

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

JUNE BOARD BOOK

BOARD OF DIRECTORS MEETING
VIRTUAL ZOOM MEETING

JUNE 22, 2020

TABLE OF CONTENTS

AGENDA	1
MARCH 2020 BOARD MEETING	2
ATTENDANCE SHEET	3
MEETING MINUTES	6
JUNE 2020 MEETING MATERIALS	15
NOMINATING GOVERNANCE COMMITTEE REPORT	16
BOARD ELECTIONS	18
CORPORATE NOMINATIONS	19
BOARD CHAIR & PRESIDENT’S REPORT	21
COMMITTEE REPORTS	22
FINANCE COMMITTEE REPORT	22
AUDIT COMMITTEE REPORT	23
WBENC PIVOTS	24
LEADERSHIP COUNCIL REPORT	45
WOMEN’S ENTERPRISE FORUM REPORT	47
CORPORATE MEMBERSHIP & REETENTION REPORT	49
MARKETING & PROGRAMS COMMITTEE REPORT	51
GLOBAL COMMITTEE REPORT	53
NATIONAL CERTIFICATION COMMITTEE REPORT	55
WBENC GOVERNANCE	58
REGIONAL PARTNER ORGANIZATIONS	60
WBENC STAFF	63

AGENDA

4:00-4:05 P.M.	BOARD CHAIR'S REPORT <ul style="list-style-type: none">• APPROVAL OF MEETING MINUTES (MARCH 2020)	BARBARA KUBICKI-HICKS
4:05-4:15 P.M.	NOMINATING COMMITTEE REPORT	CLINT GRIMES
4:15-4:30 P.M.	JOINT BOARD CHAIR AND PRESIDENTS REPORT	BARBARA KUBICKI-HICKS & PAMELA PRINCE-EASON
4:30-4:45 P.M.	FINANCE UPDATE	THERESA HARRISON & PAMELA PRINCE-EASON
4:45-5:30 P.M.	PIVOT UPDATES WBENC LISTENS/WBE HAPPY HOUR <ul style="list-style-type: none">• FINANCIAL NEEDS• ECONOMY ZOOM ROOMS <ul style="list-style-type: none">• TECH UPDATE• SKILL• SHARED PRACTICES ACROSS THE PROFESSION• COFFEE WITH CORPORATES• WBE & CORPORATE SUCCESS STORIES• WBE BRANDING ZOOM ROOM WOMEN OF COLOR WETHRIVE WBENC PITCH: PIVOT EXPECTATIONS FOR 3Q-2020 <ul style="list-style-type: none">• WBENC PITCH COMPETITION BROUGHT TO YOU BY FEDEX• WBENC PITCH COMPETITION BROUGHT TO YOU BY PEPSICO• INDUSTRY FOCUS (WILL INCLUDE METHOD OF MATCHMAKING)• CPO CONVERSATIONS WITH WBENC• FINANCIAL CENTER	PATRICIA RODRIGUEZ CHRISTIAN THERESA HARRISON REGINA HEYWARD PAT BIRMINGHAM PAT BIRMINGHAM DEBRA JENNINGS-JOHNSON FARRYN MELTON REGGIE HUMPHREY KIMBERLY MARCUS MICHAEL BYRON & DR. BILL KAPFER MICHAEL ROBINSON EUGENE CAMPBELL PAMELA PRINCE-EASON JILL SASSO JILL SASSO
5:30 – 5:50 P.M.	<ul style="list-style-type: none">• CERTIFICATION COMMITTEE UPDATE• FORUM REPORT OUT• LEADERSHIP COUNCIL REPORT OUT	KATHLEEN TRIMBLE/EUGENE CAMPBELL PATRICIA RODRIGUEZ-CHRISTIAN EMILIA DIMENCO
5:50-6:00 P.M.	OPEN Q&A AND WRAP-UP	BARBARA KUBICKI-HICKS

**Minutes of the March 16, 2020
WBENC Board Meeting**

**Submitted for Approval
During the June 2020
Board Meeting**

Women's Business Enterprise National Council
Board of Directors Meeting
March 16, 2020 – 12:00pm- 2:30pm ET
Teleconference

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. AARP	Kimberly Marcus	Present
5. Accenture	Nedra Dickson	Present
6. Allstate	Eugene Campbell	Present
7. AT&T	Clint Grimes	Present
8. Avis Budget Group, Inc.	Lynn Boccio	Present
9. BP America	Debra Jennings-Johnson	Present
10. Capital One	Jim Gorzalski	Present
11. Chevron	Stephanie Beveridge	Notified Absent
12. Comcast NBC Universal	Ajamu Johnson	Present
13. D.W. Morgan	David Morgan	Absent
14. Dell Inc.	Piyush Bhargava	Present
15. ExxonMobil Corporation	Doug Fisher	Present
16. EY	Theresa Harrison	Present
17. FedEx	Sue Spence	Notified Absent
18. Ford Motor Company	Jacklyn Watt	Present
19. GM	Reggie Humphrey	Present
20. IBM Corporation	Michael Robinson	Present
21. Johnson & Johnson	VACANT	
22. JP Morgan Chase & Co.	William Kapfer	Present
23. Kellogg	Michele Van Treeck	Present
24. KPMG LLP	VACANT	
25. Macy's, Inc.	VACANT	
26. ManpowerGroup	Paula Ratliff	Present
27. Marriott International, Inc.	Casey Oakes	Present
28. Microsoft Corporation	Fernando Hernandez	Present
29. Nationwide Inc.	VACANT	
30. Office Depot/Office Max	Karen Miller	Notified Absent
31. PepsiCo, Inc.	Mary McEvoy	Present
32. Pfizer Inc	Mike Hoffman	Authorized Designee

