of June 4, 2012)**

**Goal: Oversee completion of the 2011 audit.**

Accomplishments:

- The Audit Committee met with the auditor partner, Holly Caporale, on March 21, 2012. Topics of discussion included
  - Review of the December 31, 2011 preliminary, unaudited financial statements
  - 2011 audit plan; including internal controls surrounding payroll, bank transfers, and the development database.
    - In relation to discussion about in-kind agreements for specialized services, there was a consensus that, beginning in 2011, legal fees should be recorded at fair market value: the difference between the retainer agreement [paid] and actual time billed represented as an in-kind contribution from K&L Gates.
    - Risk assessment review will include related-party transactions, contribution restrictions, receivable collectability and allowance for doubtful accounts, and in-kind agreements.
  - WBENC staff discussed changes that have occurred or are planned in processes or policies, personnel, or IT systems that impact financial reporting, most of which related to 2012. 2011 was affected by a change in the Accountant position at the end of August.
  - The Audit Committee, without the WBENC staff, met in Executive Session with the audit partner.
- As of this writing, the 2011 draft Audited Financial Statements and the auditors' Management Comment Letter are expected to be completed by the end of this week (June 9). The Audit Committee will meet to review the draft reports the week of June 11.

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

Accomplishments:

- The Audit Committee will review the 2011 auditors' draft of the Management Comment Letter during the week of June 11.
- WBENC's management will also provide a response to the auditors' comments.

**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 19, 2012**  
**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 have met three times. In addition to specific assignments, they always have the task of referring prospective corporate members. As a group, the Ambassadors have referred more than 60 prospects.
- Debra Jennings-Johnson who succeeded Laura Taylor as the corporate head 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. Going forward, other winners of the Top Corps honor will be asked to present their programs’ best practices. Pamela Prince-Eason led an interactive session where the discussion focused on the implementation of gamification strategy at the upcoming national conference. The strategy is designed to engage participants through ‘play’ where they’ll learn more about the organization and its benefits.
- Ambassadors are aggressively working to engage our “less active members.” A “less active member” is defined as someone who is not fully leveraging WBENC member benefits (i.e. no committee involvement, sparse use of WBENCLink), and has a low rate of participation in major events such as Summit & Salute and the National Conference. Less active members are more likely to not renew their membership because they are not fully engaged with the organization. For the upcoming conference, Ambassadors were asked to volunteer to meet with a new member or a new contact from a member corporation to initiate or strengthen a relationship. This tactic was used at the Summit & Salute with good success.
- In addition, the traditional Ambassadors reception at the conference will be shared with Tuck/Dorothy Brothers Alumni; the RPOs; the Forum Leadership Team; and Business Stars. New members and member companies with new contacts are invited as this program is a terrific place to make introductions to peers and quality suppliers.

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

<b>2012 New Member Goal:</b>	40
Actual	18
Achieved:	45%

<b>New Member Revenue Goal –</b>	\$325,000
Current:	\$146,750
% of Revenue Goal Achieved:	45%

**Overall Membership Revenue Goal**

<b>(includes new member revenue):</b>	\$3,200,000
Membership Revenue Invoiced:	\$2,853,375
% of Revenue Goal Achieved:	89%

<b>New and Rejoined Members</b>
DW Morgan Company, Inc.
Purcell Systems, Inc.
Cracker Barrel Old Country Stores
Mcgarry Bowen
Capgemini USA
JM Family Enterprises, Inc.
Bunn-O-Matic
GlaxoSmithKline
Marathon Petroleum
DDB US
Lend Lease Americas, Inc.
The Peabody Orlando
Sallie Mae
United States Tennis Association
The Federal Reserve Bank of Boston
Technology Integration Group (TIG)
ArcelorMittal USA, LLC
AGL Resources

\*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.

A strong communications campaign has been operating continuously since late September 2011 in terms of reaching out to confirm renewal for 2012 with all WBENC members. At this point, there are 13 companies who have either declined renewing, merged with other companies, or have been dropped due to non-payment.

