

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

JUNE BOARD BOOK

BOARD OF DIRECTORS MEETING
BALTIMORE CONVENTION CENTER
Third Floor, Room 301
BALTIMORE, MD

JUNE 24, 2019

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AGENDA

4:00 PM	BOARD CHAIR'S REPORT <ul style="list-style-type: none">• Approval of Meeting Minutes (March 2019)	BARBARA KUBICKI-HICKS
4:15 PM	NOMINATING COMMITTEE REPORT	CLINT GRIMES
4:30 PM	PRESIDENT & CEO'S REPORT	PAMELA PRINCE-EASON
5:00 PM	FINANCE COMMITTEE REPORT <ul style="list-style-type: none">• 2018 Year End & Audit• 2019 Financials through April	THERESA HARRISON
5:25 PM	AMBASSADORS IN ACTION	DEBRA JENNINGS-JOHNSON
5:35 PM – 5:50 PM	COMMITTEE REPORTS <ul style="list-style-type: none">• LEADERSHIP COUNCIL• WOMEN'S ENTERPRISE LEADERSHIP FORUM	EMILIA DIMENCO PATRICIA RODRIGUEZ-CHRISTIAN
5:50 PM – 6:00PM	OPEN – NEW ITEMS	
6:00 PM	CLOSING COMMENTS	

**Minutes of the March 11, 2019
WBENC Board Meeting**

**Submitted for Approval
During the June 2019
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
March 11, 2019 – 5:15pm – 8:30pm
Vic & Anthony's Steakhouse
Private Ballroom

Meeting Roster		
1. Board Chair	Barbara Kubicki-Hicks, Bank of America	Present
2. President and CEO	Pamela Prince-Eason, WBENC	Present
3. Counsel	Jorge Romero, K&L Gates	Present
Corporation	Corporate Members	
4. Accenture	Nedra Dickson	Present
5. Allstate	Eugene Campbell	Present
6. AT&T	Clint Grimes	Present
7. Avis Budget Group, Inc.	Lynn Boccio	Present
8. BP America	Debra Jennings-Johnson	Present
9. Capital One	Jim Gorzalski	Present
10. Chevron	Stephanie Beveridge	Authorized Designee
11. Comcast NBC Universal	Ajamu Johnson	Present
12. D.W. Morgan	David Morgan	Present
13. Dell Inc.	Piyush Bhargava	Present
14. ExxonMobil Corporation	Doug Fisher	Present
15. EY	Theresa Harrison	Present
16. FedEx	Sue Spence	Notified Absent
17. Ford Motor Company	Jacklyn Watt	Present
18. GM	VACANT	
19. IBM Corporation	Michael Robinson	Present
20. Johnson & Johnson	Beverly Jennings	Present
21. JP Morgan Chase & Co.	William Kapfer	Present
22. Kellogg	Michele Van Treeck	Present
23. KPMG LLP	Barbara Carbone	Present
24. Macy's, Inc.	John Munson, Jr.	Present
25. ManpowerGroup	Nancy Creuziger	Present
26. Marriott International, Inc.	Casey Oakes	Present
27. Microsoft Corporation	Fernando Hernandez	Present
28. Owens & Minor	Danniella Green	Present
29. Nationwide Inc.	VACANT	
30. Office Depot/Office Max	Carrie Jacobson	Notified Absent

31. PepsiCo, Inc.	Mary McEvoy	Present	
32. Pfizer Inc	Mike Hoffman	Authorized Designee	
33. Procter & Gamble	Andy Butler	Present	
34. Raytheon	Carol Wooden	Notified Absent	
35. Robert Half	Kathleen Trimble	Present	
36. Shell Oil Company	Ana Kopf	Authorized Designee	
37. The Coca-Cola Company	Lori Billingsley	Notified Absent	
38. The Home Depot	Sylvester Johnson	Present	
39. The Walt Disney Company	Rick Wertcsing	Present	
40. Toyota North America	Deb Schroeder	Notified Absent	
41. United Airlines	Ruby McCleary	Present	
42. UPS	Kris Oswald	Present	
43. Verizon	Anuradha Hebbar	Notified Absent	
44. Vistra (formerly Energy Future Holdings)	Phil Seidler	Present	
45. W.W. Grainger	Julie Holmes	Notified Absent	
46. Walmart Stores, Inc.	Michael Byron	Present	
47. (Formerly Nokia)	VACANT		

Leadership Council Members			
48. WBEA	April Day	Present	
49. WBEC-South	Phala Mire	Present	
50. WBCS	Debbie Hurst	Present	
51. CWE	Susan Rittscher	Present	
52. WBDC Midwest	Emilia DiMenco	Present	
53. GWBC	Roz Lewis	Present	
54. WPEO-NY	Marsha Firestone, Ph.D.	Notified Absent	
55. GLWBC	Michelle Richards	Present	
56. WBEC West	Pamela Williamson, Ph.D.	Present	
57. WBDC-Florida	Nancy Allen	Present	
58. ORV-WBC	Sheila Mixon	Present	
Forum Members			
59.. CRC Group, Inc.	Patricia Rodriguez-Christian	Present	
60. Delta Personnel, Inc.	Teresa Lawrence	Present	
61. New Normal Life	Juli Sinnett	Present	
62. Aztec Promotional Group	Patti Winstanley	Present	
63. MYCA	Patti Massey	Present	
64. Techway Services, Inc.	Cathi Coan	Present	
65. Ampcus	Ann Ramakumaran	Present	
66. IMAGEN	Joan LaGrasse	Present	

67. See Her Work	Jane Henry	Present	
68. Magnum Group	Vivian Isaak	Present	
69. ALOM	Hannah Kain	Present	
Expert Members			
70. Bristol-Myers Squibb	Farryn Melton	Present	
71. Past Chair Emeritus	Cheryl Stevens	Present	
72. ACT-1 Group	Janice Bryant-Howroyd	Present	
WBENC Staff			
VP, HR, Governance & Programs	Jill Sasso	Present	
VP, Marketing & Technology	Pat Birmingham	Present	
VP, Certification & Strategic Planning	Laura Taylor	Present	
Controller	Val Bunns	Present	
Senior Manager, Certification	Meridith Satz	Present	
Regional Partner Organizations			
WBEC-Pacific	Janice Greene	Present	
WPEO-DC	Sandra Eberhard	Present	
WBEC PA-DE-sNJ	Elizabeth Walsh	Present	
Board of Director Guests & Representatives			
Chevron	Dave Feldman	Present	
General Motors	Reggie Humphrey	Present	
Nationwide	Frantz Tiffeau	Present	
Pfizer	Erik Meader	Present	
Shell	Brian Hall	Present	
W.I.P.P.	Candace Waterman	Present	

CALL TO ORDER: Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 5:41 PM CDT.

A Quorum was established – see Attendance sheet.

