

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

JUNE BOARD BOOK

BOARD OF DIRECTORS MEETING

COBO Center

DETROIT, MI

WORKSHOP ROOM 7 / PORTSIDE BALLROOM

JUNE 18, 2018

All materials for this and future Board meetings are available to all Board members at the private Board Extranet
site: <http://www.wbenc.org/extranet-board>

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AGENDA

3:00 PM	BOARD CHAIR'S REPORT <ul style="list-style-type: none">• Approval of Meeting Minutes (March 2018)	THERESA HARRISON
3:10 PM	NOMINATING COMMITTEE REPORT	CLINT GRIMES
3:20 PM	PRESIDENT & CEO'S REPORT	PAMELA PRINCE-EASON
3:40 PM	TREASURER'S REPORT	NANCY CREUZIGER
3:50 PM	AMBASSADORS IN ACTION	DEBRA JENNINGS-JOHNSON
4:00 PM	LEADERSHIP COUNCIL UPDATE	EMILIA DIMENCO
4:10 PM	WOMEN'S ENTERPRISE LEADERSHIP FORUM	PATRICIA RODRIGUEZ-CHRISTIAN
4:20 PM	BREAK	
4:30 PM	STRATEGIC PLAN AND COMMITTEE REPORTS	COMMITTEE CHAIRS
4:45 PM	WOMEN OF COLOR DEVELOPMENT & OUTREACH PROGRAM UPDATE	
5:05 PM	PLANET MOGUL UPDATE	
5:20 PM	CLOSING COMMENTS	
5:30 P.M.	<i>ALL BOARD MEMBERS ARE INVITED TO SPECIAL BMW EVENT – PLEASE MEET IN THE COBO ATRIUM FOR CHECK IN AND TRAVEL TO THE RECEPTION</i>	

**Minutes of the March 20, 2018
WBENC Board Meeting**

**Submitted for Approval
During the June 2018
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
March 20, 2018 – 9:30AM- 12:00PM
Hilton Anatole
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Meeting Roster		
1. Board Chair	Theresa Harrison, EY	Present
2. President and CEO	Pamela Prince-Eason, WBENC	Present
3. Counsel	Jorge Romero, K&L Gates	Notified Absent
Corporation	Corporate Members	
4. Accenture	Nedra Dickson	Present
5. Adient	Kelly Bysouth	Present
6. Allstate	Eugene Campbell	Notified Absent
7. AT&T	VACANT	
8. Avis Budget Group, Inc.	Lynn Boccio	Present
9. Bank of America	Barbara Kubicki-Hicks	Present
10. BP America	Debra Jennings-Johnson	Present
11. Capital One	Jim Gorzalski	Present
12. Chevron	Stephanie Beveridge	Present
13. Dell Inc.	Piyush Bhargava	Notified Absent
14. ExxonMobil Corporation	Doug Fisher	Present
15. FedEx	Sue Spence	Present
16. Ford Motor Company	VACANT	
17. GM	VACANT	
18. IBM Corporation	Michael Robinson	Present
19. Johnson & Johnson	Beverly Jennings	Present
20. JP Morgan Chase & Co.	William Kapfer	Present
21. Kellogg	Michele Van Treeck	Present
22. KPMG LLP	Barbara Carbone	Present
23. Macy's, Inc.	John Munson, Jr.	Present
24. ManpowerGroup	Nancy Creuziger	Present
25. Marriott International, Inc.	VACANT	
26. Microsoft Corporation	Fernando Hernandez	Present
27. Motorola Solutions	VACANT	
28. Nationwide Inc.	Pamela Pesta	Notified Absent

29. Nokia	Mark Artigues	Present	
30. Office Depot/Office Max	VACANT		
31. PepsiCo, Inc.	Mary McEvoy	Present	
32. Pfizer Inc	Mike Hoffman	Notified Absent	
33. Pitney Bowes Inc.	VACANT		
34. Procter & Gamble	Andy Butler	Present	
35. Raytheon	Carol Wooden	Present	
36. Robert Half	Kathleen Trimble	Present	
37. Shell Oil Company	VACANT		
38. The Coca-Cola Company	Lori Billingsley	Present	
39. The Home Depot	Sylvester Johnson	Present	
40. Time Warner Inc.	Clint Grimes	Present	
41. United Airlines	Ruby McCleary	Present	
42. UPS	VACANT		
43. Verizon	Sandy Nielsen	Present	
44. Vistra (formerly Energy Future Holdings)	Phil Seidler	Present	
45. W.W. Grainger	Julie Holmes	Present	
46. Walmart Stores, Inc.	Michael Byron	Present	
Leadership Council Members			
47. WBEA	April Day	Present	
48. WBEC-South	Phala Mire	Present	
49. WBCS	Debbie Hurst	Present	
50. CWE	Susan Rittscher	Present	
51. WBDC Midwest	Emilia DiMenco	Present	
52. GWBC	Roz Lewis	Present	
53. WPEO-NY	Marsha Firestone, Ph.D.	Present	
54. GLWBC	Michelle Richards	Present	
55. WBEC West	Pamela Williamson, Ph.D.	Present	
Forum Members			
56. CRC Group, Inc.	Patricia Rodriguez-Christian	Present	
57. Delta Personnel, Inc.	Teresa Lawrence	Notified Absent	
58. New Normal Life	Juli Sinnett	Present	
59. VACANT			
60. Consumer & Market Insights	Royalyn Reid	Present	
61. Highroad Press	Hallie Satz	Present	
62. JURISolutions	Cindy Towers	Present	
63. MYCA	Patti Massey	Present	

64. VACANT			
65. Techway Services, Inc.	Cathi Coan	Present	
Expert Members			
66. Bristol-Myers Squibb	Farryn Melton	Present	
67. Past Chair Emeritus	Cheryl Stevens	Present	
68. ACT-1 Group	Janice Bryant-Howroyd	Present	
WBENC	Staff		
VP, Marketing & Technology	Pat Birmingham	Present	
VP, Certification & Program Operations	Candace Waterman	Present	
VP, HR, Governance & Programs	Jill Sasso	Present	
VP, Certification & Strategic Planning	Laura Taylor	Present	
Controller	Val Bunns	Present	
Regional Partner Organization			
WBEC-Pacific	Janice Greene	Present	
ORV-WBC	Sheila Mixon	Present	
WBEC PA-DE-sNJ	Elizabeth Walsh		Notified Absent
WBDC-Florida	Nancy Allen	Present	
WPEO-DC	Sandra Eberhard	Present	
Board of Director Guests & Representatives			
Shell Oil Company	Ana Kopf	Present	
Office Depot	Carrie Jacobson	Present	
Ford Motor Company	Jacklyn Watt	Present	
UPS	Kris Oswald	Present	
General Motors	Paris Pavlou	Present	
AT&T	Oliver Turman	Present	
Dell	Jennifer Allison	Present	
Nationwide Inc.	Frantz Tiffeau	Present	
Pfizer, Inc.	Ellen Jameson	Present	
ALOM	Hannah Kain	Present	
Former Board Chair	Benita Fortner	Present	
Ampcus	Ann Ramakumaran	Present	

CALL TO ORDER: Board Chair Theresa Harrison called the meeting to order at 9:40am CDT

A Quorum was established - see Attendance sheet

Ms. Theresa Harrison

- Opened the meeting by welcoming everyone to Dallas.
- Asked everyone to observe a moment of silence in remembrance of Ms. Cheryl Watkins Snead.
- Asked if there were any corrections to the November 2017 Board meeting minutes. There were none.

Following a motion by Ms. Barbara Kubicki-Hicks and a second by Mr. Mark Artigues, the meeting minutes from the November 2017 board meeting were accepted and unanimously approved. There was no opposition; no further discussion.

NOMINATING COMMITTEE REPORT

CLINT GRIMES

Full details can be found in Board Book and PowerPoint presentation on Board Extranet site.

- Asked corporate seat board nominees to step out of the board meeting room.
- Reviewed corporate candidates nominated for current, open board seats. Asked if there were any questions or objections to any of the candidates. There were none.