33. Procter & Gamble	Andy Butler	Absent	
34. Raytheon	VACANT		
35. Robert Half	Kathleen Trimble	Present	
36. Shell Oil Company	Ana Kopf	Present	
37. The Coca-Cola Company	Quinton Martin	Absent	
38. The Home Depot	Sylvester Johnson	Present	
39. The Walt Disney Company	Rick Wertcsching	Authorized Designee	
40. Toyota North America	Deb Schroeder	Present	
41. Twitter	VACANT		
42. United Airlines	Sharon Grant	Present	
43. UPS	Kris Oswald	Present	
44. Verizon	VACANT		
45. Vistra Energy	Phil Seidler	Notified Absent	
46. Walmart Stores, Inc.	Michael Byron	Present	
47. (Formerly Nokia)	VACANT		
48. (Formerly Owens & Minor)	VACANT		
Leadership Council Members			
49. WBCS	Debbie Hurst	Present	
50. WBEC-South	Phala Mire	Present	
51. WBEC-East	Liz Walsh	Present	
52. WBDC Florida	Nancy Allen	Present	
53. WBDC Midwest	Emilia DiMenco	Present	
54. GWBC	Roz Lewis	Present	
55. WPEO-NY	Marsha Firestone, Ph.D.	Present	
56. GLWBC	Michelle Richards	Present	
57. WBEC West	Pamela Williamson, Ph.D.	Absent	
58. WBEC-Pacific	Janice Greene	Present	
59. ORV-WBC	Sheila Mixon	Present	
Forum Members			
60. CRC Group, Inc.	Patricia Rodriguez-Christian	Present	
61. Delta Personnel, Inc.	Teresa Lawrence	Absent	
62. New Normal Life	Juli Sinnett	Present	
63. Aztec Promotional Group	Patti Winstanley	Present	
64. MYCA	Patti Massey	Present	
65. Bocci Engineering, Inc.	Lianne Lami	Present	
66. Ampcus	Ann Ramakumaran	Present	
67. IMAGEN	Joan LaGrasse	Present	
68. See Her Work	Jane Henry	Present	

69. Magnum Group	Vivian Isaak	Present	
70. Savoca Enterprises	Sharon Savoca-Mahin	Present	
Expert Members			
71. Bristol-Myers Squibb	Farryn Melton	Present	
72. Past Chair Emeritus	Cheryl Stevens	Present	
73. 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	
Assistant Controller	Lauren Herman	Present	
Regional Partner Organizations			
WPEO-DC	Sandra Eberhard	Present	
CWE	Gabby Morse King	Present	
WBEA	April Day	Present	
Board of Director Guests & Representatives			
Chevron	Dave Feldman	Present	
Johnson & Johnson	Eliza Gonzalez	Present	
Nationwide, Inc.	Frantz Tiffeau	Present	
Pfizer Inc	Erik Meader	Present	
The Walt Disney Company	Leonard Spencer	Present	
WBENC	Mia Delano	Present	
WBENC	Cheri Simmons	Present	

WBENC BOARD OF DIRECTORS' MEETING - March 16, 2020

CALL TO ORDER: Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 12:05pm ET

A Quorum was established – see Attendance Sheet

BOARD CHAIR'S REPORT

BARBARA KUBICKI-HICKS

- Opened the meeting with a welcome to the first ever virtual WBENC Board of Directors meeting. Further commented that holding the board meeting virtually was not what was planned, but given the events that have transpired, it is necessary. Hope everyone is staying safe and that we can resume normal in-person Board meetings going forward.
- Information on this call is for WBENC Board members' eyes only and should only be shared within the Board of Directors.
- Will focus on topics that are critical today, but everyone should review the Board book in detail and let Ms. Pamela Prince-Eason, Ms. Jill Sasso or Ms. Barbara Kubicki-Hicks know if there are any questions about any other topics.
- Asked if there were any corrections to the November 2019 Board meeting minutes. There were none.

Following a motion by Ms. Barbara Kubicki-Hicks and a second by Ms. Debra Jennings-Johnson the meeting minutes for the November 2019 Board meeting were accepted and unanimously approved. There was no opposition; no further discussion.

NOMINATING & GOVERNANCE COMMITTEE REPORT

CLINT GRIMES

Full details can be found in the March Board Book and March PowerPoint presentation.

- Mr. Clint Grimes commented that the first item for consideration was the Nominating Committee's recommendation of Ms. Eliza Gonzalez for the Johnson & Johnson corporate Board seat. This Board seat will expire at the end of 2022.
- Asked if there were any questions or comments; no questions were raised.

Following a motion by Ms. Debra Jennings-Johnson and a second by Ms. Nedra Dickson, the nomination of Ms. Eliza Gonzalez to the WBENC Board of Directors was unanimously approved; no opposition; no abstentions or further discussion.

- Mr. Clint Grimes noted that there are currently four (4) vacant corporate Board seats including Macy's, Raytheon, Twitter and Verizon and two (2) unassigned corporate Board seats. The committee will work to fill those vacancies.
- Further reminded Board members to complete and return any outstanding Code of Ethics and Conflict of Interest forms to Ms. Jill Sasso as soon as possible.

PRESIDENT & CEO'S REPORT

PAMELA PRINCE-EASON

Full details can be found in the March Board Book.