BOARD CHAIR’S REPORT

BARBARA KUBICKI-HICKS

- Opened the meeting by welcoming everyone to Houston, TX and stated that she is honored to be the new WBENC board chair.
- Ms. Pamela Prince-Eason thanked all of the board members for their hard work and efforts during 2018 and noted the board dinner setting was in appreciation.
- Ms. Barbara Kubicki-Hicks asked if there were any corrections to the November 2018 board meeting minutes. No changes were needed to the meeting minutes.

Following a motion by Ms. Theresa Harrison and a second by Dr. William Kapfer the meeting minutes from the November 2018 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 the Board Book.

- Thanked the Nominating Committee for its work and support (Mr. George Ehrgot, Ms. Patty Massey, Ms. Phala Mire, Mr. John Munson, Vice Chair and Ms. Jill Sasso, WBENC Staff).
- Explained the first goal of the Nominating Committee is to provide a slate of qualified candidates. The slate was presented and background on each candidate was provided in the board book. Asked the nominees to leave the room, and opened for any questions or comments on the candidates.

Following a motion by Mr. Casey Oakes and a second by Ms. Janice Bryant Howroyd, the nominees for open, existing corporate board seats were unanimously approved; no opposition; no further discussion.

- After welcoming back the nominees, Mr. Clint Grimes reviewed the second goal of the Nominating Committee which includes maintaining a rigorous nomination process. Reported that because of the Nominating Committee’s well-defined process, the Executive Committee has requested the Nominating Committee expand its scope to become the Nominating Governance Committee.
- Ms. Pamela Prince-Eason noted a primary function of the Nominating Committee is looking at demographics to ensure the WBENC board has the correct representation to reflect its diverse constituents and goals of diversity.
- Opened for questions and discussion regarding the increased scope of the Nominating Committee.
 - Ms. Emilia DiMenco stated that it is very common for the Governance and Nominating Committees to operate jointly, and she agrees with the recommendation and increased scope.
 - Mr. John Munson, Vice Chair, stated that the Nominating Committee may recommend adding new members to support the effort.

- Mr. Doug Fisher asked if the processes within the decision making will be shared. Mr. Clint Grimes responded that they will be shared at a later date.
- Mr. Piyush Bhargava asked about the scope of the Governance Committee and why it fell within the Nominating Committee. Ms. Jill Sasso stated that it was previously handled by the Executive Committee and supported by her as WBENC staff and adding formal governance oversight most naturally fit with the Nominating Committee's scope.

PRESIDENT & CEO'S REPORT

PAMELA PRINCE-EASON

Full details can be found in the board book.

- Mentioned the focus at the end of 2018 of closing out accounting and highlighted that the organization exceeded the profit that was promised.
- Called out the significant amount of work completed by the WBENC staff for Summit and Salute. Addressed some key aspects of Summit and Salute:
 - Explained that the Business Lab experience at Summit & Salute is designed similarly to an experience at an amusement park, where attendees can look at the offerings and customize their own experiences. Highlighted the corporate support received for the Business Labs.
 - Certification Lab is where WBEs and attendees can meet with Regional Partner Organizations and learn about certification topics across the network. WBENC is relying heavily on the RPOs and Leadership Council to conduct this lab and thanks them for their support.
 - During the WBENC Pitch Competition, the focus is placed on an elevator pitch. Top Corporations have taken on a significant role in the Pitch Competition, and this has been an enormously helpful learning experience for the attendees.
- Recognized the 2018 Top Corporations in the room and had them stand for a round of applause.
- Noted WBENC is continuing the Women of Color outreach program with a session at Summit & Salute and has received positive feedback.
- Mentioned that Disney has partnered with WBENC for the Disney Institute for Women's Leadership Summit, and thanked Mr. Rick Wertsching of Disney for including Ms. Ann Ramakumaran, a WBENC certified WBE, as a speaker as well as Ms. Chala Dincoy, a WBE from WeConnect who will lead breakout sessions at the Summit.
- Highlighted the myriad of Corporate and RPO Events the WBENC staff attended in Q4 2018 and Q1 2019.
- Noted the success of the strategic planning session with the Executive Committee and WBENC leadership in February, and turned the discussion over to Ms. Barbara Kubicki-Hicks to provide further detail.
 - Ms. Barbara Kubicki-Hicks explained the Executive Committee underwent a deep review of all of the committees. WBENC has evolved and the Executive Committee wanted to ensure the goals and objectives of the committees evolved along with the organization. There was very robust conversation and planning at the session.
 - Provided some examples such as the follow-up to the November Board Meeting 2018 discussion about Veteran Certification and the Subcommittee to identify any questions and explore the direction WBENC wanted to take regarding veteran's certification. Emphasized confidentiality.
 - Discussed the growth of WBENC's marketing and how we can engage our constituents, particularly the Chief Marketing Officers of Corporate and Government Member organizations.
 - Pointed out the Planet Mogul participation, noting in September 2019 WBENC will host a Planet Mogul session coinciding with National Future Student Ready Day.

TREASURER'S REPORT

THERESA HARRISON

Full details can be found in the board book.

- Ms. Pamela Prince-Eason introduced Ms. Theresa Harrison as the new Chair of the Finance Committee and the new Treasurer and emphasized the value that her tenure and experience brings to the organization.
- Reported that at the end of 2018 there was a net income of \$89,000, and the budget came out ahead of 2017 with more profit.
- Explained that now the Finance Committee and WBENC Staff is prepping for the Audit, which WBENC will share a report out of right after National Conference and Business Fair in June 2019. Mentioned that WBENC has seen great results so far on its unaudited financials for 2018, with forecasted financials coming out ahead at \$60,000 versus a projected \$53,000.
- Reviewed 2019 revenue predictions, with a 1% revenue increase from all programs while expenses increase by 0.5%, with \$123k net income predicted. Explained that WBENC is looking at how we can change the dynamic at our events, growing them from a marketing and events perspective and continues to invest in the Business Lab model.
- Reported that regarding 2019 progress in Corporate Membership dues, WBENC has reached 96% of its budgeted goal.
- For Summit and Salute, WBENC has achieved 93% of its budgeted goal, which is the largest amount WBENC has ever achieved.
- For National Conference and Business Fair, WBENC is on track to reach its 2019 goal.
- Mentioned the Inaugural Cheryl Snead Golf Memorial Golf Tournament scheduled for Thursday, 3/14/19 noting there are 100 participants signed up.
- Provided an investment update, stating WBENC continues to invest and grow its unrestricted net assets, and in doing so, WBENC maintains \$3 Million in an interest-bearing investment account.

AMBASSADOR UPDATE

DEBORAH JENNINGS-JOHNSON

- Thanked the Board for their support of the Ambassador program.
- Recognized how engaged the Ambassadors have been during the Ambassador calls and the program continues to evolve and provide value to the WBENC network.

Full details can be found in the board book.