Following a motion by Ms. Beverly Jennings and a second by Mr. Michael Byron, the 7 nominees for current corporate board seats were unanimously approved; no opposition; no further discussion.

- Reviewed 1 Forum nominee for existing Forum board seat. Asked if there were any questions or objections. There were none.

Following a motion by Ms. Kathleen Trimble and a second by Ms. Carol Wooden the Forum candidate as recommended by the Nominating Committee was unanimously approved; no opposition; no further discussion.

- Asked each new board member to introduce themselves.
- Reminded all board members that they are required to complete a Conflict of Interest form and Code of Ethics form annually. Asked everyone to please return both forms which were previously distributed via email within 1 week to Ms. Jill Sasso. Noted this is part of WBENC's compliance with annual 990 filing requirements.

PRESIDENT & BOARD CHAIR REPORT

PAMELA PRINCE-EASON

Full details can be found in Board Book.

- Welcomed new board members and thanked the Nominating Committee for the heavy lifting done in Q1 2018.
- Also thanked WBENC staff members in the room for the great amount of work thus far in 2018.
- Thanked all presenting sponsors including EY, Accenture, Bristol Meyers Squibb, Ampcus and ASAP.
- Noted the new WBENC logo and website have been launched and thanked Ms. Pat Birmingham and her team for the excellent work.
- Thanked Ms. Nancy Creuziger for her contribution to the most recent Supplier Diversity Professional Series webinars and also thanked all 2017 presenters.

- Noted the 2019 event locations: Summit & Salute in Houston, TX and National Conference & Business Fair in Baltimore, MD. Also noted the 2020 event locations: Summit & Salute in Nashville, TN and National Conference & Business Fair in Atlanta, GA.
- Shared that the 2018 National Conference & Business Fair is expected to be a great event as Ms. Michelle Richards has activated her entire territory to be involved.
- Noted the Small Business Administration has not moved forward with implementation of the WOSB 3rd party certification rule as expected by Q4-2017, and WBENC continues to closely monitor the progress.
- Congratulated the 2017 America's Top Corporations for Women Owned Business as well as the 2018 WBE Stars and past stars.
- Shared that 3 new WBENC Executive Education Programs are kicking off at the 2018 Summit & Salute: The Wells Fargo WBE Education Program which was held on 3/19/18 for a cohort of 15 WBE's; the Capital One Catapult Program being held today with a cohort of 10 WBE's; and, the Robert Half Accelerated Leadership Program which is holding discussions prior to the program kick off in April at the Nemaocolin Woodlands Resort in Farmington, PA.
- Also shared that the Women of Color (WOC) Program was held on March 19th from 11am – 2pm CDT and was led by Ms. Candace Waterman. Thanked the panelists: Ms. Janice Bryant-Howroyd, Ms. Ann Ramakumaran, Ms. Nancy Williams and Ms. Betty Manetta. Noted the attendees included both minority and non-minority women, and many non-certified women business owners were in attendance.
 - Ms. Lori Billingsley noted that The Coca-Cola Company is thrilled to have the program underway and the session was excellent.
 - Ms. Ann Ramakumaran shared she offered to pay the 2018 National Conference & Business Fair registration fees for 5 of the non-certified WBE's in attendance and thanked those who have supported her so she is able to pay it forward.
 - Ms. Pamela Prince-Eason shared that in addition to the 5 WBE registrations Ms. Ann Ramakumaran is paying for, The Coca-Cola Company also agreed to pay for 5, and Ms. Janice Bryant-Howroyd agreed to pay for 5. Delta Airlines contributed 2 airline tickets to Detroit as well.
 - Mr. Clint Grimes noted that Time Warner would be interested in contributing also.
 - Ms. Pamela Prince-Eason asked anyone else interested in participating to contact Ms. Candace Waterman.
 - Ms. Janice Bryant-Howroyd shared that the initial financial investment to bring non-certified women businesses into the network works, and also thanked WBENC for the support and ability to give back.
- Ms. Pamela Prince-Eason noted the *WeInnovate!* Session would be happening later today.
- Thanked Mr. Jim Gorzalski for Capital One's work on the renovation plans for the Washington, D.C. office space, noting their input helped the WBENC leadership team make the decision to stay in the current office space.
- Reviewed Q4-2017 and Q1-2018 Partner Meetings and Events, noting the EY Strategic Growth Forum she and Ms. Amanda Zack attended, with many of the Women of Distinction and thanked Ms. Theresa Harrison for EY's inclusion of the WBENC network in the event. Also noted members of the WBENC team attended the WBEC South outreach event in Nashville, TN and thanked Ms. Phala Mire and Ms. Joan LaGrasse for hosting the event. Shared she participated in discussions regarding potential collaboration with the Department of Energy's Office of Diversity & Inclusion with Ms. Phala Mire, Ms. April Day and members of the Energy Advisory Board. Further noted she, Ms. Theresa Harrison, WBENC Team members and WBEs along with Ms. Susan Rittscher and CWE Team members and WBEs and Ms. Patricia Rodriguez-Christian coordinated activities for network members participating in the Rhode Island Memorial Service for Board Member Ms. Cheryl Snead of Banneker Industries in February. Shared she has been supporting the Executive Transition Management team of WBEC-East (previously WBEC PA-DE-sNJ) and asked everyone to make a point to introduce themselves to the new President, Ms. Liz Walsh. Finally noted Ms. Theresa Harrison and Ms. Candace Waterman participated in Women's History Month activities led by the US Women's Chamber of Commerce Foundation where Ms. Candace Waterman led a table discussion on the benefits of certification.
- Shared all corporate member meetings and events in Q1, highlighting the Energy Executive Program 2018 planning.
- Announced the final significant item to report is an update on the WBENC and Women Impacting Public Policy (WIPP) partnership. Stated the investigations into the potential partnership established a very compelling case to strengthen the relationship beyond the current MOU in place. The decision has been made to make WIPP the first National Partner Organization (NPO). Reviewed the requirements of an NPO, including the willingness to support WBENC nationally and support all of the RPO's. Noted WBENC is in the process of working through the new NPO Service Level Agreement with our K&L Gates legal counsel, Mr. Jorge Romero, and will be building out the NPO Operating Manual over the course of 2018.

- Shared that Ms. Candace Waterman has been named the new President of WIPP.
 - Ms. Candace Waterman thanked everyone in the room and noted there is still great work to do. Thanked Ms. Pamela Prince-Eason for her support and leadership.
 - Ms. Pamela Prince-Eason shared the WIPP national office will located in the WBENC offices in Washington, D.C., noting this will help minimize costs for all supporters while allowing WIPP, WBENC and WPEO-DC to all be located in the same place, along with WeConnect.

TREASURER-FINANCE COMMITTEE REPORT

NANCY CREUZIGER

Full details included in Board Book and PowerPoint presentation on Board Extranet site.

- Thanked Ms. Pamela Prince-Eason and Finance Committee for their work.
- Reviewed 2017 Unaudited Financial Results, noting the 2017 revenue came in at \$12.2M and WBENC has a very solid balance sheet.
- Gave an overview of 2018, noting the budget is \$12.7M, with a \$50K net target.
- Noted corporate memberships are already at 92% of the 2018 goal.
- Summit & Salute Sponsorships are at 95% of the goal, and the registration goal has been exceeded.
- National Conference & Business Fair Sponsorships are on track to reach the budgeted goal and currently at 70% of goal.
- Noted WBENC continues to invest and grow the unrestricted net assets reserve.
- Ms. Valerie Bunns reviewed information on WBENC's acceptance of ACH payments, noting this option for payments reduces WBENC's cost by eliminating the fees associated with credit cards.
 - Ms. Farryn Melton asked who to reach out to for more information on how to set up this payment method. Ms. Pamela Prince-Eason noted Ms. Valerie Bunns could help with this.
 - Ms. Pamela Prince-Eason asked the group if they would be willing to support the implementation of a credit card fee to offset costs for those who choose to pay with a credit card.
 - Ms. Theresa Harrison noted some states do not allow a credit card fee. She also noted American Express has a non-profit rate that WBENC should investigate.

AMBASSADORS IN ACTION

DEBRA JENNINGS-JOHNSON

Reference PowerPoint presentation on Board Extranet site.