3) Develop strategic recruitment outreach

- Conduct gap analysis of certified WBE capabilities by industry and commodity codes – *In progress*
- Survey current corporate members as to what products/services they use – *In progress*
- Survey WBEs as to what products/services they use – *In progress*
- Identify industry events for Casinos, Cosmetic companies, Advertising, Restaurants, and Government contractors as sources of prospective corporate members. These areas have been identified as “hot targets.” We have seen strong growth in the advertising industry among the membership. The challenge

going forward will be to engage these corporations and demonstrate the value of WBENC as supplier diversity is a new initiative for most of these companies. –  
*In progress*

**Goal: Development Sustainability**

Objectives:

- 1) Event fundraising goals

**Summit & Salute 2012 Numerical Goals:**

Total Sponsorship Goal:	\$730,000
Actual as of 3/8/2012:	\$782,000
Percentage Achieved:	107%

Accenture LLP and Ernst & Young LLP were the Presenting Sponsors at the 2012 Summit & Salute. As it's our 15<sup>th</sup> anniversary year, our team was able to make a very compelling case to sponsors to either upgrade their traditional commitments or to sponsor for the very first time.

The Committee felt that it would be effective to set a goal for WBE sponsorship in order to build a strong campaign around WBE participation. The goal was set at \$110,000 and exceeded with a total WBE sponsorship amount of \$122,500. The Leadership Council and the Forum were particularly effective in raising awareness among WBEs. The number of WBE sponsors was significantly greater than in years past, and there were a number of new WBE sponsors. In addition, more regional partner organizations provided sponsor support than has ever been recorded for this event.

**National Conference & Business Fair 2012 Numerical Goals:**

Sponsorship Goal:	\$1,885,000
Actual as of 6/8/2012:	\$1,856,500
Percentage achieved:	98%

For 2012, we have a full complement of co-chairs which include: Avis Budget Group, Office Depot, Accel inc., and ICON Information Consultants. In 2012, the sponsorship goal for the National Conference & Business Fair was increased to reflect the fact that it is WBENC's 15<sup>th</sup> Anniversary with the thought that this would result in higher participation as it did at the Summit & Salute. The final number of sponsors was 101 which was less than last year. However, there were greater commitments from corporate sponsors and a robust contingent of WBE/RPO sponsors.

**National Conference & Business Fair Actions:**

- a) The Development Committee identified strategies for increasing exhibitor sales including suggesting strong promotion of the brand new capability for WBE exhibitors to sell products from their booths on the Business Fair Floor. This new initiative was heavily promoted through the conference e-newsletter and on the conference website.
- b) The WBDC Florida initiated their own regional campaign involving a series of direct mail campaigns designed to capture attention through the incorporation of unusual items such as a chess piece where the tagline is "Make Your Next Move."

c) The WBENC staff promoted the conference at the 2012 Institute of Supply Management Conference in Baltimore, MD. The booth experienced good walk-by traffic and the staff were able to disseminate most of the conference collateral. Ernst & Young and several RPOs also distributed conference brochures at their respective events.

d) An innovative strategy for engagement of WBEs that can be implemented in 2013 was brought forward by Cheryl Snead. To aid in the further inclusion of WBEs, she suggested a hybrid sponsorship package containing a partial reserved table at the Tribute! Dinner as well as exhibitor attributes. The price point would be set below the current minimum of \$5000 for a WBE sponsorship.

During the Business Fair on Wednesday, June 20, staff and select WBENC representatives will be tasked with walking the floor and saying thank you to all exhibitors for their participation.

**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
**June 19, 2012**  
**Leadership Council**  
**Second Quarter Goals and Accomplishments (as of June 1, 2012)**

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 completed application reviews by at least 8-10%.
  - As of 1-1-2012 there were 10,228 certified WBE firms and of 6-1-2012 there were 11,306 which represents just over 2% growth in 2012 thus far.
- Objective: To work with the WOSB Task Force and other appropriate parties to ensure delivery of a successful WOSB Certification Program.
  - The WOSB Program was formerly instituted 9-15-2011 and as of 6-1-2012 there were 372 certified WOSB firms.
- Objective: To increase and benchmark the number of corporate members which recognize WBENC.
- Objective: To increase and benchmark the number of government and quasi-government purchasing programs which recognize WBENC.
  - As of 1-1-2012 there were 16 formal RPO MoUs with various strategic partners.
- Objective: To develop best practices plan for growth and development of the Councils.
  - The Leadership Council held March Retreat which included the sharing of best practices for the Capacity Building Programs as well as current and future

program initiatives for data to be given as input to the Strategic Planning Opportunities Task Force.