- Congratulated all of the newly appointed Directors.
- Provided an overview of the goals of the Leadership Council, which are Growth, Programming, and Operational Effectiveness.
- Growth:
 - WBENC had 14,890 WBEs as of November 2018, and has since surpassed 15,000 WBEs.
 - The Leadership Council continues to focus on ways to increase support by Corporate Members at the regional and national level.
 - Additionally, the Leadership Council focuses on signing up and negotiating with local municipalities and certifying organizations to accept WBENC certification along with a Memorandum of Understanding (MOU).
- Programming:
 - The Leadership Council reports 591 events held across the network during 2018, collectively.
 - The RPO programming touched 21,911 attendees.
 - The Leadership Council has spent and continues to spend a significant amount of time and effort working with WBENC to evaluate programming nationally and locally to ensure there is baseline programming available to all WBEs, regardless of their RPO territory.
- Operational Effectiveness:
 - The digitization has allowed the RPOs to be more responsive to applicants and for applicants to be more responsive to the RPOs.
 - The RPOs are working to improve processes to support applicants through digitization.
 - The RPOs are leveraging and aligning the branding of WBENC to make recognition clearer and more accessible to constituents.
 - The Leadership Council has formed subcommittees, such as Strategic Growth Subcommittee, Revenue Allocation Subcommittee, Programs Subcommittee, and the Leadership Development Subcommittee.
 - The Leadership Council has been spending more time face-to-face and on the phone to work through topics on a timely and organized basis.
 - The Leadership Council has been working with the National Certification Committee to refine certification review processes that would benefit all constituents.
 - All RPOs have completed scanning of all historical files to WBENCLink2.0.

WOMEN'S ENTERPRISE LEADERSHIP FORUM

PATRICIA RODRIGUEZ-CHRISTIAN

Full details can be found in the Board Book.

- Provided an overview of the Forum, which is comprised of WBE representatives around the network appointed by the RPOs. The Forum is comprised of committees that mirror the WBENC board committees and the Forum Leadership Team, the leads of those committees, serve as representation on the board committees.
- Explained that the key focuses of the Forum are to build capacity, grow the network through Forum events, and maintain good governance processes.
 - Building Capacity:
 - During Summit and Salute 2019, the Forum held a WBE-to-WBE Connections round table, where WBE suppliers met with WBE buyers. This was a direct result of feedback from WBEs and Forum Members, and it received good reviews.
 - During Summit and Salute 2019, the Forum held Industry Round Tables where WBEs met with other WBEs in their industry to discuss insights, challenges, and best practices. This also received positive feedback.
 - The Forum hosted two speakers, both received positive feedback.
 - Growth and Events:
 - A group of vice chairs have put together a resource directory which contains a listing of excellent speakers and educational opportunities in order to address event needs throughout WBENC.
 - Governance:
 - The Forum has created a directory of Forum members for the utilization and ease of the WBEs.

STRATEGIC TOPICS WORKSHOP: VETERAN CERTIFICATION

EUGENE CAMPBELL

Please note that WBENC has signed a non-disclosure regarding this topic. Topic is WBENC Board Confidential.

- Acknowledged the Subcommittee: Ms. Patricia Rodriguez-Christian, Mr. Dave Feldman, Ms. Debbie Hurst, Ms. Susan Rittscher, Ms. Cindy Towers, Ms. Kathleen Trimble, Ms. Pamela Williamson, and WBENC staff support from Ms. Laura Taylor and Ms. LaKesha White.
- Explained that the Subcommittee spent a lot of time deliberating and deciding through a SWOT (strengths, weaknesses, opportunities, threats). The Subcommittee sought to take a highly fact-based and objective stance.
- Reviewed generally the SWOT findings:
 - Strengths: WBENC has proven capabilities to take this on and do it well.
 - Weaknesses: There also proved to be some weaknesses should WBENC decide take on veteran certification.
 - Opportunities: Key opportunity was the potential revenue stream.
 - Threats: Does this shift WBENC's mission or cause issues to put WBENC in a competitive position it does not intend?
- Summarized ultimately that the Subcommittee landed on the decision not to move forward with WBENC providing veteran's certification.
- Stated that he, along with the Subcommittee, had full confidence that the process of making the decision was robust and fair, and that this was the right decision based on what was presented. Further explained that this question may evolve over time.
- Ms. Pamela Prince-Eason emphasized the hard work of the Subcommittee and applauded Mr. Eugene Campbell and the Subcommittee for its thoroughness. Explained that the Executive Committee had already voted on this due to the timeline needed, as they were authorized to do through the board governance procedures. Reminded the board that at the time of the vote, she provided the board with the feedback from the Subcommittee and

opened for questions and comments. As there were no concerns raised, only praise given to the Subcommittee, the Executive Committee moved forward with the vote.

- Ms. Pamela Prince-Eason shared that she met with USVCC and shared WBENC's findings. After giving feedback to the USVCC, it was clear that they understood the findings and were appreciative of the effort WBENC put in to come to this decision. Acknowledged Ms. Lynn Boccio, and Ms. Patricia Birmingham for their efforts and professionalism.

CLOSING COMMENTS

BARBARA KUBICKI-HICKS

- Ms. Pamela Prince-Eason congratulated Ms. Barbara Kubicki-Hicks on her first board meeting.
- Ms. Barbara Kubicki-Hicks opened the floor up for closing comments.
 - Mr. Casey Oakes congratulated Ms. Pamela Prince-Eason and the WBENC team on WBENC's bravery and innovation.
 - Ms. Pamela Prince-Eason acknowledged the WBENC staff leadership (Ms. Patricia Birmingham, Ms. Jill Sasso, Ms. Laura Taylor, and Ms. Valerie Bunn).

The meeting was adjourned at 7:06 PM CDT.

Materials for June 24, 2019
WBENC Board of Directors Meeting

Nominating Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 24, 2019

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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> Committee met 2/21/19 to review nominations for new board members to existing corporate board seats using demographics to understand diversity impact to the board. Committee finalized slate of 3 corporate candidates to recommend to the Executive Committee for election at March board meeting. 	<ul style="list-style-type: none"> Committee met 6/13/19 to review nominations for new board members to existing corporate including demographics. Committee finalized slate of 2 candidates to recommend for open corporate board seats at June board meeting. 	

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

- Charter.
- Application.
- Committee Timeline.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • At Executive Committee Meetings in February, a recommendation was made that the Nominating Committee take on an additional role around board governance. • During 2/21/19 meeting, discussed the change of Committee name and scope, pending board approval, and set initial meeting to begin work on new objectives in April. 	<ul style="list-style-type: none"> • At 4/4/19 strategic planning meeting, Committee reviewed existing charter and made proposed changes based on expanded scope. Discussed Committee objectives through Q4 2019 as well as needed amendments to Committee Timeline to achieve objectives. 	