- Gave an update on 2018 Ambassador meeting focus items.
 - Ms. Pamela Prince-Eason noted she was pleased with the direction the Ambassador meetings are going in 2018.
- Asked for a show of hands of Ambassadors in the room who invited a prime, WBE or other guest to Summit & Salute.
- Noted Ambassador calls are getting richer with information and encouraged all to participate.
 - Ms. Pamela Prince-Eason asked all in the room to reach out to Ms. Jill Sasso to identify additional members on their teams to participate in the Ambassador calls.

STRATEGIC PLANNING REPORT

LAURA TAYLOR

Full details included in Board Book and PowerPoint presentation on Board Extranet site.

- Stated she is thrilled to be on the WBENC staff now.
- Reviewed the Strategic Plan approach, including the elements of Core, Growth and Governance.
- Reviewed Core Deliverables, noting the new corporate onboarding plan is being worked on and will be rolled out across all RPO's as the WBE Onboarding was in 2017.
- Also noted "How to do Business with the Government" and other Core Program elements continue to be developed and rolled out.
- Reviewed the national WBE onboarding slides implemented in 2017 and currently being used to onboard WBE's consistently across all RPO's. Noted the slides would be posted on the board extranet as part of the main PowerPoint presentation after the board meeting so all can access. Thanked the WBENC marketing team and Candace for their work to develop the slides.

LEADERSHIP COUNCIL UPDATE

EMILIA DIMENCO

- Shared updates on numbers and facts, including that there are currently 14,463 certified WBE's, 4945 WOSB's and 544 regional corporate members.
- Noted the Leadership Council is working on programming for WBE's. The focus is determining the level of the programming based on the size of the WBE, how the programming is delivered, and the frequency of the delivery. Noted they will need feedback to perfect the programming.
- Stated the Leadership Council is meeting again today to continue their work.

WOMEN'S ENTERPRISE LEADERSHIP FORUM

PATRICIA RODRIGUEZ-CHRISTIAN

Full details can be found in Board Book.

- Introduced herself as the new Forum Chair and introduced Ms. Patti Massey as the Forum 1st Vice Chair and Ms. Peggy DeFabbro as the Forum 2nd Vice Chair.
- Asked all Forum members in the room to stand and be recognized.
- Thanked Mr. Vaughn Farris, Ms. Pamela Prince-Eason, and all WBENC staff for their support of the Forum.
- Reviewed the 2018 Forum Goals, noting the first is to increase participation. Shared the Monday evening No Host Dinner and the WBE 2 WBE matchmakers sessions were well attended. The second 2018 Forum goal is to develop WBE's personally and professionally. Noted the Forum First opportunities, executive education programs offered by WBENC and Summit & Salute Forum keynote speakers were all aligned with this goal. The third goal is Governance. Noted Mr. Vaughn Farris, herself and the team communicated a plan for WBE outreach. Further noted the Forum calendar for 2018 had been put together and sent to all WBE's.

CLOSING-MEETING ADJOURNMENT

THERESA HARRISON

- Thanked everyone on their board for their time, resources and expertise.
- Opened the meeting for any questions.
 - Ms. Janice Bryant-Howroyd noted that Ms. Pamela Prince-Eason delivered a great presentation at Delta airlines the week prior and thanked her for sharing her knowledge.
- Ms. Pamela Prince-Eason asked all new board members to stay after the meeting to visit with herself and Ms. Theresa Harrison.
- Ms. Ruby McCleary reminded all board members to complete the Programs Committee Tier 2 survey.
- Ms. Patricia Birmingham shared that the registration for the 2018 had officially surpassed the 2017 registration with over 1700 registered.

Following a motion by Ms. Debra Jennings-Johnson and a second by Ms. Beverly Jennings, the meeting was adjourned.

MEETING ADJOURNED AT 11:21am CDT

Materials for June 18, 2018
WBENC Board of Directors Meeting

Nominating Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 18, 2018

GOAL 1: Based upon the needs of WBENC and input from the Executive Committee, we will provide a slate of qualified Board of Director candidates to the Executive Committee and Board of Directors

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Committee met 2/7/18 to review nominations for new board members to current corporate board seats using demographics to understand diversity impact to the board. • Committee finalized slate of 7 candidates with approval from the Extended Executive Committee to be presented at March board meeting. 	<ul style="list-style-type: none"> • Committee met 3/19/18 at Summit & Salute. Discussed and determined number of new Forum/Leadership Council seats to be added to board to maintain ratio outlined in by-laws with corporate seats. • Committee approved 2 candidates for open corporate board seats and approved addition of 2 new Leadership Council board seats for June board meeting election slate. 	

GOAL 2: We will review, validate and update (as required) documents supporting the nomination process

- Charter
- Application
- Committee Timeline

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • No activity to report 	<ul style="list-style-type: none"> • Committee reviewed timeline during 5/31/18 meeting and revised dates for collection of corporate re-nomination data to better facilitate re-nomination process. 	

GOAL 3: We will develop metrics that track board member attributes and committee performance

- Corporate Scorecard
- Board Matrix
- Nominating Committee Self-Assessment

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • During the 2/7/18 meeting, the committee discussed the 2017 corporate board member scorecard pilot and began the process of revising the scorecard for use in 2018. 	<ul style="list-style-type: none"> • Reviewed 2017 corporate re-nomination scorecard process at 3/19/18 meeting and implemented changes to improve. • During 5/31/18 meeting, additional revisions were made to finalize the corporate scorecard for the 2018 re-nomination process. 	

Corporate Nominations for Existing Board Seats (2):

- Casey Oakes, Marriott International
- Anuradha Hebbar, Verizon

Leadership Council Nominations for Board Seats (2):

- Nancy Allen, WBDC-Florida
- Sheila Mixon, ORV-WBC

Current Open Corporate Board Seats (2):

- Motorola Solutions
- Verizon

Current Vacant Board Seats (2):

- 1 WBE Seat
- 1 Additional WBE Seat (due to increase in corporate seats-Nov 2017)



Casey Oakes
Director, Supplier Diversity
Marriott International

Casey Oakes joined Marriott as Director of Supplier Diversity in March 2018 where he is overseeing the company's effort to reach 1 billion in spend annually with diverse-owned companies by 2020. Before joining Marriott, Casey worked at NGLCC: The National LGBT Chamber of Commerce where he served as Vice President, Corporate Relations. In this role, Casey served as the organization's principle liaison to corporate America providing consult and support to nearly 200 corporate supplier diversity programs while helping to steer organization strategy and long-term planning.

Prior to joining the NGLCC, Casey worked as a constituent advocate for United States Senator Frank R. Lautenberg where his portfolio included small business, LGBT, immigration and transportation. Casey has also worked in senior management positions for Sylvan Learning and Six Flags.

Casey serves on the board of the Capital Pride Alliance and the Advisory Council for the NextGen Chamber of Commerce. He is also an active supporter of the Leukemia and Lymphoma Society's Team in Training program.

Casey was raised in central New Jersey and received a BA in Political Science from the American University in 2009.



Anuradha Hebbar
Global Head of Diversity & Inclusion
Verizon

As the Global Head of Diversity and Inclusion at Verizon, a Fortune #14 company with \$126 billion dollars in revenue and over 160,000 employees, Anuradha is responsible for the company's strategic direction around diversity and inclusion. She has also held Chief Diversity Officer roles at Zurich North America, Health Care Service Corporation, and was the Director of Strategic Diversity and Inclusion at McDonald's Corporation. Prior to that, Anuradha was a seasoned consultant advising Fortune 500 C-Suite teams on their human capital and diversity and inclusion initiatives. Anuradha's clients have included Grainger, Molex, Northshore University Health Systems, The Leo Burnett Company, Wrigley, Interpublic, Johnson and Johnson, and PepsiCo.

A proven leader whose business acumen, leadership skills and prowess at strategic problem solving drives change, Anuradha led the Business Insurance D&I Institute Advisory Board to garner public commitment to diversity and inclusion from industry CEOs of the largest insurance carriers. Anuradha has served on the Executive Club's D&I Council, the Conference Board's D&I Council and the Chicago United Chief Diversity Officers Council. She also led the Diversity Advisory Board to the American Association of Advertising Agencies advising constituencies on how to respond to the New York Human Rights Association's lawsuit.