***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.
  - The Leadership Council is capturing the information on their Council's MatchMaker meetings. The data will be presented at the end of this year on the number of meetings conducted.
- Objective: To provide education and training for WBE business growth in the current environment
  - The collection of events was added to the monthly productivity report in 2011. As of 5-1-2012 the RPOs have collectively held 183 events, servicing 10, 387 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 2020.**

- Objective: Be actively engaged on each Strategic Planning Committee: Certification, Opportunities, Resources, Recognition and Technology.
  - The Leadership Council has representation and active involvement on each Strategic Planning Committee.
- Objective: Be actively engaged in vetting new revenue generating ideas and their sustainability and profitability as it relates to both WBENC and the RPOs.
  - The Leadership Council shared potential and future ideas for income generation programs during the LC's March Retreat.

**Women's Business Enterprise National Council  
Board of Directors Meeting  
June 19, 2012  
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 in work for Committees
- Encourage Forum members to share their stories via Speaking Engagements

***Accomplishment:***

Included WBEs in both the Forum Summit & Salute and NCBF Programming.

- Summit & Salute
  - The WBENC Forum Meeting attendance was over 60+ with a sold out dinner
  - Reviews of the Government Procurement Panel, NWBC Overview and WIPP policies as well as WBE Spotlight were very positive for programming
    - WBE Spotlight: Cheryl Snead, Banneker Industries
- NCBF
  - Julie Copeland, Arbill
  - Keeli Jerrigan, TransExpedite
  - Sharon Burton, Robart Transportation

Pamela O'Rourke and Kanchana Ramen have assisted with the Technology Summit for the NCBF (please add whatever Pam thinks is appropriate here)

Participation within Committees are highly productive with positive feedback from National Committee Chairs

The Strategic Pillars have selected WBE's to participate on their committees to provide input from the WBE's viewpoint – to date this is moving forward positively

**Goal: Realign the Forum structure and its committees to better support WBENCs overall strategy and established committees – Formalized Documents and Governance**

- Forum Overview – almost completed
- Choir Sheet
- WOSB Documents
- Welcome Letter
- FAQ's
- First Time Orientation Helpful Hints
- NCBF Make the most of it
- Membership Roster

**Accomplishment:** Forum Overview document documents are currently being finalized expected complete for June 18<sup>th</sup> meeting. All other documents are completed.

*Special thank you to Julie Copeland, Cheryl Snead, Juli Sinnett and the team for collaborating on the documents.*

**Accomplishment:** Rotation strategy for Forum is currently being developed and expected to be complete in July.

**Goal: Alignment of Forum efforts with RPO efforts**

- Meet with RPOs to identify areas where Forum can support their goals
- FCR/FLT members meet with RPOs to identify Champions for promoting RPO/WBENC
- Identification of 2 WBEs with RPOs for succession planning for FLT/FCRs
- Assist in planning and/or promoting RPO events

**Accomplishment:** The FLT is currently working on a strategy with the Leadership Council to ensure alignment and collaboration.

**Goal: Recruitment of Corporate/Government Members and WBEs**

- **Each FLT member will be instrumental in:**
  - Identifying and educating New Corporate/Government Members
  - 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:** Tara Abraham, Accel, Inc & Forum Chair and Pamela O'Rourke, ICON, FLT member are both the 2012 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 or assist a luncheon/event in their area to promote RPO/WBENC (subject to approval and coordination with RPO leadership)

**Accomplishment:** Held a successful Summit & Salute Government Procurement Panel featuring GSA, US Commercial Service, and US Department of the Army

Lisa Price Founder of Carol's Daughter will be the keynote Speaker for the Forum meeting at the NCBF which will be open to all attendees on June 18

Frantz Triffeau of Office Depot will be presenting to the Forum a Leadership Development Exercise



**Goals: Communications**

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

***Accomplishment:*** Overview & Choir Sheet are being finalized and will be integrated into webinar technology

**Women's Business Enterprise National Council**  
**WBENC Board Meeting**  
**June 19, 2012**  
**Global Services & Programs Committee**  
**Second Quarter Goals and Accomplishments**

**Goal: Work in conjunction with Domestic Program Committees to assemble panels for the 2012 National Conference and Business Fair. Focus: assist and educate WBEs and corporations who want to expand global operations and contacts.**

Accomplishments:

- Successfully planned 2 Global Learning Labs to be held during the Trade Fair

**Goal: Finalize and disseminate educational modules for WBEs. Focus: a specific "how to" curriculum explaining the basics of doing business globally.**

Accomplishments:

- The document has been finalized and is currently in the vetting process.