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

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • The Committee will update the corporate scorecard, and begin work on updating items that track Committee performance at the April meeting as part of the work around the redefined scope. 	<ul style="list-style-type: none"> • Updated corporate member re-nomination scorecard to include board member service on a WBENC Industry Advisory board as equivalent to service on a board committee. 	

Corporate Nominations for Existing Board Seats (2):

- Shaun Budnik, KPMG
- Karen Miller, Office Depot

Current Open Corporate Board Seats (2):

- Google
- W.W. Grainger

Current Vacant Board Seats (1):

- 1 Corporate Seat (Formerly Nokia)



Shaun Budnik
Partner
KPMG

Shaun is a Partner and the KPMG Audit Innovation Leader, guiding the audit practice's journey to transform the audit culture and professional mindset so that KPMG is positioned to deliver high quality and relevant audits. In her role, she has implemented new governance models, programs and technologies to advance the audit practice's people, processes and technologies.

She established the Audit Innovation Leaders Network, a collaborative group of partners across the firm dedicated to encouraging new ways of thinking and educating the practice on how technology transformation will impact the audit. In addition, she's started a series of labs for auditors to apply innovative design thinking and collective techniques to their engagements to raise awareness about an innovative culture and marketplace trends. Shaun served on the judging panel of the firm's first ever Audit Innovation Challenge and was instrumental in making this "Shark Tank" type challenge a reality at KPMG. She is currently serving on KPMG's Women's Advisory Board, dedicated to creating a compelling work environment and enhancing career opportunities for women. The New Jersey Certified Public Accountants recognized Shaun in 2017 as a Diversity and Inclusion Impact Awardee.

Previously, she was a partner (now retired) at Deloitte LLP on assignment to DTTL, Deloitte's Global Firm. She was part of the Global Audit Innovation Leadership team and supported Global Audit Strategy initiatives. Prior to that she worked with Partner Services and Talent Services teams driving succession planning for partners along with serving as the national director for the Retention and Advancement of Women.

Shaun is a CPA and serves on the Board of the Association to Advance Collegiate Schools of Business (AACSB) and chairs the AACSB's Business Practices Council. She is an Advisory Board member for her alma mater, the Quinlan School of Business at Loyola University (Chicago), and serves on the Tulane Freeman School of Business Advisory Council and the Western Connecticut State University Accounting Advisory Board and previously served on the Board of Directors of the American Accounting Association.



Karen Miller
Vice President, Procurement
Office Depot

Karen is an inclusive leader with 20 years of sourcing experience with top supply chain organizations in high technology, industrial, and most recently retail. Karen is passionate about finding ways to leverage the supply base and third-party relationships to enable competitiveness.

Currently Karen has procurement responsibility for all indirect and direct spend at Office Depot and CompuCom. She leads an organization of over 100 sourcing professionals that works with internal business partners to identify the right suppliers that bring the company value, and they directly manage the competitive bidding process, contracting, and make vs. buy decisions.

Karen joined Office Depot in 2018 to be a part of driving the strategy of strengthening the core business, transforming the company, and disrupting the market. Prior to Office Depot, Karen was at GE for 10 years where she most recently led the procurement organization for the North America Grid Solutions business.

Prior to GE, Karen spent 6 years at Apple, Inc., and 5 years at Dell.

Karen has a degree in Mechanical Engineering from the University of Tennessee, Knoxville.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
June 24, 2019

The Board Chair and President's Report will be distributed at the board meeting.

Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 24, 2019

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:

2019 Progress to Goal		
March 2019	June 2019	November 2019
<p>The Finance Committee meeting is scheduled for March 2019 to review the preliminary, unaudited 2018 Financial Statements and 2019 Financial Progress.</p>	<p>The Finance Committee met on March 11th to review the preliminary, unaudited 2018 Financial Statements and 2019 Financial Progress. Key points from this meeting include:</p> <ul style="list-style-type: none"> • WBENC’s unaudited net income for 2018 was approximately \$89,200. • Total Revenues for 2018 were approximately \$12.50MM. • Total Expenses for 2018 were approximately \$12.41MM. • WBENC continues to have good liquidity with a cash balance of \$5.00MM which is \$392k higher than at 12/31/17. • Accounts Receivable at 12/31/18, net of the allowance for doubtful accounts, was approximately \$1.36MM. • The 2019 Summit & Salute net income was projected to be lower than budgeted, approximately by \$150k. • The 2019 National Conference & Business Fair is on track to meet its revenue goal and expects to keep expenses in line with 2019 budget. • The committee met again on 6/17/19 receiving update of 2018 Audit progress and April YTD financials. This information is being covered in detail in the Board Meeting so not re-documented here. 	

GOAL 2: Build a 2020 budget/finance plan that account WBENC's short-term and long-term strategic goals.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> Nothing to report at this time. This process will occur during the 3rd and 4th quarters of 2019. The final budget will be recommended to the Board at the November 2019 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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> Nothing to report at this time. This process will occur during the 2nd half of 2019. 	<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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> WBENC maintains \$3.0MM in an investment account (PNC Investment) and an interest-bearing account (Bank of America). 	<ul style="list-style-type: none"> WBENC continues to manage its treasury operations and to ensure any excess cash balances are invested appropriately. 	

GOAL 1: Oversee completion of the 2018 audit.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Preliminary audit fieldwork was performed on December 3 - 4, 2018. • An Audit Committee meeting is scheduled for March 2019 to prepare for the 2018 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 15 – 19, 2019. • A draft of the audit report is expected in 3rd Quarter 2019. 	<ul style="list-style-type: none"> • WBENC Staff and Lisa Drummond, Audit Manager from CBM is scheduled to meet the week of June 10th to discuss preparation for the fieldwork. • The remainder of the audit fieldwork is scheduled to begin the week of June 10th. • A draft of the audit report is expected in 3rd Quarter 2019. 	

GOAL 2: Oversee completion of the 2018 Form 990.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> The 2018 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 2018 Form 990 by August 31, 2019 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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> This will be assessed by WBENC's audit firm as a part of the 2018 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"> Nothing to report at this time. 	

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

- 2018 Goal to increase the number of certified WBE firms by 8% with a stretch goal of 10%
- To work with WBENC to ensure delivery of a successful WOSB Certification Program
- Document the growth of “dues paying” corporate and government members at the regional level
- To document the formal RPO MoUs with government and quasi-government agencies that recognize/accept WBENC Certification

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • As of 12/31/18 <ul style="list-style-type: none"> ○ 14,890 certified WBEs, growth of 7% over 2017. ○ 5,385 certified WOSBs. • As of 2-15-2019, there were 15,076 certified WBEs. • As of 2-15-2019, there were 5,559 certified WOSBs. • As of 2-15-2019, there 385 Regional only members and 332 Regional/National and/or National only members. • The annual compliance review now includes a request for all RPO MOU’s. The WBENC staff is in the process of consolidating a list from the RPO’s. 	<ul style="list-style-type: none"> • As of 5/15/19 <ul style="list-style-type: none"> ○ 15,377 certified WBEs, growth of 6% versus May 2018. ○ 5,785 certified WOSBs, growth of 13% versus May 2018. • As of 5-15-2019, there are 379 Regional only members, 174 National and Regional members, and 169 National only members. • The WBENC team is working to consolidate the RPO compliance responses in preparation for the Auditors and for 2019-2020 compliance review planning. <ul style="list-style-type: none"> ○ Elements reviewed for compliance include items such as the timeliness and completeness of certification file reviews in accordance with the Service Agreement, information on programs delivered by the RPO, review of site visits, and training compliance for Committee members. 	