Anuradha is a frequent speaker and thought leader around diversity and inclusion having been quoted in Fast Company, Business Insurance, and leading diversity publications. Anuradha is a certified coach of the Intercultural Development Inventory. Anuradha was named a 2016 Top 100 under 50 Diverse Executive Leaders by DiversityMBA and a 2015 Diversity Leader by Profiles in Diversity Journal.

An accomplished marketing communications professional with P&L responsibility, Anuradha has extensive experience in building brands for Fortune 500 companies including McDonald's, Keebler, Kellogg's, Nature Made, State Farm, Bristol Myers-Squibb and others while working at the Leo Burnett company, Tribal DDB and EthnicGrocer.com.

Anuradha is a graduate of Smith College. She obtained her Juris Doctor from the Boston University School of Law and was admitted to the Massachusetts Bar Association. Anuradha also holds a certificate in e-business strategy from the University of Chicago.



Nancy Allen
President & CEO
Women's Business Development Council of Florida

Nancy Allen is an international speaker, coach, consultant and expert on women's business issues. Nancy has over 30 years of experience helping small business owners at all stages of growth. As President and CEO of WBDC Florida/Her Company Incorporated, Nancy manages and leads an incredible team of staff, sponsors, partners and women business leaders who are dedicated to certifying, connecting and championing women in business.

Nancy has been recognized for her work on behalf of women in business through numerous prestigious awards:

1. Nancy was recently honored by the International Career and Business Alliance (ICABA) as one of South Florida's 100 most accomplished Caribbean Americans. She is especially proud of this award because it highlights her heritage as well as her professional accomplishments.
2. Nancy is the recipient of the World Women Leadership Achievement Award from the World Women Leadership Congress
3. Nancy is also the proud recipient of the Association Marketing Award from Women in ECommerce.
4. Most recently Nancy was named Honorary Ambassador of Cascais, Portugal by the Ambassador's Club of the Industry Sector of Cascais and the Estoril Coast.

Nancy's personal motto is Connections, Creativity and Courage in all endeavors. She holds a Master's Degree from the Johns Hopkins School of Advanced International Studies (SAIS, 1982). She was born in Haiti and raised in South Florida. Nancy is bi-lingual in English and French and is fluent in Spanish and Creole.



Sheila Mixon
President & CEO
Ohio River Valley Women's Business Council

As Executive Director of ORV~WBC, Sheila Mixon manages the day to day operations of the certification process and program development. Provide vision, leadership, organizational governance and strategic direction for corporate members and almost 1,000 WBE's in the states of OH, KY and WV. To add value for the WBENC Certification, Ms. Mixon created and launched The Ohio River Valley Business Development Program for select high growth WBE's in January 2015 which is based on the Kauffman Foundation's FastTrac Growth Venture Program. Under her leadership, there has been an increase in corporate members, certified WBE's and procurement opportunities. As Director of the SBDC from 2010-2013, through her leadership, the SBDC was selected by the SBA Columbus District as the Small Business Development Center of Excellence and Innovation Award recipient for 2012. Ms. Mixon was recently appointed to the Academic Advisory Council for Business Degree Programs at Union Institute & University and is a member of the City of Cincinnati's small business commission, the Small Business Advisory Council. She currently serves on the Board of Directors for HCDC. Most recently, Ms. Mixon was appointed to the Kauffman Advisory Group for the Kauffman Foundation. She has garnered numerous awards & recognitions for her service and dedication and most recently was awarded the 2016 Women's Business Champion by NAWBO (National Association of Women Business Owners) Columbus.

Ms. Mixon has a Bachelor of Science degree in Business Administration (concentration Finance) from The Ohio State University and a graduate of Leadership Challenge II, an executive training program with Citigroup. She is a graduate of the Greater Cincinnati Urban League's African American Leadership Development Program (AALDP), Class XVII. Most recently, Ms. Mixon graduated from the National Urban League's Emerging Leaders Program.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

Activities since March 2018: *Additional information can be found in Individual Committee reports.*

Governance, Board Management and Strategic Focus:

- Jill Sasso prepared June agenda and board book. Pamela Prince-Eason reviewed/prepared update materials for Extended Executive Committee Meetings, this Board Meeting and attended Finance Committee calls. In early June 2018 we conducted a New Board Member Conference Call to discuss expectations with new Board Members who joined in March. Theresa Harrison led monthly Extended Executive Committee Meetings and attended Finance Committee monthly calls as well.
- Significant focus during this time on 2017 Audit as well as staff transitioning and execution of the National Conference & Business Fair.
- The WBENC evaluation of synergies with Women Impacting Public Policy (WIPP) has been completed. A full update will be discussed at the March Board Meeting.
- Pamela Prince-Eason met with the General Accounting Office to discuss the WBENC view of third-party certification. This was requested by the ranking member of the Senate Small Business Committee. **As a reminder:** The WBENC Network continues to take a proactive role to ensure timely and successful implementation of a viable process (by the SBA) for WOSB 3rd Party certification. We are now awaiting notification by the SBA that final comment (60 day) on a new rule will begin. It was initially scheduled to be complete year-end 2017. THIS ITEM IS STILL UNDERWAY THOUGH NOT PROGRESSED BY SBA. WE CONTINUE TO MONITOR.
- Cheryl Stevens and Jill Sasso met with the ENCORE Leaders to define a November 2018 Governance session for WBENC, RPO President's and RPO Board Chairs.
- As a fyi to all Board Members: On April 24, 2018 WBENC conducted a meeting requested by Pamela Prince-Eason. This is defined in WBENC Bylaws as a Special Board Meeting for the purpose of discussing a requirement in MI to obtain a Special License. Theresa Harrison moved and the resolution was supported by Barbara Kubicki-Hicks with all Executive Committee members voting in favor of the resolution to request a Special License to serve alcohol on June 20 at Eastern Market during the National Conference & Business Fair. Michelle Richards and her council acted as local office for WBENC and the State of Michigan granted the requested license for the evening event.

Operational Excellence:

- The April Quarterly Supplier Diversity Professional Series webinar was entitled: Connecting Supplier Diversity and Community Relations. Thank you to Board Member Farryn Melton and her team for providing a wonderful session that received extremely positive feedback.
- The WBENC team has done significant work in preparing for 2018 National Conference & Business Fair, as well as, key programs kicking off in 2018. We are evaluating locations for the 2021 and 2022 events. (As a reminder, we shared in March that the 2019 S&S will be in Houston, TX;; 2019 NCBF will be in Baltimore, MD; 2020 S&S will be in Nashville, TN and 2020 NCBF will be in Atlanta, GA.)
- All new programs (Wells Fargo sponsored Growth Program, Capital One sponsored Catapult Innovation Program, Robert Half Accelerated Leadership Development Program, Planet Mogul Young Entrepreneur Program, and Women of Color Development & Outreach Programs) have now launched and are performing successfully. Current focus is on Tuck WBENC Program underwritten by IBM and the Dell provided Women in Technology Program.
- Jill Sasso and Mona Amin are executing a *WeInnovate!* session at the National Conference & Business Fair with 18 WBE presenters.
- Jill Sasso and Andrew Gaeckle are leading a NextGen networking and meeting session with a panel on Building and Leveraging Entrepreneur Ecosystems.
- Andrew Gaeckle and Mona Amin are executing the Student Entrepreneur Program again this year with record support by our sponsors (lead sponsors are FedEx and Allstate) and mentors. This year's cohort will compete in an entrepreneurial pitch competition with prize money provided by EY.
- The PepsiCo team worked with the PepsiCo Foundation to gain funding for a WBE Innovation Pitch competition. This program attracted the interest of several hundred WBEs. The pool of participants is being narrowed to 3 who will pitch in front of the National Conference audience on Thursday, June 21 during the finale luncheon.
- Capital One supported our effort to assess WBENC space (facility) needs for the time period after our current lease expires in December 2018. The space has been designed and a final agreement has been signed. We have been able to turn back the space WeConnect International is vacating effective July 1, 2018 and our new lease takes effect on January 1, 2019 for a period of 5 years. A renovation allowance was included in the deal and the square foot charge was greatly reduced. WBENC will be hosting Board and Committee members for a reception at the WBENC office during the November Board Meeting week.
- RFP submitted to Wells Fargo to support a Chamber Training Program designed to enhance leadership across organizations who support Supplier Diversity and Inclusion around the US.
- We are in the final testing phases of the upgrade of CRM and GP for Finance and Business Development. Thank you to Ampcus for partnering with the WBENC team to implement an integrated upgrade. Anticipated go live is July 2018.