**Goal: Define and clarify the working relationship with WEConnect International.**

Accomplishments:

- A WBENC representative who will serve as the WEConnect International Liaison has been identified.

**Goal: Work to involve and orient more of the WBENC Corporate Board Members who have global operations.**

Accomplishments:

- The Committee Chair will plan a meeting with the relevant corporate board members by Q3 2012.

**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
**June 19, 2012**  
**U.S. Services & Programs Committee**  
**Second Quarter Goals and Accomplishments**

**Goal: Provide input to the Opportunities strategic planning team.**

Accomplishments:

- A presentation was made to both the Board of Directors in March, as well as the Forum. Surveys were distributed and collected at both sessions. Information has been collated and was analyzed in April/May.
- Hired a consultant, Jay Klein from WBE A-Plus Meetings & Incentives, to work with the committee to meet our goal of delivering a gap analysis that identifies programming needs for WBEs, Corporate and Government Members.
- Focus groups have been organized and will be conducted in Orlando during NCBF to provide more detailed information from our constituents.

**Goal: Support program planning for 2012 and 2013 Summit & Salute.**

Accomplishments:

- The 2012 Summit & Salute program was delivered successfully with the programming input from the committee.
- Work on the 2013 event will occur in 3Q12 after the event theme has been defined.

**Goal: Support program planning for 2012 and 2013 National Conference & Business Fair.**

Accomplishments:

- The NCBF subcommittee assisted in providing ideas for panelists, as needed. The workshop content for the following workshop tracks, as well as the respective presenters, has been completed and will be delivered in Orlando, June 19-21.
  - Orientation
  - Government Contracting
  - Corporate and Government Member
  - WBE
- The committee provided keynote speaker ideas to WBENC leadership for consideration.
- Work on the 2013 conference will be in 3Q12 after the event theme has been defined.

**Goal: In order to measure their success, we will identify, develop and implement a reporting system for Dorothy B. Brothers Executive Scholarship Program awardees and Tuck-WBENC Executive Program attendees.**

Accomplishments:

- The appropriate reporting system will be discussed and finalized in 3-4Q12.

**Goal: Provide feedback on new MatchMaker tool and process for NCBF.**

Accomplishments:

- It was decided that the committee would not be involved due to the workflow/timeline of the event MatchMaker tool that will be used at NCBF.

**Women's Business Enterprise National Council**  
**WBENC Board Meeting**  
**June 19, 2012**  
**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 2020.

**Accomplishments:**

- Successfully held a Certification Task Force Retreat in March where the Charter was developed.
- Each sub-committee (New Certification, Recertification & Growth) of the Task Force is currently working on Action Items specific to their group. As information is finalized it will be provided through the overall Strategic Plan Task Force.

**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 there are currently 372 certified WOSB firms.

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

**GOAL:** Continue to improve and streamline the certification process.

**Accomplishments:**

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

**Accomplishments:**

- The Appeals Committee has processed 7 files all of which were upheld.
- The National Certification Committee has processed 1 file which was certified.
  - Rodale, Inc located in PA (\$4.3 billion)

**GOAL:** Continue to deliver Certification Training .

**Accomplishment:**

- Delivered 5 LiveMeeting Sessions (January – May) 97 participants

**GOAL:** Continue to deliver WBENCLink Training.

**Accomplishment:**

- Delivered Live Meeting sessions (January – May) -120 participants.

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

**Women's Business Enterprise National Council  
Board of Directors Meeting  
June 19, 2012  
Marketing, Communications, & Brand Management Committee  
Second Quarter Goals and Accomplishments**

**This 2<sup>nd</sup> Qtr 2012 report is being submitted by Pamela Prince-Eason due to Marketing Colleague being out of the office for the duration of the quarter.**

**During this time frame Tara Spann, Marketing Committee Chair has left her job and therefore resigned as Chair. No Vice Chair was in place. Laura Taylor appointed and Beverly Williamson accepted the Chair role of this important committee in May 2012. Regular meetings of this committee will begin again in July 2012. Identification of a Vice Chair is in progress. --- Respectfully submitted: Pamela Prince-Eason**

**Goal: Grow Media Impressions and Visibility by 20% annually, while working towards increased coverage/exposure in top business media.**

Accomplishments:

Media Impressions continued to grow due to Lynthia Romney, Sharon Beadle and Denise Stovell working closely with Pamela Prince-Eason to ensure that all press releases post- Summit & Salute for both WBENC and constituents of the organization occurred in a timely manner.