- Prior to the President's update, Ms. Marsha Firestone offered a thank you to Ms. Pamela Prince-Eason for an incredible job handling the 2020 Summit & Salute postponement, going beyond the call of duty.
- Ms. Pamela Prince-Eason responded that the WBENC team has done an outstanding job, spending the past 9 months creating the 2020 Summit & Salute experience; the team has done a great job working through the current situation; she thanked the RPO teams as well.
- Noted that she has had previous conversations with Ms. Kris Oswald, as well as other diversity organization leaders, about the future of diversity, and how to meet the challenges of our network. Further noted current circumstances will challenge our network to reinvent during this time.
- The production team for Laurence Fishburne's show *Behind the Scenes with Laurence Fishburne* contacted WBENC to create an episode about the organization and the team has begun the scripting process. For now, we will hold on completing the project to ensure a positive outcome and maximum reach.
- WBENC will also look for ways to continue to execute programming for the rest of the current calendar year.

TREASURER'S REPORT

THERESA HARRISON & PAMELA PRINCE-EASON

Full details can be found in the March Board Book, March PowerPoint presentation and Revenue Recognition Document.

- Ms. Theresa Harrison opened by emphasizing that all discussions in the Board meeting regarding WBENC financials should remain confidential.
 - The transparency of Ms. Pamela Prince-Eason and the WBENC team on Summit & Salute (S&S) and future events are appreciated as we are in unprecedented times and want to make sure the viability and stability of WBENC are supported.
- Ms. Pamela Prince-Eason gave a special recognition to Ms. Barbara Kubicki-Hicks, Ms. Theresa Harrison, and Ms. Shelly Van Treeck for their time in analyzing the financials, and noted she will ask Ms. Shelly Van Treeck to join the Audit Committee.
- Further noted she has had discussions with the RPO leaders about WBENC and RPO viability, noting all are committed to the best outcome possible.
- Having ongoing conversations with NMSDC, NGLCC, Disability:IN, and USHCC sharing WBENC's process in making decisions in response to the COVID-19 pandemic, but did not share financials.
- WBENC did the right thing deciding to postpone S&S given the coronavirus outbreak; time has proven that had we not made that decision we would have been making a decision that was forced upon us. Thanked everyone for their support, noting we will continue "Joining Forces and Succeeding Together".
- Shared 2019 unaudited financial results, noting 2019 was a very successful year which puts WBENC in a great position to get through 2020 despite the obstacles ahead.
- **First topic:** Year-end 2019 Preliminary Financial Results. Thanked Ms. Lauren Herman, WBENC Assistant Controller for her hard work in finalizing the 2019 financials.
- In years where we meet or exceed profit targets, there is a provision in the WBENC 401K program for profit sharing. However, due to current circumstances this is being reviewed before moving forward. April 15 is the deadline a decision will be made this week.

- Referenced the Revenue Recognition Document disseminated prior to the meeting and asked board members not to share it as it is written. Explained all non-profits are now required to go through the revenue recognition process outlined in the document looking at restricted and unrestricted revenue. In the past DBB and the Cheryl Snead Executive Education Fund were the only restricted revenues, but due to the new regulations more items are classified as restricted revenue. Finally noted the 2019 audit could cause changes in classifications, but not in audit results.
 - If anyone would like to understand it in more detail, Ms. Lauren Herman can review it with them.
- Noted 2019 audit will not be delayed and will begin in mid-May.
- Reviewed Preliminary EOY 2019 Financials, noting that WBENC achieved total revenue of \$12,764,118 compared to the 2019 budget of \$12,579,750 and the 2019 mid-year forecast of \$12,169,700.
- In addition, WBENC had total expenses of \$12,440,913 compared to the 2019 budget of \$12,457,064 and the 2019 mid-year forecast of \$12,045,353.
- WBENC achieved final Net Income of \$158,205 which is higher than both the 2019 Budget (\$122,686) and 2019 mid-year forecast (\$124,347). This amount would normally be used for profit share, but as stated earlier will work offline with Ms. Barbara Kubicki-Hicks, Ms. Shelly Van Treeck, and Ms. Theresa Harrison to determine allocation.
- Asked if there were any questions.
 - Ms. Debra Jennings-Johnson asked about the \$90k listed on Slide 10 of the PowerPoint presentation as “Assets Released”.
 - Ms. Pamela Prince-Eason replied that the funds had previously sat unused, but were used in 2019 for the Energy Executive Program (EEP) and other programs. This caused them to be double counted as revenue, hence the reason they were released and shown as such on the 2019 Preliminary Financial Results.
- Reviewed 2019 Balance Sheet Items as of December 31, 2019.
 - Noted excess cash account is a minor interest-bearing account.
 - Investment account consists of CD's; every 3 months they are liquidated into cash and rolled into a new CD as soon as possible, but will be evaluating these as they come up for renewal to ensure organization has enough operating funds.
- **Second topic:** 2020 Recommended Budget. Reminded all that the Board approved the 2020 Budget in November 2019.
 - Reviewed 2020 budget by category giving input on how WBENC expects to achieve the revenue including a full breakdown of sponsorships & registration assumptions.
- Have collected about \$4M in 2020 membership dues YTD. Reminded everyone to please be sure they have paid their 2020 membership dues and to release dues to WBENC as soon as possible if they had not already done so.
- Forecasting \$4.935M by the end of 2020 even if the National Conference & Business Fair (NCBF) must be canceled or postponed.
- There could be a risk in not refunding registration fees to event attendees as it could cause attendees to postpone or decline to pre-register for future events.
- Some people are donating their 2020 S&S registration fees that have already been received. There will be a process for people to defer the registration fees to the postponed S&S, donate them or receive a refund.
- Forecasted \$12.670M in total revenue for 2020; looking at all scenarios if a postponed Summit & Salute execution is not possible this year, or if Summit & Salute must be combined with NCBF.
 - Ms. Farryn Melton spoke up to comment that corporations should help key partners like WBENC to be sure they have the ability to weather this storm and would like to have a larger discussion with her corporate Member counterparts. Further shared that corporations should consider paying additional fees this year so WBENC doesn't have to take the brunt of the situation on itself; corporations are doing this for other organizations and should do the same for WBENC.
- Mr. Clint Grimes agreed, commenting that many corporations pay fees to WBENC out of Supplier Diversity budgets and their corporate financial infrastructures make it difficult to have the money refunded.