Public Representation of WBENC:

Media interviews:

Significant media partner and PR coverage of:

1. Successful S&S coverage include Stars, Top Corporations, overall S&S programming with additional focus on the 1st Women of Color Development In Person session.
2. 2018 National Conference & Business Fair event publicity, including focus on upcoming event details, sponsors and planned speakers.
3. Coverage of WBENC role in advancing women's business growth along with Press Releases and inquiries related to Stars and Top Corporations.
4. Significantly enhanced strategic focus and active social media usage by WBENC staff. Please see Pat Birmingham's update in the Marketing Committee work regarding our WBENC blog and refreshed WBENC.org website.

Partner Meetings and Events:

1. Amanda Zack attended Susan Rittscher's successful CWE Annual event in April 2018.
2. Pamela Prince-Eason and Candace Waterman finalized 2018 operational planning for the WBENC-WIPP National Partner Organization relationship. Laura Taylor, Lakesha White, Vaughn Farris, Candace Waterman and Pamela Prince-Eason conducted transition activities during April and May 2018.
3. Pamela Prince-Eason supported the April 2018 National Business Consortium (NBIC) Annual Awards Program presented by NGLCC in collaboration with the other National Certification Organizations.
4. Candace Waterman and Andrew Gaeckle attended Michelle Richards' April 2018 Event and Candace led the conference preparation session for the Automotive Industry Advisory Group.
5. Laura Taylor represented WBENC during the UN Women's Inclusion Input Summit in NY.
6. Pamela Prince-Eason participated on an "Importance of Certification in your Toolbox" panel with the FCC that was arranged by Board Member Janice B-H on June 4, 2018.

Meetings & Events with WBENC Members:

1. **American Express** – Pamela Prince-Eason worked with AMEX team to prepare for role in American Express Success Program planned for June 26, 2018.
2. **Capital One** – Mona Amin met monthly with the Capital One team to deliver the first sessions of the Catapult Program. Planning underway for 3Q-2018 Program and Pitch Competition. Pamela Prince-Eason is presenting to Jim Gorzalski Procurement Team on June 13, 2018.
3. **Cargill** – Pamela Prince-Eason, Mia Delano and Lakesha White participated in debriefing with Cargill team members to discuss certification standard.
4. **Coca-Cola** – TCC hosted the 2018 Partners in the Promise Awards. Roz Lewis represented both WBENC and GWBC due to cancelled flight for WBENC.
5. **CVS** – Laura Taylor supported the CVS Health Diversity 2020 Summit and participated on the steering committee identifying Small and Diverse Businesses for the CVS Development Program which begins in July.
6. **Dell** – Candace Waterman and Andrew Gaeckle have finalized the plan and curriculum for the launch of the IT industry focused training that will occur in 3Q-2018. Participant selection is currently underway.
7. **JP Morgan Chase** – Worked with JPMC team to prepare for Start Up Detroit entrepreneur panel they are hosting on June 22, 2018.
8. **Marriott** – In office planning with Casey Oakes and his team members. Off-site Summit with Marriott Sales and Association leadership. Review of properties suitable for 2021 and 2022 Summit & Salute and National Conferences.
9. **Nokia** – Pamela Prince-Eason and Mark Artigues met to discuss Nokia organizational changes underway. Mark will no longer be in a Supplier Diversity role so will be relinquishing the Board seat he currently holds. Further discussion will occur with Procurement Leader to determine best role for Nokia in 2019.
10. **PepsiCo Foundation** – Pamela Prince-Eason and Jill Sasso held various meetings with Paige Adams and Foundation employees regarding planned PepsiCo Choice Competition.
11. **Verizon** – Sandra Nielsen and Pamela Prince-Eason discussed WBENC-Verizon partnership and worked to seek Global Diversity & Inclusion leader for WBENC board.
12. **Robert Half** – Lindsey All met bi-weekly with the Robert Half team to deliver the first session of the 2018 WBE Leadership Development Program. Planning underway for July programming and interim calls and coaching.
13. **Shell, BP, Chevron and Exxon Mobil** – Continued discussion, debriefing of 2017 program and planning for 2018 program occurred during 2Q-2018 led by Lindsey All.
14. **Wells Fargo** – Pamela Prince-Eason launched the Wells Fargo Growth Program with Wells Fargo team. Business Plan analysis and feedback by WBENC and UT Austin occurred in 2Q-2018 with in person session scheduled on June 18, 2018.

Upcoming Events:

WBENC Signature Programs:

Catapult – July, August and September Sessions

WBE Growth Program – July and November Sessions

Business Plan Program – August-November Sessions

Tuck-WBENC Program – September Session

Women in Technology Program – September Session

Energy Executive Program – November Session

Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Oversee the monthly and yearly financial reporting process and increase the awareness of the Board of Directors with regards to WBENC’s financial position. The Finance Committee meets monthly and specific meeting highlights are noted below:

2018 Progress to Goal		
March 2018	June 2018	November 2018
<p>The Finance Committee had a conference call on January 29, 2018 to review the preliminary, unaudited 2017 Financial Statements. Highlights from this meeting include:</p> <ul style="list-style-type: none"> • WBENC’s unaudited net income for 2017 was approximately \$7,600. • Total Revenues for 2017 were approximately \$12.26MM. • Total Expenses for 2017 were approximately \$12.25MM. • WBENC continues to have good liquidity with a cash balance of \$4.62MM at 12/31/17, which is \$115k higher than at 12/31/16. • Accounts Receivable at 12/31/17, net of the allowance for doubtful accounts, was approximately \$1.15MM. <p>The Finance Committee had a conference call on February 26, 2018 to review the January 2018 Financial Statements. Key points from this meeting include:</p>	<p>The Finance Committee had a conference call on May 21, 2018 to review the April 2018 Financial Statements. Key points from this meeting include:</p> <ul style="list-style-type: none"> • Total revenues as of 4/30/18 are \$9.73MM. This represents 77% of the total 2018 revenue budget of \$12.72MM. • Total expenses as of 4/30/18 are \$3.67MM. It is normal for the expenses to be low at this point in the year because WBENC’s largest expenses will be incurred in June and July as a result of the National Conference & Business Fair. • The cash balance at 4/30/18 was \$7.12MM, which is \$86k lower than at 4/30/17. • The balance in Accounts Receivable at 4/30/18, net of the allowance for doubtful accounts, was approximately \$1.70MM. 	

<ul style="list-style-type: none"> • Total revenues as of 1/31/18 are \$5.80MM. This represents 46% of the total 2018 revenue budget of \$12.72MM. • Total expenses as of 1/31/18 are \$790k. It is normal for the expenses to be low at this point of the year because WBENC's signature events, Summit & Salute and NCBF, expenses will be incurred by July 2018. • The cash balance at 1/31/18 was \$5.79MM, which is \$109k higher than at 1/31/17. • Accounts Receivable at 1/31/18, net of the allowance for doubtful accounts, was approximately \$2.48MM. • Regarding the 2018 events, WBENC has received sponsorship commitments totaling \$1.12MM for Summit & Salute and is on track to meet its sponsorship goal for the NCBF. 	<ul style="list-style-type: none"> • The 2018 Summit & Salute came very close to meeting its revenue goal. The expenses were slightly over the budget. The event is forecast under budget by approximately \$40k. • The 2018 National Conference & Business Fair is on track to meet its revenue goal and expects to keep expenses in line with the 2018 budget. 	
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GOAL 2: Build a 2019 budget/finance plan that account WBENC's short-term and long-term strategic goals.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Nothing to report at this time. This process will occur during the 3rd and 4th quarters of 2018. The final budget will be recommended to the Board at the November 2018 meeting. 	<ul style="list-style-type: none"> • Nothing to report at this time. 	