Significant media placement occurred through our Media Partnerships. All partners posted Summit & Salute coverage and all have also done interviews with WBENC National Conference & Business Fair co-chairs, host committee members, Chair of WBENC Board and President & CEO of WBENC. Details of several interviews can be found in Laura Taylor's and Pamela Prince-Eason's Reports to the Board.

The WBENC Facebook page continued to generate impressions with total "likes" going over 1,000 as of May 2012. Twitter presence has begun in June 2012 in preparation for Dell's presence at the National Conference & Business Fair with their Social Media Listening Command Center.

**Goal: Grow Statistical Performance of the President's Report**

Accomplishments:

**2012** (As of May 1, 2012; June 1 report has not yet been received to report here.)

**April 2012 Edition of WBENC's Monthly President's Report**

■ Distribution List:	22,166
■ New Subscribers via WBENC.org:	255

■ Average Open Rate:	25.1%
■ Click-Thru Rate to WBENC.org:	14.4%

Interest in the *President’s Report* continues to grow. Unreported here are number of requests and “topics” being provided by readership for inclusion in this newly designed report.

NOTE: Compare our open rate and click-thru to industry averages for other non-profits: open rate = 21.7%, click-thru rate = 11.5%. Our rate of 25.1% is above average and reflects a significant increase, especially when the increase in the total number of subscribers is considered. The 14.4% average click-thru rate is also well above average.

## Web Traffic

These numbers do not include traffic to WBENC’s Conference website at [www.wbenc.org/wbencconf](http://www.wbenc.org/wbencconf).

■ Average Monthly Unique Visitors ( as of May 1, 2012):	19,277
■ Unique Visitors (as of May 1, 2012):	unavailable
■ Total Visitors – Unique and Returning (as of May 1, 2012)	unavailable
■ Most popular pages (in order of popularity)	
■ Home	24,262
■ Certification	9,590
■ Certification Process	5,887
■ Calendar	4,150
■ Documentation Required	3,538
■ About WBENC > RPOs	2,655

WBENC’s online Calendar has become the 4<sup>th</sup> most popular destination for visitors.

### Goal: Increase value of WBENC Website

Accomplishments:

Nearly 50% of all visitors came from search engines (Google ranks highest), with the balance split between referring sites and direct traffic (those who typed the URL in their browser to reach the site).

**Referring Sites** accounted for 7,085 visitors. The top five referring sites are:

1. [inc.com](http://inc.com) – Sent 451 unique visitors via its May 2010 article, How to Become a Certified Woman-Owned Business. This has been a top referring site since 2011.
2. [Surveymonkey.com](http://Surveymonkey.com) – 313 visits.

3. [Sba.gov](http://Sba.gov) – Sent 290 visitors (decreased from 299 in March) from the SBA’s WOSB Third Party Certification page. Referrals from this site have been climbing back up slowly since an initial surge in August 2011, followed by a steep decline in late 2011.
4. [Womanowned.com](http://Womanowned.com) – sent 214 visitors and usually ranks in the top 5 for unique referrals.
5. [wbecouncil.org](http://wbecouncil.org) sent 172 visitors. (WBENC’s RPOs referred a total of 858 visitors to [wbenc.org](http://wbenc.org).)

**Goal: Marketing Initiatives for 2012 Events**

Accomplishments:

- All marketing requirements to support the WBENC National Conference & Business Fair occurred due to close collaboration of WBENC with Stovell Marketing and Lynthia Romney. Additionally Allison Gibson, Jean Poling and Sharon Beadle provided heavy support in order to accomplish day-to-day requirements, marketing requirement including creation of New Member / New WBE Prospect brochure and work supporting the Multi-cultural sub-team discussions.