- Ms. Kris Oswald commented that corporations formed WBENC and have a responsibility to shore the burden to make sure the organization is in a good financial state going forward. Further stated Board members should remind themselves of the responsibility they have to step up and support so WBENC doesn't suffer this burden alone.
- Ms. Janice Bryant-Howroyd commented that she was deeply moved by the corporate members' conversation, and that she appreciated the comments from Ms. Farryn Melton. Further noted if board members value what we say we will stand behind it and support WBENC.
- Ms. Ann Ramakumaran echoed prior sentiments and commented that the Board will support WBENC on this journey.
 - Ms. Pamela Prince-Eason commented that this is an unprecedented challenge, and everyone is reacting in the best way possible. Thanked everyone who verbally gave their support in the meeting as well as those sending emails to her during the meeting with commitments to support WBENC.
- Resumed the 2020 Recommended Budget overview and reviewed the revenue forecast of \$12,670,000 in detail including a full breakdown of sponsorships & registration assumptions.
- **Third topic: 2020 Budget Revision Assumptions.**
 - Provided an overview of programs that can still be executed in 2020 and potential methods for doing so.
 - Commented that as WBENC transitions to what can be executed in 2020, it will allow the team to consider other priorities like a shared database across other groups.
- Reviewed 2020 Total Expenses budget of \$12,573,500 in detail by Event Category.
 - Salary and benefits forecast is \$3.5M and includes adjustments already made; can go to \$3.3M if the Board believes it to be necessary, but prefers to retain talent and not to reduce staff.
- Proposing to keep RPO allocations what was originally promised as they also have significant revenue at risk.
- Ms. Pamela Prince-Eason asked that Ms. Barbara Kubicki-Hicks and Ms. Theresa Harrison comment on salaries, benefits and RPO allocations.
 - Ms. Barbara Kubicki-Hicks commented that the full Board should know that Ms. Pamela Prince-Eason has done the necessary due diligence on the current financial situation and that the recommendation being put forward is prudent.
 - Ms. Theresa Harrison commented that in addition to the RPO allocation, the Board needs to be sure the RPOs have the ability to do what is needed in their networks as well and stay intact as much as possible. If RPOs need help ensuring the stability of the RPO structure, they should notify the Board.
- Ms. Pamela Prince-Eason commented that Mr. Jorge Romero and his team are reviewing options to potentially vacate the current WBENC headquarters office in Washington, DC by the middle of the year to conserve cash, if necessary; In addition, travel expenses are expected to be much lower this year compared to 2019.
- WBENC does not anticipate that it will sell off any assets.
- The forecasted total expenses of \$12,573,500 is the current estimate for 2020 and reflects all known factors.
- Ms. Pamela Prince-Eason has reviewed current insurance policies and contractual obligations.
 - General liability insurance is in place and is paid on a yearly basis. The policy is used in the event that something gets damaged or stolen, or someone gets hurt on WBENC premises or at a WBENC event.
 - The special event insurance policy allows WBENC to serve alcohol at its events and covers occurrences that are outside of WBENC's typical day-to-day operations.
 - WBENC also holds an insurance policy for directors and officers, which covers actions by the Board of Directors.

- As it related to force majeure provisions in existing contracts, thus far it appears there has been no force majeure event impacting WBENC's ability to hold the 2020 events due to the coronavirus pandemic, so it cannot be claimed to reduce WBENC's liability for postponing or canceling any 2020 event. Further noted all RPOs should look at their coverages in relation to planned 2020 events.
- Ms. Pamela Prince-Eason reviewed the liabilities and costs associated with the 2020 Summit & Salute prior to its postponement, as well as the liabilities associated with the 2020 National Conference and Business Fair.
 - Commented that she thought it appropriate for Mr. Casey Oakes from Marriott to participate in this portion of the call; she asked if anyone objected to his participation; there were no objections made.
 - Gave a thorough review on what costs attributed to the postponement or cancellation of WBENC's 2020 events could be recouped and what costs are already sunk.
 - Requested that the Board provide their recommendations on how to handle 2020 Summit & Salute as well as National Conference and Business Fair given the uncertainty of the situation surrounding the coronavirus pandemic in the US, and given our contractual obligations to vendors. Noted there will be a lower probability to recoup costs as the scheduled date of the National Conference and Business Fair gets closer.
- Ms. Pamela Prince-Eason gave the floor to Ms. Theresa Harrison to take questions.
- Ms. Juli Sinnett asked if National Conference and Business Fair could it be rebooked easily should it be cancelled, commenting that it may be the best option to save on costs incurred.
 - Ms. Pamela Prince-Eason commented that many options are currently being considered.
- Ms. Patricia Rodriguez-Christian asked what WBEs could contribute to support the network even though the events may be cancelled, and suggested virtual options. She also asked that a dollar amount be shared offline so they can continue to support the network along with corporate members.
 - Ms. Theresa Harrison responded that a potential figure would be shared at a later time. Asked if any board members had insights to share on virtual programming.
 - Ms. Lianne Lami offered to help with programming ideas for WBEs around how to be a virtual company as she has been a virtual company since 2012.
- Ms. Kris Oswald asked what the timeline is for making a decision on whether or not to hold National Conference and Business Fair in June.
 - Ms. Pamela Prince-Eason commented that with each day that passes, more costs are incurred; the impact of the coronavirus pandemic in the U.S. is unknown; looking for ways to potentially hold events with other Diversity and Inclusion organizations to eliminate duplicate costs for corporations and other sponsors in 2020.
- Mr. Clint Grimes commented that even if the situation around the coronavirus pandemic improves, corporate travel policies are unlikely to change immediately.
 - Ms. Theresa Harrison added that a large number of corporate members couldn't travel to S&S, which had a great impact on the event, and she is not sure if corporate travel policies will change significantly if the coronavirus situation improves.
- Ms. Debra Jennings-Johnson asked when the penalties will go into effect with hotels contracted for NCBF; if events are postponed to Q3 2020, can WBENC negotiate with hotels to postpone the dates and reduce the costs of doing so?
 - Ms. Pamela Prince-Eason commented that WBENC's contracts stipulate that liability for penalties associated with cancellation become effective within 90 days from the contracted date of the event, however, if plans are revised early enough that the hotels can book another customer, it may help to reduce cancellation costs.
- Ms. Lynn Boccio commented that she thinks the coronavirus will take some time to resolve and WBENC will have to push its 2020 events to the end of the year when corporations are willing to resume corporate travel again.
 - Ms. Pamela Prince-Eason asked all Board members to bring all potential alternative ideas forward to the Board for consideration.