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

- 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.
- To work with WBENC to identify new industry segments for WBE recruitment.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Between October 1, 2018 and January 31, 2019, there were 180 regional events held with 9031 total participants across the WBENC Network. This number is a combination of in person and online events across all RPO's. • In full year 2018, 591 events were held with 29,104 registrants. This number is a combination of in person and online events across all RPO's. • The Leadership Council is meeting March 14th to review outcomes of the Executive Committee Planning meeting which includes a request for industry segment focus. 	<ul style="list-style-type: none"> • Between February 1, 2019 and April 30, 2019, there were 93 regional events held with 4,380 total participants across the WBENC Network. This number is a combination of in person and online events across all RPO's. • At the March meeting, the LC brainstormed ideas to increase growth and how to engage corporate members regionally & nationally. The Leadership Council suggested that the 2014 WBENC data on Corporate Members regarding engagement (sponsorships, events, RPO memberships, etc.) be refreshed to identify new opportunities to growth relationships with existing members. The group will continue its work on growth at the August LC meeting. 	

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

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • At the November LC meeting, each RPO director shared information about their own best practices and upcoming events. • At the November LC meeting, Pat Birmingham, VP WBENC Marketing, Events, and IT, reviewed WBENC Marketing Strategy, branding, and reviewed how RPO's can engage to assess use of the new WBENC branding. 	<ul style="list-style-type: none"> • In Q2, The Leadership Council (LC) provided S&S feedback on Certification Lab experience and other programming. • The LC also provided feedback to NCC on several proposed process changes including virtual site visits, unanimous consent guidelines, and national file criteria. The LC feedback has been reviewed with the NCC leadership. 	

2019 Progress to Goal

March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • In 2019, the Leadership Council will focus on the following: <ul style="list-style-type: none"> ○ Growth. ○ Elevated Programming. ○ Marketing Alignment. • The Leadership Council created subcommittees to focus on key areas and use smaller team to accelerate progress. Charters are in process and we will want to align those with direction of the EC. <ul style="list-style-type: none"> ○ Strategic Growth (Chairs – Phala Mire & Pamela Williamson). ○ Revenue & Allocation Process Review Task Force (Co-Chair – Michelle Richards & Marsha Firestone). ○ Programs (Chair – Sandra Eberhard & Debbie Hurst). ○ Leadership Development (Chairs - Susan Rittscher & Sheila Mixon). • In 2019, the Leadership Council is modifying mix of in person and phone meetings, increasing face-to-face time together to drive progress. Four in person and four phone meetings throughout the year. In person meetings will focus on discussion and decision making. Phone meetings will focus on operational updates. • The Leadership Council provided feedback to the NCC in November on the Virtual Site Visit criteria. A subcommittee of the NCC was formed to revisit and revise the VSV criteria. Debbie Hurst and Phala Mire represented the LC on that subcommittee. The subcommittee reviewed its recommendations with the NCC on 2/1. • The RPO scanning of hard copy documents as part of the WBENCLink2.0 transition was complete as of December 2018. The second phase, a review by WBENC staff, is underway. Once each RPO is successfully reviewed, they are given approval to destroy paper documents. 	<ul style="list-style-type: none"> • May Programs Subcommittee updates: <ul style="list-style-type: none"> ○ WBE Onboarding – complete. ○ How to Do Business with the Government - transitioned to a WIPP offering. ○ Integrating Supplier Diversity Value Proposition topic with How to Get Certified and Corporate Onboarding. ○ Business Plan – no update. ○ Corporate Performance Scorecard – reviewing intent and audience. • March Leadership Development Subcommittee updates: <ul style="list-style-type: none"> ○ Committee will provide a survey then determine objectives based on responses. ○ Identify SMEs and EnCORE reps. ○ Deliver 1 face-to-face and 1 online session each year • March Strategic Growth Subcommittee updates: <ul style="list-style-type: none"> ○ Look at opportunities to work more synergistically together and work with WBENC to grow together and goals need to be in alignment with WBENC strategy. ○ Formed a committee -Emilia, Roz and Michelle. ○ Create assessment to identify areas to work on. ○ Is there any expertise that can be leveraged from the Board and/or EnCORE group? • At the May LC meeting, WBENC staff joined the call to share information about upcoming national programs to increase awareness and encourage promotion. WBENC Staff also shared the expansion of the Business Lab concept for NCBF. • RPO Scanning of historical files – As previously reported, all scanning was complete by year end. As of the end of May, WBENC has completed the scanning audit of 50% of the RPO’s. As audits are successfully completed, RPO’s are given approval to shred documents based on guidelines outlined in the Scanning and Shredding Policy. 	

Women’s Enterprise Forum Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 24, 2019

GOAL 1: WBE Participation and Diversification.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • The Membership Team is coordinating the March NO HOST Dinner for Sunday, March 10th, 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 with an elevated format that better promotes WBE to WBE procurement and industry networking. Forum Leadership Team Members are hosting Industry networking tables. 	<ul style="list-style-type: none"> • The Forum WBE Engagement Team is hosting a “Connections Walk” on Tuesday, June 25th. The walk will meet at 7:00 AM by the registration area in the Baltimore Convention Center. This year’s route is in the convention center (with air conditioning!). The route takes about 30-45 minutes depending on your pace. WBENC Board members are invited to join! • Due to very positive feedback on our March 2019 event, the Forum will be hosting another WBE2WBE Connections session as part of the June Forum programming. It will feature WBE Procurement Opportunities and Industry tables. The session will follow the keynote and run from 2-4pm ET on June 24th. 	