**Goal: Serve as a Subject Matter Expert and Resource on WBENC National and Cross-Departmental Projects**

N/A



**Women's Business Enterprise National Council**  
**Board of Directors Meeting**  
**June 19, 2012**  
**Nominating Committee**  
**Second Quarter Goals and Accomplishments**

**Goal: Provide a slate of qualified Board of Director candidates to the Executive Committee and Board of Directors in October and November or as needed to fill vacancies.**

Accomplishments:

- Received resignation from one current corporate Board member.
- Received candidate to fill an outstanding corporate board seat (vacated due to a 2011 resignation)

**Goal: Review and validate processes, policies and procedures to govern the corporate board nomination process**

Accomplishments:

- Process has been defined and implemented

**Goal: Perform total review with forum and the RPO on the criteria and point allocation for corporate performance of board members**

Accomplishments:

- Received and reviewed the criteria as proposed by the Forum

**Goal: Track diversity of Board by industry, ethnicity, region and Gender**

Accomplishments:

- Updates will be provided to the board as required

# WBENC Contacts

## Executive Committee

### **Board Chair**

Laura Taylor  
Vice President, Enterprise  
Procurement  
Pitney Bowes, Inc  
Laura.taylor@pb.com

### **1<sup>st</sup> Vice Chair**

Benita Fortner  
Director, Supplier Diversity  
Raytheon Company  
bfortner@ratheon.com

### **2<sup>nd</sup> Vice Chair**

Debra Jennings-Johnson  
Director Supplier Diversity  
BP America, Inc.  
jenninda@bp.com

### **Immediate Past Chair**

Cheryl Stevens  
Vice President, Supplier  
Diversity  
Energy Future Holdings  
Cheryl.stevens@energyfutureho  
ldings.com

### **Secretary**

Mary Tacher  
Associate General Counsel  
JC Penney  
matcher@jcpenney.com

### **Treasurer**

Kathy Homeyer  
Director, Supplier Diversity  
UPS  
khomeyer@ups.com

### **Leadership Council Chair**

Geri Swift  
President  
WBEC-PA, DE, sNJ  
gswift@womensbdc.org

### **Women's Enterprise**

**Leadership Forum Chair**  
Tara Abraham  
CEO  
Accel, inc  
tabraham@accel-inc.com

### **Certification Committee Chair**

Nancy Conner  
Manager, Supplier Diversity  
W.W. Grainger  
Conner.n@grainger.com

### **Marketing, Communications and Brand Management Chair**

Beverly Williamson  
VP, Business Process  
Excellence  
Johnson & Johnson  
bwillia2@its.jnj.com

### **Membership and Revenue Generation Chair**

Theresa Harrison  
Director, Supplier Diversity  
Ernst & Young  
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### **Counsel to the Board**

Jorge Romero  
Kirkpatrick & Lockhart Preston Gates  
Ellis LLP  
Ex-officio  
Jorge.romero@klgates.com

### **President & CEO**

Pamela Prince-Eason  
WBENC  
Ex-Officio  
peason@wbenc.org

## Extended Executive Committee

### **Audit Committee Chair**

Barbara Carbone  
Partner in Charge Audit  
KPMG  
bcarbone@kpmg.com

### **U.S. Services & Programs Committee Chair**

Ruby McCleary  
United Airlines  
Director Supplier Diversity

### **Global Services and Programs Committee**

Michael Robinson  
Program Director, Global  
Supplier Diversity Integrated  
Supply Chain

### **IBM**

mkrobins@us.ibm.com

### **Nominating Committee Chair**

Diane Pinkney  
Senior Manager, Purchasing  
Quality and Compliance  
Altria  
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### **Leadership Council**

Vice Chair  
Blanca Robinson  
President  
Women's Business Enterprise  
Council-South  
blanca@wbecsouth.org

### **Women's Enterprise Leadership Forum**

Vice Chair  
Julie Copeland  
President & CEO  
Arbill

### **Women's Enterprise Leadership Forum**

Vice Chair  
Lynne Marie Finn  
President  
Superior Staff Resources  
finnl@superior-sdc.com

### **The Executive Committee Breakdown**

- Board Chair
- 1st Vice Chair
- 2<sup>nd</sup> Vice Chair
- Immediate Past Chair
- Leadership Council Chair
- Forum Chair
- Treasurer (also Finance Com. Chair)
- Secretary
- Membership & Revenue Generation Chair
- Global Services and Programs Chair
- Certification Committee Chair
- Marketing, Communications & Brand Management Chair
- Nominating Committee Chair
- President & CEO, WBENC (Ex-Officio)

Counsel to the Board attends Executive Committee meetings as requested and is an Ex-Officio member. An “Extended Executive Committee,” inclusive of all committee chairs including Audit, Ethics, Field Governance, Global Services and Programs and Compensation meets in conjunction with Board of Directors’ meetings.