GOAL 3: Implement forecasting methodology to ensure WBENC meets its budgeted annual profit.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> Nothing to report at this time. This process will occur during the 2nd quarter of 2018. 	<ul style="list-style-type: none"> Nothing to report at this time. 	

GOAL 4: Continue to invest and grow WBENC's unrestricted net assets reserve to enhance WBENC's overall financial position.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> WBENC has received a proposal from Bank of American to move excess cash balance to an interest-bearing account and is reviewing it. 	<ul style="list-style-type: none"> As of April 2018, WBENC opened an interest-bearing account with Bank of America and \$2.0MM was transferred. 	

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Oversee completion of the 2017 audit.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Preliminary audit fieldwork was performed on December 12, 2017. • An Audit Committee meeting is scheduled for March 2018 to prepare for the 2017 audit. This meeting will include Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager from Councilor, Buchanan, and Mitchell (CBM). • The remainder of the audit fieldwork is scheduled to occur April 23 – 27, 2018. • A draft of the audit report is expected in June 2018. 	<ul style="list-style-type: none"> • An Audit Committee meeting was held on March 20, 2018 to discuss and plan for the 2017 audit. The meeting included Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager, from Councilor, Buchanan, and Mitchell (CBM). In addition, the Audit Committee, without WBENC Staff, met in Executive Session with CBM. • The remainder of the audit fieldwork was performed from April 23 – 26, 2018. • WBENC Staff and Lisa Drummond, Audit Manager from (CBM) met on April 26, 2018 to discuss audit fieldwork progress. • The audit file is being reviewed by the auditors and a draft of the audit report is expected by the end of July 2018. 	

GOAL 2: Oversee completion of the 2017 Form 990.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> The 2017 Form 990 will be completed by WBENC's audit firm, reviewed by the WBENC staff, and then reviewed by the Audit Committee before submission to the IRS satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return. WBENC plans to file the 2017 Form 990 by August 31, 2018 which is the due date when a 3-month extension is requested. 	<ul style="list-style-type: none"> Nothing to report at this time. 	

GOAL 3: Ensure WBENC has the appropriate level of internal controls.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> This will be assessed by WBENC's audit firm as a part of the 2017 audit. Any deficiencies identified by the auditors will be address by WBENC management and the Audit Committee in a timely manner. 	<ul style="list-style-type: none"> Initial audit results indicate continued positive internal controls in place. 	

Leadership Council Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: To further the business case for WBE Supplier Diversity.

- a. To increase the number of certified WBE firms by 8% with a stretch goal of 10%.
- b. To work with WBENC to ensure delivery of a successful WOSB Certification Program.
- c. Document the growth of “dues paying” corporate and government members at the regional level.
- d. To document the formal RPO MoUs with government and quasi-government agencies that recognize/accept WBENC Certification.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • As of 2-15-2018, there were 14,463 certified WBEs. • As of 2-15-2018, there were 4,945 certified WOSBs. • As of 2-15-2018, there 544 Regional Corporate Members. 	<ul style="list-style-type: none"> • As of 5-18-2018, there were 15,286 certified WBEs (2017 year-end 14,153) 7.2% increase. • As of 5-18-2018, there were 5,401 certified WOSBs (2017 year-end 4,658). • As of 5-15-2018, there 547 Regional Corporate Members (360 Regional only and 178 Regional and National). 	

GOAL 2: To be a catalyst for business opportunities and strategic business relationships among and between key stakeholders.

- a. To provide and document matchmaking and procurement opportunities for WBEs and purchasing representatives; and provide education and training for WBE growth in the current environment.
- b. To work with WBENC to identify new industry segments for WBE recruitment.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • As of 2-15-2018, there were 19 regional events held with 527 total participants across the WBENC Network. 	<ul style="list-style-type: none"> • In March and April 2018, there were 102 regional events held with 7,198 participants. This number is a combination of in person and on-line events across 13 RPO’s. 	

GOAL 3: To collaborate with WBENC in implementing its Strategic Plan: Roadmap to Growth & Sustainability.

- a. Be actively engaged with the WBENC Network Task Force to develop a network model that ensures the WBENC network growth and sustainability
 - i. Develop and implement standardized programming across the network.
- b. Continue to update and memorialize RPO Operational Excellence/Council Best Practices on Insights.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The LC and WBENC Network Task Force participated in a March 2018 work session focused on developing content and finalizing the standardized programming that is core the CORE which will be delivered across the WBENC Network. <p style="margin-left: 40px;">*Finalized content for <i>WBE Onboarding</i> which will be implemented April 2018.</p> <p style="margin-left: 40px;">*Discussed and shared current content used at the regional level for <i>Your Business Plan</i> programming.</p> <p style="margin-left: 40px;">*Two RPOs, WBEC-West and WPEO-DC, conducted training for <i>How to Do Business with the Federal Government</i> and shared their experience with the LC. Modifications will be made to the programming based on the feedback and then disseminated for use across all RPOs.</p>	<ul style="list-style-type: none"> • RPO's are hosting "<i>Leveraging Your Certification</i>" session at National Conference. • Feedback from <i>How to Do Business with the Federal Government</i> pilots is that delivery of the content requires a subject matter expert. We may consider leveraging our relationship and WIPP expertise for this type of training. WIPP is hosting a <i>How to Do Business with the Federal Government</i> session at the National Conference. • How to and Why to Get Certified provided by ORV, WBCS, WBEC WEST, WPEO, WBDC Midwest. This is a good cross section and enough content with which to build a proposed combined outline. Review as a team in July/August. • LC Development - EnCORE Group is hosting a Board Governance training session in November for LC and their Board Chairs. 	

Women's Enterprise Forum Report

Women's Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 18, 2018

GOAL 1: WBE Participation and Diversification.

- a. Involve all sizes and types of WBE businesses.
- b. Forum and WBENC Affiliate(s) continued alignment and collaboration.
- c. Engagement of new WBEs at Forum Meetings.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Membership Team is coordinating the March NO HOST Dinner for Monday, March 19th at the Hilton Anatole, to allow time for WBEs to socialize with each other the night before the Forum Meeting. We expect (40+) WBEs to participate at the dinner. The Forum will also host its second WBE2WBE Connections at the March meeting. Additionally, the Forum Chair will be speaking to the NextGen group at their meeting and welcoming them to attend the Forum meeting and Keynote later in the day. 	<ul style="list-style-type: none"> • The Membership Team had great success with the March NO HOST Dinner – attendance for the event was at 55 participating WBEs. The Forum hosted a successful WBE2WBE Connections at the Summit meeting. Open to Forum Representatives and WBEs who arrived at the Summit & Salute early, participants were able to form relationships with WBEs looking to buy their products or services, partner with one another and/or serve as reference with other corporate members. Additionally, The Forum Chair spoke at the NextGen meeting to invite the Summit & Salute registrants to the Forum meeting. • The March Forum meeting was one of the largest meetings held by the Forum. An estimated 300 WBEs attended the meeting and an additional 100 WBEs and Corporate Members joined for the Forum Keynote. • The Membership Team is coordinating Netwalking for Tuesday, June 19 from 8:30-9:30 am for WBEs and Corporate Members to come together for informal networking and engagement. The last time this event was held, it garnered an estimated 60 participants. 	

GOAL 2: Building Personal and Professional Capacity through Education & Programming.