- Ms. Theresa Harrison noted that the group needed to allot time for a discussion related to the National Certification Committee (NCC) and recommended sending any further suggestions or questions separately.
- Ms. Barbara Kubicki-Hicks commented that options could be sent out for consideration by the Board and the group could get back together again if needed.
 - Ms. Pamela Prince-Eason asked all board members to please email all ideas to her as soon as possible so all options can be considered. Further commented that a decision needs to be made regarding WBENC's 2020 events by the end of March as most vendors are currently on a stop work order.

NATIONAL CERTIFICATION COMMITTEE UPDATE

EUGENE CAMPBELL & LAURA TAYLOR

Full details can be found in the March Board Book and March PowerPoint presentation.

- Mr. Eugene Campbell began with the topic of certification of cannabis-related businesses.
 - Background: WBENC has been asked by RPO's and women business owners if it will certify women-owned businesses who produce, sell, or distribute cannabis or cannabis related products.
- The National Certification Committee (NCC) reviewed and approved this request at its November 2019 meeting.
 - Legal opinion provided:
 - WBENC is responsible for broader work around certification and there shouldn't be any risk to WBENC's nonprofit status due to considering certifying WBEs in this area.
 - WBENC would only be certifying that the ownership and control of the company is majority female.
 - WBENC is not making any judgements on the morality of cannabis use.
 - There are no legal concerns or federal policy implications.
 - To the extent that certification requires documentation about the legality of the business, every cannabis business in states where it is legal gets a specific permit or authorization to operate. Recommendation is for WBENC to ensure the business certifies that they are operating in compliance with the state where they operate.
 - Further recommendations are that WBENC should not certify anyone who is transporting any product across state lines which is illegal in states and at the federal level; nor should WBENC certify anyone operating in a state where cannabis is not legal.
- Board Feedback:
 - Concerns were previously expressed by the WBENC Executive Committee pertaining to the compliance of these businesses in a banking situation. After legal counsel review, the final determination is that there are no concerns, but the certification process of these businesses should be monitored closely.
- The cannabis industry is projected to be a multi-billion-dollar industry and it is essential that WBENC is progressive in this area.
- Ms. Laura Taylor commented that WBENC and its RPOs have received a small number of requests from women business owners inquiring about certification of their cannabis-related businesses. These are businesses that distribute CBD oil and a business that does logistics within one state. The RPOs were asked to hold off on any certifications until this topic came in front of the WBENC Board of Directors.
- Mr. Eugene Campbell asked if anyone had questions or comments.
- Ms. Pamela Prince-Eason commented that the team has done a great job in evaluating this topic.
- Ms. Debra Jennings-Johnson asked if the RPOs are receiving federal funds related to certifying cannabis-related businesses that and how that could change the amount of resources needed to process those certifications.

- Mr. Eugene Campbell commented that if entities are receiving federal funding those activities would need to be separated.
- Ms. Emilia DiMenco commented that within the state of Illinois, as of Jan 1, cannabis became legal for medicinal and recreational purposes. Illinois created a fund to be sure that there is equity compared to when it was illegal; Ms. Emilia DiMenco's RPO was asked by the state to provide technical assistance to business owners in this field.
- Mr. Eugene Campbell commented that none of WBENC's RPOs would provide WOSB certification to cannabis-related businesses.
- Ms. Barbara Kubicki-Hicks asked what liability WBENC would have if one of these companies was found to be in violation of any law.
 - Mr. Eugene Campbell commented that it would be no different from any current liability for certified businesses that violate the law; does not impact certification which is focused on majority ownership of the enterprise. Risk of violation is equal regardless of industry. Guidance from legal counsel is that it is not WBENC's responsibility to audit compliance to laws for each business being certified.
- Mr. Eugene Campbell asked if there are any other questions and deferred to Ms. Pamela Prince-Eason for her input on how Board approval is obtained for this topic.
 - Ms. Pamela Prince-Eason commented that the National Certification Committee is able to approve this and that she asked that it come to the Board for transparency purposes and the NCC can move forward.
- Ms. Laura Taylor then moved on to an update regarding Virtual Site Visits for WBE certifications and recertifications. Commented that everyone previously received information related to the Virtual Site Visit proposal and reminded all that virtual site visits have been discussed multiple times and final approval was received in November 2019.
- Reviewed in detail the criteria required for Virtual Site Visits for both new certifications and recertifications.
- Reviewed Board feedback and National Certification Committee answers to previous questions from the Board.
- Reviewed details around a Temporary Virtual Site Visit Update related to the coronavirus pandemic in the U.S.
 - All site visits are converted to virtual site visits during the time of the coronavirus outbreak and the RPOs will resume conducting physical site visits once it is deemed safe to travel.
 - The temporary change went into effect on Monday, March 9, 2020.
 - WBENC notified the SBA of its temporary process change to utilize our virtual site visit process for all site visits during the time of the coronavirus outbreak.
 - WBENC, the Leadership Council, and the NCC will reassess this temporary use of the Virtual Site Visit process on April 30.
- Ms. Laura Taylor asked if there were any questions or comments.
 - Ms. Theresa Harrison asked if there are any other certifying organizations considering both cannabis-related certification and virtual site visits.
 - Mr. Eugene Campbell commented that he is not aware of any, but in an effort to maintain WBENC confidentiality the NCC did not poll other organizations.
 - Ms. Janice Bryant-Howroyd asked how WBENC and its RPOs will certify and perform site visits on businesses that are only virtual and do not have physical locations.
 - Ms. Laura Taylor commented that the NCC would be considering the certification process for virtual businesses this calendar year and will bring the topic to the Board with its findings and recommendations once they are finalized.
 - Ms. Janice Bryant-Howroyd commented that regardless of how a business operates, virtual or face to face, all businesses are transitioning to include some element of operating virtually.
 - Mr. Eugene Campbell commented that the process of how WBENC certifies businesses and the different attributes are under consideration and that the topic will be on the NCC's agenda in 2020.