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# Regional Partner Organizations

## **Astra Women's Business Alliance**

**Diane L. McClelland**

*President*

**[dimac@astrawba.org](mailto:dimac@astrawba.org)**

5 Centerpointe Drive, Suite 400

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tel: (971) 204-0220

fax: (971) 204-0221

<http://www.astrawba.org>

**Territory:** Alaska, Washington,  
Montana, Idaho, Oregon,  
Northern California

## **Center for Women & Enterprise**

**Susan Rittscher**

*CEO & President*

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Boston, MA, 02108

tel: (617) 532-0224

fax: (617) 536-7373

<http://www.cweonline.org>

**Territory:** Maine, Vermont,  
New Hampshire, Massachusetts,  
Rhode Island, N. Connecticut

## **Greater Women's Business Council**

**Roz Lewis**

*Executive Director*

**[rlewis@gwbc.biz](mailto:rlewis@gwbc.biz)**

1201 Peachtree Street, 400 Colony Square

Suite 200

Atlanta, GA, 30361

tel: (404) 846-3314 X3

fax: (404) 745-0151

<http://www.gwbc.biz>

525 North Tryon Street, Suite 1600

Charlotte, NC 28202

tel: (704) 444-8432

fax: (704) 745-0151

**Territory:** Georgia, North & South Carolina

## **Ohio River Valley- Women's Business Council**

**Rea Waldon**

*Executive Director*

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Cincinnati, OH 45229

Tel: (513) 487-6503

fax: (513) 281-0455

<http://www.orvwbc.org>

**Territory:** Ohio, Kentucky, West Virginia

## **Women's Business Enterprise Council-Great Lakes**

**Michelle Richards**

*President*

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<http://www.miceed.org>

**Territory:** Michigan, Indiana

## **Women's Business Development Center- Chicago**

**Carol Dougal**

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**Hedy Ratner**

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fax: (312) 853-0145

<http://www.wbdc.org>

**Territory:** Kansas, North & South Dakota,  
Minnesota, Wisconsin, Nebraska, Iowa, Illinois,  
Missouri

## **Women's Business Development Council of Florida**

**Nancy Allen**

*President and CEO*

**[nancyallen@womensbusiness.info](mailto:nancyallen@womensbusiness.info)**

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Miami, FL 33186

tel: (305) 971-9446

fax: (305) 971-7061

<http://www.womensbusiness.info>

**Territory:** Florida, with the exception of the  
Panhandle, Puerto Rico, US Virgin Islands

## **Women's Business Council-Southwest**

**Debbie Hurst**

*President*

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tel: (817) 299-0566 X 206

fax: (817) 299-0949

<http://www.wbcsouthwest.org>

**Territory:** North Texas, New Mexico,  
Oklahoma, Arkansas

**Women's Business Enterprise Council-PA-DE-sNJ**

**Geri Swift**

*President*

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<http://www.wbecouncil.org>  
**Territory:** Pennsylvania,  
Delaware, South New Jersey

**Women's Business Enterprise Council South**  
**Blanca Robinson**

*President*

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New Orleans, LA, 70130  
tel: (504) 680-6497  
<http://www.wbecsouth.org>  
**Territory:** Louisiana, Mississippi, Alabama,  
Tennessee, Florida Panhandle

**Women's Business Enterprise Alliance**

**Susan Repka**

*Executive Director*

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**Territory:** South Texas

**Women's Business Enterprise Council-West**  
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<http://www.wbec-west.org>  
**Territory:** Southern California,  
Arizona, Colorado, Hawaii, Nevada,  
Wyoming, Utah, Guam

**Women Presidents' Educational**  
**Organization-DC**

**Sandra Eberhard**

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**Territory:** Virginia, Maryland,  
Washington DC

**Women Presidents' Educational**  
**Organization-NY**

**Marsha Firestone, Ph.D.**

*President*

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**Territory:** New York, North New Jersey,  
South Connecticut

# WBENC Staff

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