- a. Special Events or opportunities through *Forum First*.
- b. Subject matter expert panels and/or keynote speakers.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Forum will host a workshop during their March meeting conducted by Chala Dincoy on the topic of <i>Pitches That Leave A Lasting Impression with Buyers</i>. She is a national expert on teaching business owners how to best approach procurement professionals, based on her 20 years as an executive with Fortune 500 companies. The Forum Domestic Team will assist Chala in facilitating a roundtable exercise. • The Forum is also reviewing potential keynotes for the afternoon session. As a balanced approach to programming, the speaker’s topic will be centered on leadership and personal development. • At the beginning of the year, the Forum was extended an invitation, through Forum First, to participate in one of several new WBENC executive education programs. 	<ul style="list-style-type: none"> • The March Forum meeting speaker, Chala Dincoy, and keynote, Tonya Dalton, both received great reviews. Tonya Dalton’s presentation, <i>Big Dreams Need Big Plans</i>, resonated with the audience and provided them with takeaway’s on being a more productive and effective leader. Chala Dincoy’s presentation, <i>Pitches That Leave A Lasting Impression with Buyers</i>, provided attendees a deeper understanding of what resonates with corporate buyers and the opportunity to practice their own sales pitches. • During the June Forum meeting, there will be a panel on the topic of venture capital and angel investors, featuring topic experts, Kelly Hoey and Carolyn Cassin. Kelly Hoey is an author and speaker, noted for her influence and power on the topic of venture capital. Carolyn Cassin is a co-founder & co-Manager of BELLE Capital Management, LLC, the and is the president and chief executive officer of the Michigan Women’s Foundation. Following the panel, Kelly Hoey will provide the Forum keynote titled <i>Building Your Dream Network</i>. 	

GOAL 3: Goals: Governance/Communications.

- a. Strategic Input to the WBENC President & CEO and Board Committees.
- b. Onboarding process for all newly appointed positions.
- c. Communicate Forum governance throughout the WBENC network.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Forum kicked off their Q1 Forum meetings in January and February with three official calls: Leadership of the Forum, Forum Leadership Team, and Forum Representatives. The Leadership of the Forum has ensured smooth transition of leadership positions, created a new communications plan, and have focused on setting a 2018 Forum calendar to outline all Forum related activities. 	<ul style="list-style-type: none"> • The Forum held the Q2 Forum meetings in April and May, with three official calls: Leadership of the Forum, Forum Leadership Team, and Forum Representatives. • The Forum Leadership Teams are preparing for the onboarding of the new Forum representatives later in the year - up to 56 appointees will join the Forum in 2019. Currently, the Leadership of the Forum and Forum Leadership Team are working on ideas for the webinar and November meeting. • The Leadership of the Forum will be releasing the “<i>Call for Nominations</i>” beginning in July. There will be three (3) open seats on the Forum Leadership Team. There will be four (4) current open Forum board seats and one (1) new Forum board seat added due to the increase in corporate seats (This new seat will be added in conjunction with Forum Chair, Patricia Rodriguez-Christian, the Nominating Committee needs assessment, WBENC President/CEO and WBENC Board Chair.) 	

Corporate Membership & Revenue Generation Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Increase Retention of Existing Members and Maintain 300+ Members Overall. 2018 Membership Goals - \$4.5M, 335 Members.

- 2016 final retention was 95%; 2017 retention was 97% before Feb suspensions (26 total), currently 93%.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • \$4,144,000 invoiced = 92% Goal. • 93% Renewals achieved. <ul style="list-style-type: none"> ○ Working with Ambassadors to leverage renewals. • Ongoing relationship management by BD team/CRMs. 	<ul style="list-style-type: none"> • \$4,302,000 invoiced = 96% Goal. • 310 current Members = 93% Goal. • 93% Renewals achieved. <ul style="list-style-type: none"> ○ Working with Ambassadors and others to leverage renewals. • New Sr. Director added to team to assist in all things BD, including CRM. 	

GOAL 2: Acquire New & Rejoining Members.

- 2017 37 New Members, 6 Rejoining.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • 10 New Members. • 5 Rejoining Members. • Ongoing assignment of WBENC CRMs with every Member. • Ongoing assignment of Ambassadors with New Members, as needed. 	<ul style="list-style-type: none"> • 16 New Members (\$168,000). • 6 Rejoining Members (\$44,500). • July BD meeting to take place in DC to be sure all Members are assigned a CRM. • 2019 planning to take place in July. 	

GOAL 3: Increase Engagement of all Members through Sponsorships (2018 S&S Goal \$1,250,000, 2018 NCBF Goal \$2,805,000).

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • 2018 Summit & Salute Sponsorships \$1,152,000 - 92% of Goal. • 2018 National Conference & Business Fair \$1,965,000 – 70% of Goal. 	<ul style="list-style-type: none"> • 2018 Summit & Salute Sponsorships - \$1,162,500, 93% Goal . • 2018 National Conference & Business Fair - \$2,778,386, 99%. 	

US Programs Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Support Summit & Salute Programming.

- Recruit evaluators for each program session.
- Complete and execute evaluator schedule.
- Report out on evaluator findings, make recommendations based on findings.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none">• Evaluators identified and assigned for S&S.• Report out with committee will be completed within 1 month of S&S to incorporate feedback into NCBF evaluator process.• Recommendations for session gaps will be based on evaluator feedback from S&S.	<ul style="list-style-type: none">• Evaluators being identified and assigned for NCBF.• Session feedback was reviewed and incorporated into NCBF session planning.	

GOAL 2: Develop 1 -2 educational webinars to provide ongoing training resources for our WBEs and Corporate Members.

- Develop webinar topics and outline for WBENC review.
- Create content and execute webinar.
- Launch webinar and track metrics/feedback.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Tier II webinar in progress – topics identified for WBEs and Corporate members to refine content. • Survey developed to gain greater insights into constituent needs. 	<ul style="list-style-type: none"> • Tier 2 survey sent to corporate members and WBEs. • Detailed analysis of Tier 2 survey results. • Develop goals and path forward for survey based on feedback/analysis. 	

GOAL 3: Develop blog post contributions that align with webinars and other relevant topics (e.g. “A Day in the Life of a Supplier Diversity Professional”).

- Blog posts will accompany webinars to increase engagement.
- Blog posts will be developed to highlight industry specific needs, opportunities for WBE collaborations, etc.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Blog post template will be distributed to committee during March meeting in order to have posts ready to help promote completed webinar. 	<ul style="list-style-type: none"> • Targeted for Q3 2018. 	

Global Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Continue education process with WBEs on the prospect of going global and maintain Global information on the WBENC website or Insights.

- a. Provide educational workshops at the National Conference & Business Fair.
- b. Continuous review and updates to the Global International Guide.
- c. Global success story visibility through Insights.
- d. Provide content to WBENC marketing platforms on Global initiatives.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Global committee created sub-committees to begin the development of NCBF workshop content. 	<ul style="list-style-type: none"> • In conjunction with the Global Committee, the NCBF subcommittee has assessed the current needs of WBE interested in or currently doing business globally. This resulted in the formation of the workshop <i>Overcoming Challenges of International Business</i> – a facilitated discussion on the areas of foreign laws, communications and customs (culture), and international accounting practices. 	

GOAL 2: Continue to obtain feedback from WBENC Corporate Members regarding their evolving individual purchasing requirements outside of the U.S. This will include areas such as geographic preference, commodities/services to be procured, how they define a successful supplier, etc.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Global sub-committee is working on a new mechanism for gaining information and insights from WBENC corporate members who are doing business globally which will assist WBEs who are or desire to do global business. 	<ul style="list-style-type: none"> • Members of the Global Committee are reviewing existing information that is available on Insights to identify possible content to share on global topics of interest. Other members are assessing information that is available through WeConnect. 	

GOAL 3: Continue to communicate with and educate WBEs and Corporations on the opportunities available through the strategic alliance WBENC Global Services Committee and WEConnect International.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> The Global Committee, WBENC Leadership and WEConnect are working together to encourage WBES who desire to do business globally to attend and participate in the WEConnect events. 	<ul style="list-style-type: none"> The Global Committee, WBENC Leadership and WEConnect are continuing to encourage and improve communications around global corporate and WEConnect opportunities. At the June committee meeting, the members will discuss methods to track participation and specific opportunities to increase communication. 	

Marketing, Communications & Brand Management Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 18, 2018

GOAL 1: Certification: Support initiatives to foster WBE growth and enhanced Government/WOSB focus.