- Ms. Laura Taylor commented that it was critical to get input from the Board on the certification of cannabis-related businesses and virtual site visits, and noted if there is additional feedback the National Certification Committee members are available to discuss further.

LEADERSHIP COUNCIL REPORT

EMILIA DIMENCO

Full details can be found in the March Board Book.

- Ms. Emilia DiMenco provided feedback from a meeting the RPO Leadership Council had in February 2020 over a 2-day period focused on 3 goals:
 - Growth - To further the business case for WBE Supplier Diversity.
 - Engagement - To be a catalyst for business opportunities and strategic business relationships among and between key stakeholders.
 - Operational Efficiency - To collaborate with WBENC in evaluating and proposing changes to the RPO Service Agreement and allocations methodology.
 - Reviewed all 3 goals and metrics for each as well as progress to date for each goal.
- Reviewed detailed measurements to achieve those 3 goals and 2019 status to goals vs. previous years as well as other metrics on Page 24 of the March Board Book.

WOMEN'S ENTERPRISE FORUM REPORT

PATRICIA RODRIGUEZ-CHRISTIAN

Full details can be found in the March Board Book.

- Ms. Patricia Rodriguez-Christian provided background information about WBENC's Women's Enterprise Forum.
- Reviewed the Women's Enterprise Forum's 2020 Goals:
 - Goal 1: Increase Forum Engagement.
 - Goal 2: Build Personal and Professional Capacity through Education & Programming.
 - Goal 3: Enhance Governance and Communications.
- Ms. Patricia Rodriguez-Christian thanked Ms. Laura Taylor and Ms. Jessica Yamas from the WBENC staff for their support over the past 6 months.
- Noted the Forum is scheduling topics for each team to deliver virtually across the network. Invited corporate board members to attend the Forum Team calls, noting Mr. Michael Robinson recently spoke on the Global Teams call.
- Ms. Laura Taylor commented that there has been a reinvigoration and renewed energy within the Forum due to Ms. Patricia Rodriguez-Christian's and Ms. Patti Massey's leadership.
- Ms. Barbara Kubicki-Hicks thanked Ms. Patricia Rodriguez-Christian and Ms. Laura Taylor for the Forum overview.

CLOSING COMMENTS

BARBARA KUBICKI-HICKS

- Asked if there were any further questions or comments about any topics covered in the meeting.
 - Ms. Debra Jennings-Johnson commented that WBENC has done a great job in keeping the Board informed about changes occurring and asked if a unifying communication will be put in place to cover current events across the network including the National office and the RPOs.
 - Ms. Pamela Prince-Eason commented that Ms. Pat Birmingham's team does distribute a communication across the network and will continue.
- Ms. Farryn Melton asked how to address the questions she asked earlier in the meeting regarding support for the WBENC organization during the coronavirus pandemic.
 - Ms. Pamela Prince-Eason commented that she would set up a call immediately with Ms. Farryn Melton to discuss the topic.
 - Ms. Farryn Melton suggested that the group strategize how to address the question to Board members not on the call who would be willing to help as well.
- Ms. Barbara Kubicki-Hicks thanked everyone for their time and attention during the meeting and commented that she and the Executive Committee will keep everyone informed as decisions are made.
 - Ms. Pamela Prince-Eason commented that she would provide updates to the Board regarding WBENC's 2020 events and any related topic on a weekly basis.

Following a motion by Ms. Theresa Harrison and a second by Mr. Michael Robinson, the meeting was adjourned.

Meeting ended at 2:39 ET.

Materials for June 22, 2020
WBENC Board of Directors Meeting

Nominating Governance Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 22, 2020

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.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> Reviewed candidate submitted for open Johnson & Johnson board seat and approved/recommended candidate to Executive Committee and Board of Directors for election at 3/16/20 meeting. 	<p>June 2020 Meeting Agenda</p> <ul style="list-style-type: none"> Welcome & WBENC updates Consider 2 corporate board candidates for election Discuss broader work by all board committees in Q1-Q2 2020 Review process of committee charter and roster documentation moving forward

GOAL 2: We will review, validate and update (as required) documents supporting the nomination and governance processes, and collect required documents annually.