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

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Surveyed the Forum in December as input to 2019 planning. • The March Forum meeting agenda was built based on survey feedback. During the March meeting Forum Representatives will have two opportunities to learn and engage: 1) Forum Luncheon Keynote Erica Dhawan will present <i>Get Big Things Done: The Power of Connectional Intelligence</i>, and 2) Chala Dincoy will present <i>Pitch Me Your Solution</i>. • In February, the Forum formed a working group led by Forum 2nd Vice Chair Peggy Del Fabbro and comprised of Forum Team 2nd Vice Chairs to assess a document for WBE Disaster Recovery & Business Continuity which will serve as a resource guide for WBEs during and after a catastrophe. The goal is to provide services and support to WBE affected in a disaster, mobilize a solutions network, and generate the utilization of WBE to WBE business. Goal for release is Fall 2019. 	<ul style="list-style-type: none"> • At the March Forum meeting, Pam Prince-Eason provided a preview of the 2019 National Programs. • The June Forum meeting will feature, Allison Maslan. The focus topic is “Brains of High-Performance Business Owners” <ul style="list-style-type: none"> ○ There will be numerous examples that WBEs can relate to – things that go wrong, fall through, lose top employees, lose big accounts – it’s about their response. ○ She will give them strategy and tools, while inspiring them, largely through stories and provide ways to look at their business. Looking for the multiplier / how do we leverage our time, money, and actions. • WBE Disaster Recovery & Business Continuity <ul style="list-style-type: none"> ○ The sub-team met in Q2 to discuss goals described in the Q1 update on the left. ○ The sub-team discussed the possible collection of information on the needs of those impacted by natural disasters and providing proactive resources that focus on preparedness. ○ The sub-team will brief the Forum Leadership in June and develop next steps. 	

GOAL 3: Goals: Governance/Communications.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • The Forum kicked off their Q1 Forum meetings in January and February with three calls: Leadership of the Forum, Forum Leadership Team, and Forum Representatives. The Leadership of the Forum has ensured smooth transition of leadership positions as the Global and Government Team have each welcomed a new 2nd Vice Chair. The Marketing Team has welcomed a new 1st and 2nd Vice Chair. Additionally, in 2018 the call for Forum RPO Appointees resulted in 38 New Forum Team Representatives who have received an onboarding orientation and were invited to join the November Meeting. They will be officially recognized during the March Meeting. • A New Forum Directory has been published along with a 2019 Forum Calendar, outlining all Forum related activities. As the Forum creates more awareness around events and activities like application process for the Forum WBE Board Seats, and Forum Leadership positions, it is the goal to encourage a diverse and inclusive Forum. • Forum members were invited early to apply for an opportunity to participate in the WBENC pitch competition at Summit and Salute. 	<ul style="list-style-type: none"> • The Q2 Forum Leadership team call was held on April 9th and the Q2 Forum Representatives call was held on May 7th. <ul style="list-style-type: none"> ○ Shared current Forum leadership structure. ○ Reviewed leadership positions and WBE board seats expiring at the end of 2019. ○ Share highlights of Summit and Salute programming. ○ Provided a preview of NCBF activities. ○ Laura Swenson from WBENC joined the call to share the expansion of the Business Labs at NCBF. ○ Provided highlights of upcoming national educational and development programs. • Launching WBE self-nominations application process for Forum Leadership roles and WBENC WBE board seats the first week of June. <ul style="list-style-type: none"> ○ WBENC Board – Two seats (3-year term). ○ Forum Leadership: <ul style="list-style-type: none"> ▪ Forum Leadership, 2nd Vice Chair. ▪ WBE Engagement Team, 2nd Vice Chair. ▪ Domestic Programs Team, 2nd Vice Chair. 	

Corporate Membership & Revenue Generation Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 24, 2019

GOAL 1: Value Proposition & Retention: Increase Retention of Existing Members and Maintain 300+ Members Overall. 2019 Membership Goals - \$4.4M, 330 Members. Continue to remain relevant in the benefits offered to National Members.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • \$4,092,450 2019 Renewals invoiced, 96% Retention. • \$4,248,450 Total 2019 Membership invoiced = 96% of Goal achieved. • Working with Ambassadors to leverage renewals; engage New/Rejoined Members; and, seek to expand ROI for Members. • Ongoing relationship management/engagement by BD team/CRMs to better understand their needs. • Work with CMRG Committee to create offerings from a solutions-based perspective for National Members. <i>*possible focus group</i> • Need to address needs of mid-range Members (\$8,500-\$16,000) <i>*large opportunity for growth.</i> 	<ul style="list-style-type: none"> • \$4,162,950 2019 Renewals invoiced, 97% Retention <i>*97% is what we strive for each year – this is our sweet spot!</i> • \$4,370,075 Total 2019 Membership invoiced = 99% of Goal achieved <i>*Only \$29,925 to Goal!</i> • 324 Current National Members – goal is 330 by the end of 2019. 	

GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an Industry-based perspective (2017 37 New, 6 Rejoin; 2018 20 New, 7 Rejoin).

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • 15 New Members. • 1 Rejoining Member. • Ongoing assignment of WBENC CRMs with every Member, broken out by Industry. • Ongoing assignment of Ambassadors with New Members, as needed. • CRMs working to identify companies with SD programs within their industries. 	<ul style="list-style-type: none"> • 22 New Members. • 1 Rejoining Member. • Current Targeted Prospect List of 50+ companies that we are engaging with currently, with the assistance from the CMRG Committee & the WBENC Ambassadors. 	

GOAL 3: Fund Diversification & Development: Increase Engagement of Members through all WBENC Sponsorships, with a focus on funds from departments outside of supplier diversity (2019 S&S Goal \$1.350M, 2019 NCBF Goal \$2.7M).

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • 2019 Summit & Salute Sponsorships \$1,253,000, 93% of Goal <i>*This is the largest amount of sponsorship funding ever achieved for this event, and \$78,000 over our 20th Anniversary year.</i> • 2019 National Conference & Business Fair \$1,917,500 – 71% of Goal. • CRMs working to identify interest in all WBENC programs. 	<ul style="list-style-type: none"> • 2019 National Conference & Business Fair Sponsorships \$2,815,000 – 104% of Goal Achieved! Exceeded Goal by \$115,000. • Increased efforts around funding for additional WBENC funding streams continues. • 2020 Event Sponsorship planning is underway with meetings planned in July 2019. • CRM 2020 Goals to be set in August 2019. 	

US Programs Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 24, 2019

GOAL 1: Support Summit & Salute/NCBF Programming.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Evaluation plan modified to better fit the new programming model. • Programs Committee agreed to include their team members as evaluators for better coverage. • Engaged Forum Programs Team to help with Summit & Salute evaluations. 	<ul style="list-style-type: none"> • New programming survey strategy for National Conference – Business Lab feedback will be captured in post-event survey and in app, streamlining the feedback process and being more sustainable. • Introducing online feedback forms for programming evaluators at NCBF. 	

GOAL 2: Develop Tier II webinar as a training resource for our WBEs and Corporate Members.

- Develop individual topic outlines for the module within the Tier II webinar.
- Draft story board and assign webinar presenters.
- Roll out webinar and track metrics/feedback.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • WBENC approved proposed webinar outline per the Tier II survey results. • Topics within outline assigned to teams for completion. • Dates set for finalization. 	<ul style="list-style-type: none"> • Closing goal to better align based on new programming models. 	