- a. Review existing collateral and communications channels – identify gaps and make recommendations for improvement.
- b. Coordinate with the Government Committee to provide support as needed to accommodate the increased scope of WOSB certification.
- c. Identify areas of Corporate Member supply chains where we need to recruit specific WBEs (industry specific) and recommend a marketing plan – work with the existing industry advisory groups.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Gathering government related content for insights; promote existing insights content; audit Insights govt content (is it still relevant), draw on wealth of WBEs with additional insights, teasers on blog to promote. • Coordinate with lead of Forum workshop led by those doing business with government; what are barriers and solutions. WOSB requirements/ agents are not motivated to do more work with WOSBs – incorporate this content into NCBF session. 	<ul style="list-style-type: none"> • This goal is on hold pending strategy discussions/decisions from leadership with respect to WOSB. 	

GOAL 2: Opportunities: Targeted promotion of the WBENC network and all WBENC opportunities including events, programs, and special campaigns.

- a. Develop strategies to increase awareness of the network and opportunities available for our constituents, leveraging successes from past opportunities and possibilities for the future; clearly articulating the value and ROI.
- b. Create a clear call to action to increase two-way engagement with measurable results.
- c. Develop strategies to complement the inclusion of the Next Generation of WBEs – how do we get them excited about what WBENC offers via targeted marketing (coordinate with the next gen team).

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Incorporated feedback from 2017 in person meetings & calls to get better engagement with our constituents (blog templates, new media kits). • Completed a review of the WBENC web site to ensure materials are up to date and relevant. • Redesigned WBENC.org homepage and key landing pages to align with new branding, improve access to key content, and better articulate mission and vision of WBENC. 	<ul style="list-style-type: none"> • Forum marketing team is focusing on soliciting content for blog with a focus on stories about WBE to WBE wins, success from WBENC programming such as Catapult, Tuck, Matchmakers (both Corporate/WBE and WBE/WBE), and all of our other programs. Also, stories that address “breaking the myth”, WBE Wisdom on pertinent subject areas, Women Who Own it and other success stories. • Targeted marketing efforts for 2018 events included blog, social media, twitter and e-blasts. 	

GOAL 3: Resources & Engagement Tap the wealth of knowledge in our community evolving WBENC as a thought leader in marketing.

- a. Develop a CMO workshop/summit to engage CMOs in a discussion of best practices for engagement and create a roadmap for WBENC marketing.
- b. Work to refine the ROI of WBENC from a CMO’s perspective – an untapped resource for sponsorship and engagement opportunities.
- c. Benchmark our marketing metrics against best in class – focus on evolving to the cutting edge.
- d. Identify and prioritize recommendations.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Brainstorming on NCBF session to highlight CMOs. • Assessing availability of CMOs to participate. 	<ul style="list-style-type: none"> • Creating a positioning statement that will attract CMO engagement with WBENC. • Building a CMO target list. • Focusing on a 2019 NCBF engagement opportunity. 	

National Certification Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 18, 2018

GOAL 1: Continue to evaluate and make recommendations for the WBENC Standards and Procedures and ensure alignment with the WBENC Strategic Plan: Roadmap to Growth & Sustainability.

- a. Investigate other certifications/designations that WBENC should consider providing.
 - i. Final determination regarding women-controlled designation and develop designation program materials, criteria, if applicable.
 - ii. Conduct discovery on providing Veteran certification and/or aligning with a strategic partner.
- b. Continue to evolve & maintain the Standards.

Standard	2018 Progress to Goal	
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The WBENC Standards and Procedures are being reviewed and updated for clarity as part of the annual review process. • A sub-committee has been formed to conduct discovery work on providing multi-year certification. 	<ul style="list-style-type: none"> • WBENCLink Manual and Certification Team Manual are both under review. <ul style="list-style-type: none"> ○ Reviewing and incorporating process improvements documented on monthly Cert Team calls and consolidating support documents. ○ Next checkpoint is June 8th to review a new outline of both manuals. • Initial review of the WBENC Standards and Procedures completed by Certification team, under review with WBENC leadership. • Sub-committee members selected at March meeting. Sub-committee work will focus specifically on multi-year certification eligibility criteria, work in process. 	

GOAL 2: Continue to review criteria for the SBA Women Owned Small Business (WOSB) Federal Contracting Program and to refine policies for processing files as an SBA Approved Third Party Certifier.

- a. Develop EDWOSB program in anticipation of the Government rule implementation.
- b. Submit resolution to the WBENC Board for the Government Sub-Committee to become a formal Board Committee.
- c. Pursue opportunities to position & maintain WEBNC as the leading third-party certifiers as WOSB and EDWOSB firms.

Process	2018 Progress to Goal	
	March 2018	June 2018
<ul style="list-style-type: none"> • The program was formally instituted 9-15-2011 and as of 2-15-2018, there were 4, 945 certified WOSB firms. • The Government sub-committee has completed the draft charter and begun discovery work on the current WOSB landscape, current WBENC national and regional members who are Government Contractors in order to develop a Government outreach strategy for the WBENC Network. 	<ul style="list-style-type: none"> • Established goals for subcommittee: <ul style="list-style-type: none"> ○ Data - White hat facts review. ○ Engagement - Assist in engaging primes of government and government agencies. ○ Education - Educate WBE/WOSB doing business with the government. ○ Access – Provide conduit to connections. • WIPP providing How to do Business with the Government programming at National Conference in June. 	

GOAL 3: Continue to improve and streamline the certification process.

- a. Update and finalize the Site Visit forms.
- b. Finalize the criteria for use of technology on recertification site visit and implement across all RPOs.
- c. Develop, finalize and complete work the WBENCLink Phase 2 Enhancement list.

Process	2018 Progress to Goal		
	March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The pilot program for use of technology for recertification site visits was successfully launched and utilized in the areas of devastation caused by hurricanes Irma and Harvey; and the California wildfires. • Conducted initial meeting in February 2018 with B2G, the WBENCLink2.0 platform provider regarding the Phase 2 enhancement list, which is a compilation of feedback from all RPOs, WBE and Corporate feedback and WBENC Certification Team input. 	<ul style="list-style-type: none"> • WBENC sharing virtual site visit charter in Q2 with Committee members. • Response received from B2GNow (May 1). containing first pass estimates for all items on the list. Completed an internal review of enhancement list as part of onboarding of new WBENC leader accountable for certification. Met with B2GNow on May 9 to ask questions and seek clarification. Follow up scheduled for mid-June. 		

GOAL 4: Continue to review of Appeals and National Certification Review applications on a timely basis.

Process	2018 Progress to Goal		
	March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • As of 2-15-2018, the Appeals Committee has received 3 files. • As of 2-15-2018, the National Certification Review Committee has received 3 files (revenue in excess of \$500million or unique business structures). <u>Recertification Files</u> <ul style="list-style-type: none"> ▪ SHI International Corp ▪ Morrow-Meadows Corporation ▪ HPM Construction, LLC 	<ul style="list-style-type: none"> • Between 2-15-18 - 5-10-2018, the Appeals Committee has received 4 files. • Between 2-15-18 - 5-15-2018, the National Certification Review Committee has received 65 files (revenue in excess of \$500million or unique business structures). 		

GOAL 5: Continue to deliver Certification Training for RPO Certification Committee Members and deliver WBENCLink Training to WBEs and all Corporate Members.

- a. Develop on-demand WBENCLink Training and maintain on Insights.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • As of 2-15-2018, delivered 1 Live Meeting Session (January) with 13 RPO Certification Committee Members. • As of 2-15-2018, delivered WBENCLink training for both certified WBEs and all corporate members with 41 participants. • B2G delivered technical “How to Complete the Online Application” sessions as a service to WEBNC (January -February) for 32 new WBENCLink2.0 users. 	<ul style="list-style-type: none"> • RPO Certification Team calls held monthly. • Since last reported, delivered 4 Live Meeting Session (February-April) with 62 RPO Certification Committee Members represented from 11 RPOs). • Annual B2G Now conference and RPO Certification training held May 22-24. All RPO Certification teams attend. Event combines WBENCLink platform training and preview of updates and enhancements with annual WBENC Certification Team training. • Ongoing WBENCLink training for WBEs and Corporate Members. Online registration offers at least one session per month. <ul style="list-style-type: none"> ○ April and May WBE 3 sessions held, YTD May 7. ○ April and May Corporate 2 sessions held, YTD May 5. 	

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