- | | |
|---------------------------------|-------------------------|
| a) By-laws | d) Committee Timeline |
| b) Committee Charters | e) Code of Ethics |
| c) New Board Member Application | f) Conflict of Interest |

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> Reviewed Committee Charter and made recommended changes to include new governance scope. Drafted initial edits to Committee Timeline to include Governance items. Updated By-laws per November 20, 2019 board meeting vote (<i>Posted on Board Extranet – 2019 Amended and Restated By-laws</i>). 	<ul style="list-style-type: none"> See Goal 1 – June 2020 Agenda

WBENC By-laws Reference: Article V, Section 5.2

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

- a) Corporate Scorecard
- b) Board Matrix

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none">• No updates in Q1 2020.	<ul style="list-style-type: none">• See Goal 1 – June 2020 Agenda

Nominating Governance Committee – Board Elections

Nominations for Existing Corporate Board Seats (1)

Nationwide Frantz Tiffeau (term exp 2021)

Nominations for New Corporate Board Seats (1)

Wells Fargo & Company Regina Heyward (term exp 2021)

***Granting open seat formerly held by Nokia*

Vacant Corporate Seats (5)

Avis

KPMG

Macy's

Raytheon

Verizon

Open Corporate Board Seats (1)

(Formerly) Owens & Minor



Frantz Tiffeau
Director, Supplier Diversity and Development
Nationwide

Frantz is a results-oriented leader with extensive experience building and directing the strategic initiatives in the areas of Procurement and Merchandising, Project Management and Marketing for a major Fortune 250 retail and B2B firm, as well as a Fortune 100 Financial Services organization. Exceptional capability for engaging and cultivating relationships with vendors, suppliers and outsourced manufacturers. An accomplished public speaker and thought leader in the fields of Supplier Diversity and Development, Marketing, Change Management and Small Business Development. Proven business acumen, with a capability for planning and executing short- and long-term business strategies.

In his current role as Director, Supplier Diversity and Development for Nationwide, he is responsible for the integration of diverse suppliers into Nationwide's supply chain. Manages the external relationships with organizations that support diverse supplier community and the development of procurement professionals. Responsible for creating and implementing the strategy aligning the diverse supplier community with Nationwide business goals.

In his time with Nationwide, the Supplier Diversity Program has achieved the following goals:

- Spend more than \$1.4 billion with diverse suppliers since 2013, while meeting cost control initiatives.
- Introduce Economic Impact Study which highlighted \$604 million in GDP impact and support for more than 4200 jobs from Nationwide's spend with diverse suppliers.
- Worked with different Nationwide business units to show the ROI of the program beyond the Procurement organization.



Regina Heyward
Senior Vice President & Head of Supplier Diversity
Wells Fargo & Company

Regina O. Heyward is Senior Vice President and Head of Supplier Diversity for Wells Fargo. With more than two decades of multi-industry global supply chain and supplier diversity strategy experience, she is responsible for developing and engaging certified diverse suppliers to integrate them into Wells Fargo’s sourcing and procurement processes. Regina joined Wells Fargo in 2014.

Throughout her career, Regina has been known for developing high impact supplier diversity programs and leading strategic supply chain initiatives in North America, Asia, Latin America and Europe. Prior to her current role, she served as the director of enterprise supplier management for Capital One, a role in which she led the supplier diversity team and was responsible for corporate real estate category sourcing. Prior to that role, Regina served as the director of global supply chain compliance at MeadWestvaco, where she implemented a supplier diversity program and was responsible for global supplier risk management.

Currently, she serves as a board member for Disability:IN (Vice Chair) and the U.S. Hispanic Chamber of Commerce. She provides leadership insights as a member of the Institute for Supply Management’s (ISM) Ethical Standards Committee and Nominating Committee. She also serves on the Charlotte Chamber of Commerce Board of Advisors.

Regina has been featured three times by DiversityPlus as one of the “Top 25 Women in Power Impacting Diversity,” and has received numerous other recognitions for her leadership in diversity, including honors from Minority Business News and DiversityInc.

Regina, a native of Thomasville, Georgia, is a Summa Cum Laude graduate of North Carolina A&T State University and earned her J.D. from North Carolina Central School of Law.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
June 22, 2020

The Board Chair and President's Report will be covered during the June board meeting.



THE INTERSECTIONALITY OF COVID-19 *AND THE SMALL BUSINESS COMMUNITY*

MONDAY, APRIL 20
Standing Together



Finance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 22, 2020

GOAL: Oversee and provide guidance regarding WBENC financial matters. This includes accounting, bookkeeping, financial reporting, tax filings, banking and investing activities, and related policies and procedures as well as identifying and proposing new revenue streams for the organization.

- a) Oversee the monthly and annual financial reporting process.
- b) Increase the awareness of the Board of Directors regarding WBENC’s financial position.
- c) Identify means of fund diversification and additional sustainable revenue streams for WBENC efforts.

2020 Progress to Go	
March 2020	June 2020
<i>**Note: All updates were shared real time during the March 16, 2020 Board meeting.</i>	<i>**Note: Updated 2020 financial information was presented during the March 2020 board meeting. Since March, WBENC has fully pivoted to continue to deliver programming and we are still committed to breakeven. A real-time update will be shared at the 6/22/20 board meeting.</i>

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 22, 2020

GOAL 1: Review matters associated with WBENC’s internal financial controls including risk management, the financial activities of WBENC and its Chief Financial Officer and provide oversight and updates to the Board of Directors for the annual financial audit.

- a) Assess and ensure WBENC has the appropriate level of internal controls.
- b) Oversee completion of the 2019 audit.