GOAL 3: Develop blog posts to accompany Tier II webinar for Tier II success stories.

- Blog posts will accompany webinar to increase engagement.
- Blog posts will be developed to highlight industry specific experiences and success stories.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none">• Will be discussed in S&S Programs Committee meeting.	<ul style="list-style-type: none">• Closing goal to better align based on new programming models.	

GOAL 1: Continue education process with WBEs on the prospect of going global.

- Provide educational workshops for WBEs (focus within the NCBF & S&S).
- Continuous review and updates to the Global International Guide.
- Provide content to WBENC marketing platforms on Global initiatives.
- Publish “Lessons Learned” blogs to from WBEs who have developed International Businesses.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • The GC is reviewing the 2014 Global Expansion Needs Assessment Summary Report for relevance. The Committee members are providing feedback on the relevancy of the information in the report and will determine if a new survey is needed. This survey serves as a light post for GC workshops. • The GC is currently assessing new ways to present information based on the new WBENC Business Lab model. The Forum Leadership Global Programs Team is leading the effort to provide a proposal of workshops for NCBF in June. This includes assessing a number of unique experts that can provide elevated content to WBEs. • The GC is identifying WBEs that have stories related to global expansion. Working with the WBENC Marketing Dept. the GC’s goal is to feature on the blog stories of 12 WBEs that will provide a case study/blueprint for global business. 	<ul style="list-style-type: none"> • At its March meeting, UPS presented their Women Exporters program to the Global Committee as a potential program for NCBF. UPS will sponsor the Global Lab and offer beginner and intermediate content regarding exporting. They will bring with them several internal and external experts. • The Global Committee will conduct a Pulse Survey on global programming needs at the June NCBF. There will be an interactive board in the Global Lab to collect information from WBE’s doing business or thinking about doing business globally. The Pulse Survey is a quick way to increase awareness of the Global Committee and collect basic feedback. • In Q3, the Global Committee will issue a more comprehensive survey to update direction on programming needs for WBE’s. The survey will help the Global Committee to: (1) better understand the needs of WBENC WBEs who are currently working or interested in working globally, (2) use data to fine tune current initiatives, (3) use data to create strategic programs. • The Global Committee agreed at its March meeting to post quarterly blogs. The Global Committee will feature its first blog in June 2019. Cathy Koch, CEO K-Tech Systems is writing the first blog. 	

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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> The GC is beginning to build a survey framework that will be sent to WBENC Corporations on purchasing requirements from corporations and identify specific geo for expansion. 	<ul style="list-style-type: none"> No action taken in Q2. The Global Committee will evaluate ways to survey member corporations for input on global opportunities in Q3. 	

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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> The Global Committee and WeConnect International have identified opportunities for strategic inclusion which includes identifying global ready WBEs and assisting them with preparing for opportunities. The Committee is preparing a plan for review. 	<ul style="list-style-type: none"> For the June Global Lab, two WBE's are being interviewed to contribute to the LEARN session materials on Women in Exporting. Their experiences will be used to educate other WBE's. In March, the Global Committee agreed it wanted to focus efforts on increasing coordination with WeConnect. The following actions have been taken in Q2 to increase coordination with WeConnect <ul style="list-style-type: none"> WeConnect is hosting tables at the WBE2WBE Connections session being held at the June Forum meeting. WeConnect is hosting a table in the Certification Lab Coach room at NCBF. Promote awareness that WeConnect is included as our Global Certification Partner on the WBENC website and that there is a link to the WeConnect website. 	

Marketing, Communications & Brand Management Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 24, 2019

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

- Review existing collateral and communications channels – identify gaps and make recommendations for improvement.
- Coordinate with the Government Committee to provide support as needed to accommodate the increased scope of WOSB certification.
- 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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Revising and updating wbenc.org web pages and collateral with Committee input. 	<ul style="list-style-type: none"> • Revising CORE brochure to be debuted at NCBF. 	

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

- 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
- Create a clear call to action to increase two-way engagement with measurable results
- 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).
- Utilize the Marketing Committee as “Brand Ambassadors” to enhance WBENC’s promotions and campaigns.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Continue to coordinate with the Forum Marketing Team on success stories and blog posts. • Building marketing strategy for 2019 events programs and campaigns, including tools to engage our constituents to broaden the reach of our event promotion. 	<ul style="list-style-type: none"> • Success stories received will be published in Q3/4. • Marketing for NCBF encompassed newsletter, blog posts, social media, targeted email blasts and ads, advertorials and articles with several of our media partners. • Engaged Forum marketing team for postcard campaign at NCBF which will promote 2020 events. 	

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

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Based on EEC feedback from February meeting develop approach and timeline. 	<ul style="list-style-type: none"> • Waiting on full Board approval for the new joint Marketing and Programs Committee. Once received we will proceed with recruiting the CMO advisory board members and begin a pilot focusing on B2C marketing efforts. 	

NOTE: The EC approved the merging of the US Programs Committee and Marketing Committee, which will be confirmed with the Board at the June meeting. The goals will be revised after the approval. This is one of the items we will memorialize in the “bulk” By-Laws resolution in November.

National Certification Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 24, 2019

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.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • WBENC Staff completed and distributed the updated WBENCLink2.0 Manual and RPO Certification Team Manual to RPOs at the end of Q4. Change summaries were reviewed with the RPO certification teams as part of the update. The RPO team have been utilizing the new manuals in 2019 Q1. • In November, the WBENC Board approved the creation of a Subcommittee whose purpose was to assess offering WBENC Veteran Certification on behalf of the USVCC. The Subcommittee charter and leadership were finalized in December. Board members expressing interest to participate were contacted in December. The Subcommittee was very active in January and delivered its recommendations to the EC at their early February planning meeting. • NCC leadership calls were held in December and January. • A virtual NCC meeting took place on February 1, 2019. <ul style="list-style-type: none"> ○ Discussed Virtual Site Visit Charter. ○ Discussed proposed update to the National Files Criteria. 	<ul style="list-style-type: none"> • In March, the Veteran Certification Assessment Subcommittee delivered its recommendations to the Board of Directors, communicating that it did not recommend moving ahead with providing certification services to veterans on behalf of the USVCC. • At its March meeting the NCC heard from the Virtual Site Visit Subcommittee on its recommendations for revised criteria. The Leadership Council members on the NCC requested to collect further input from the broader LC team at their March meeting. • The NCC also discussed proposed modifications to the National files criteria. This topic was also referred to the full Leadership Council for comment. • Another open topic, a potential change to the Unanimous Consent guidelines was reviewed with the NCC. The NCC requested an overview of the meaning behind each of the Unanimous Consent Guidelines as it relates to Certification before making any decisions. This item was also referred to the full LC for input. • Initial feedback from the LC on Virtual Site Visits, National Files Criteria, and Unanimous Consent have been reviewed with NCC leadership. We will 	

2019 Progress to Goal		
March 2019	June 2019	November 2019
	<p>convene an NCC meeting in June to brief the Committee and define next steps.</p> <ul style="list-style-type: none"> In Q3/Q4 the NCC will further explore the “Future of Certification” and bring Committee insights and recommendations to WBENC Leadership and the Executive Committee. 	

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.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • Candace Waterman, President of WIPP presented the jointly developed WIPP/WBENC Engagement Strategy to the Government Subcommittee at the November meeting. All members of the NCC were invited to attend as well. Candace reviewed the components of the engagement which include: <ul style="list-style-type: none"> ○ Advocacy. ○ Procurement Education Platform. • Members of the Forum Government team who sit on this Subcommittee took this information back to the Forum and offered help. • Benita Fortner, ENCORE group and current leader of the Government Subcommittee, Candace Waterman, President of WIPP, and WBENC leadership met in January to discuss and outline 2019 plans for the Subcommittee. <ul style="list-style-type: none"> ○ In 2019, WIPP will partner with WBENC to offer programming initially focused on high level advocacy issues which are larger than WOSB, then the WIPP Procurement Landscape, Building Capacity, and Building Wealth Series. 	<p>WIPP is partnering with WBENC to offer Government programming at NCBF in the form of a Government Circuit. Learn sessions are:</p> <ul style="list-style-type: none"> • Demystifying GSA Schedules. • Ignoring Cybersecurity Can Cost You Contracts and Time. • Women’s Business Advocacy: It’s Policy...Not Politics, What Every Woman Business Owner Should Know. <p>Goals of this circuit are:</p> <ul style="list-style-type: none"> • Understand GSA schedules. • Understand Cybersecurity requirements in contracting and business. • Understand the importance of using your voice to impact women’s business policy on Capitol Hill and in your hometown. 	

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> Benita Fortner, Candace Waterman, and Laura Taylor will assess Subcommittee's future status and return to the NCC in Q3. 		

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

- Update and finalize the Site Visit forms.
- Finalize the criteria for use of technology on recertification site visit and implement across all RPOs.
- Develop, finalize and complete work the WBENCLink2.0 Phase 2 Enhancement list.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> A Subcommittee was formed at the November NCC meeting to review the existing suggested Virtual Site Visit criteria and provide additional input to the NCC. The team was very active in January and reviewed suggested updates with the NCC on February 1st. NCC also leadership obtained input from the Executive Committee regarding the use of virtual site visits and that will be reviewed with the NCC at the March meeting. In 2019 Q1, WBENC reviewed the comments from the NCC on the proposed National Files Criteria, made changes, and presented those changes to the NCC on February 1, 2019. An updated draft will be distributed to the Committee in advance of the March NCC meeting. WBENC continues to work with B2Gnow to identify potential enhancements to replace the need for system customization and reduce cost of future changes. <ul style="list-style-type: none"> WBENC submitted configuration changes at the end of 2018 to improve understanding and efficiency for users. Updates were made to improve the online application experience for WBEs, to clarify 	<ul style="list-style-type: none"> See Goal 1 for an update on Virtual Site Visit criteria and National Files Criteria. WBENCLink2.0 <ul style="list-style-type: none"> WBENC is holding monthly calls with B2GNow to identify potential enhancements to replace the need for system customization and reduce cost of future changes. Due to a growing trend in WBENC corporate members with base of operations outside of the U.S., WBENC has requested a more permanent solution to system access. B2GNow is starting up a Customer Advisory Council to engage clients in discussions around current needs and future design. WBENC will participate on the council. 	

2019 Progress to Goal		
March 2019	June 2019	November 2019
<p>documentation required, ownership information, and interest in the Women Owned logo, and to facilitate updates to the WBE profile. Further improvements included enhanced flagging, searching, and exporting capabilities for RPOs. Finally, updates were made to RPO logos, names, and addresses throughout the site.</p> <ul style="list-style-type: none"> An enhancement was approved in February which will improve quality of Primary NAICS code data collected by making it a required field when processing the application. This will have a positive impact on both standard and ad hoc reporting, where today, fields are missing and require significant manual effort to look up individual records. 		

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

2019 Progress to Goal			
Process	March 2019	June 2019	November 2019
	<ul style="list-style-type: none"> In 2018, the National Certification Review Committee received 110 files (7 new, 103 recertification where revenue is more than \$500million or business have complex business structures). Fees are retained by the RPO for roughly one-third of those files. Overall, NCRC approved 78, denied 1, and 31 were still in process by the end of 2018. In 2018, the National Appeals Committee received 16 files (upheld 12 and overturned 3 and 1 still in process by the end of 2018). Between 1/1/2019 – 2/15/2019 the National Certification Review Committee received 1 file (recert) (revenue more than \$500million or complex business structures). Between 1/1/2019 – 2/15/2019 the Appeals Committee received 2 files. 	<ul style="list-style-type: none"> Between 2/15/2019 – 5/15/2019 the National Certification Review Committee received 23 recertification files; all were recertified. (revenue more than \$500million or complex business structures). Between 2/15/2019 – 5/15/2019 the Appeals Committee received 1 file that is currently pending. Any in process prior to this latest update are now closed. 	

GOAL 5: Continue to deliver Certification Training for RPO Certification Committee Members and deliver WBENCLink2.0 Training to WBEs and all Corporate Members.

a. Develop on-demand WBENCLink2.0 Training and maintain on Insights.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> • RPO Certification Team calls held monthly. • Certification Committee Training – January 2019 - February 15, 2019, there was 1 session with 22 RPO Certification Committee Members represented from 9 RPOs. • In all of 2018 there were 10 Certification Committee Training sessions, with a total of 202 attendees. • Ongoing WBENCLink2.0 training for WBEs and Corporate Members. Online registration offers at least one session per month except in June due to NCBF. <ul style="list-style-type: none"> ○ January 2019 – February 15, 2019 - 1 WBE sessions held, total of 24 attendees. ○ January 2019 – February 15, 2019 – 2 Corporate sessions held, total of 3 attendees. • WBENCLink2.0 training for all 2018: <ul style="list-style-type: none"> ○ WBE’s 12 sessions and 295 attendees. ○ Corporate members 9 sessions and 23 attendees. 	<ul style="list-style-type: none"> • RPO Certification Team calls held monthly. • Certification Committee Training –February 15, 2019-May 15, 2019, there were 2 sessions held with 44 RPO Certification Committee Members represented from 13 RPOs. • Ongoing WBENCLink2.0 training for WBEs and Corporate Members. Online registration offers at least one session per month except in June due to NCBF. <ul style="list-style-type: none"> ○ February 15, 2019 – May 15, 2019: 3 WBE sessions held, total of 40 attendees. ○ February 15, 2019 – May 15, 2019: 1 Corporate session held, total of 2 attendees. 	

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