2020 Progress to Goal	
March 2020	June 2020
<i>**Note: All updates were shared in the March 16, 2020 Board meeting.</i>	<i>**Note: The 2019 audit is set to begin week of 7/6/20.</i>

Friday, March 13, 2020

From Our Team To Yours

Thank you for being part of the WBENC network! We truly appreciate all your words of support. Stay healthy and safe! We will miss seeing you this month but look forward to connecting soon.

The WBENC Staff

*Pamela Prince-Eason
Pat Birmingham
Jill Sasso
Laura Taylor
LaKesha White
Kelly Hinman
Laura Swenson*

*Lindsey All
Audrey Awasom
Andrew Gacble
Chari Simmons
Jessica Yamas
Jade Webria
Nettie Schmidt*

*Min Delano
Amanda Beck
Jessica Carlson
Lauren Herman
William Schaeberger
Ann Bowman
Brooklyn Trump*

WBENC Listens: WBE Happy Hours



WBENC Listens Summary – Friday 5.8.20



Guest Speakers from EY:

Theresa Harrison | Director, Inclusive & Sustainable Procurement | Business Enablement

Lisa Schiffman | Director Brand, Marketing and Communications, Americas Growth Markets | Global Director, EY Entrepreneurial Winning Women

Maranda Bruckner | North America EY Entrepreneurial Winning Women™ Program Manager

WBENC Listens 5/8/20- Poll Results from EY Questions

#1. Has the economic crisis required you to lay-off, furlough, or permanently separate employees?	
Yes < 25%	12%
Yes 26-50%	15%
Yes 51-75%	0%
Yes > 75%	3%
No	64%
No, but anticipate doing so.	6%

#2. Did your business pursue the PPP?	
No, I did not apply.	6%
Yes, I applied and was awarded the loan.	91%
Yes, I applied and was NOT awarded the loan.	3%

#3. Please select one of the following options regarding PPP loan forgiveness.	
I am following the rules so the loan will be forgiven and converted to a grant.	76%
I expect to pay back the loan.	6%
Not sure yet.	18%

#4. What is the current liquidity horizon of your business?	
< 30 days	6%
31-60 days	14%
61-90 days	31%
> 90 days	50%

#5. In the midst of the current crisis, have you discovered new business opportunities and/or efficiencies you will carry into the future?	
Business opportunities	17%
Efficiencies	25%
Both	42%
Neither	17%

#6. Have you begun to plan for physical return to your workplace, in all or in part?	
Yes	75%
No	8%
Not Yet	17%



How companies can develop and evaluate forecasts for recovery scenarios



Webcast details:

Date
Tuesday, May 12, 2020

Time
3:00 p.m. – 4:00 p.m. EDT
12:00 p.m. – 1:00 p.m. PDT

[Click here to register](#)



For more information, visit:

[Responding to COVID-19](#)

The COVID-19 pandemic has forced companies to focus on evaluating liquidity and understanding near-term options to manage through the depths of the crisis. Many companies are now beginning to look forward to a recovery period and what the "new normal" will look like.

In this webcast, we will examine enhanced approaches to forecasting and scenario planning that can help management mitigate downside risk or capture increased upside value through a recovery period and beyond. In particular we will cover:

- Applying macroeconomic, sector, market and demographic data to predict impacts on value drivers and KPIs
- Adapting to new operational and financial drivers and KPIs, and developing scenarios to understand possible outcomes
- Evaluating and understanding the impact of risk through sensitivity and simulation techniques
- Moving away from spreadsheets to enterprise-class solutions
- Leveraging forecasts and scenarios to evaluate opportunities arising from changing operating models and commercial environments

Please register [here](#).

For questions about this webcast, please contact Kathy.Farrell@ey.com



Cash is king and key to fighting another day



Details:

Date

Monday, 18 May 2020

Time

**2:00 p.m. – 3:30 p.m. New York;
11:00 a.m. – 12:30 p.m. Los Angeles**

[Click here to register](#)



Add event to your
calendar

How to forecast cash with the rigor needed to survive now and thrive in the next and beyond

Cash is king, especially in the current economy – and companies that effectively forecast their near-term liquidity have a greater chance of surviving and thriving in a new normal. This workshop for entrepreneurs and mid-market executives will help you:

- Understand the value of cash flow forecasting
- Learn how to develop and refresh the forecast
- Hear about best practices for implementing a cash mindset

Moderated by Cheryl Grise, Americas Solutions Leader and EY Entrepreneurial Winning Women™ Program Executive Sponsor, Ernst & Young LLP, the panel will feature:

- **Briana Richards**, Principal, Americas Transaction Advisory, Liquidity and Restructuring, Ernst & Young LLP
- **Nick Bugden**, Senior Manager, Americas Transaction Advisory, Liquidity and Restructuring, Ernst & Young LLP

For questions about this webcast, please contact Maranda Bruckner at maranda.bruckner@ey.com.

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WBENC Executive Education Program Sponsored by Wells Fargo

Wells Fargo and the Women's Business Enterprise National Council (WBENC) Partner to Present New Executive Education Program for Certified Women-Owned Businesses

May 4, 2020 --- WASHINGTON, DC -- The Women's Business Enterprise National Council (WBENC) is proud to present the *WBENC Executive Education Program* sponsored by Wells Fargo, a new executive education program to support women-owned businesses. As we all continue to adjust to the present needs and new business realities, Wells Fargo and WBENC are working diligently to give women-owned businesses access to the resources to retool, restore and recover.

"There are over 13 million women-owned businesses across the US that are vital to the economy and our communities. At Wells Fargo, we recognize that we must provide technical assistance and access to resources to help women-owned businesses retool and recover. That's why we are collaborating with WBENC to launch the Executive Education Program at this unprecedented time," said Regina Heyward, Senior Vice President and Head of Supplier Diversity. "Over the next year, we will work with WBENC and its network of development partners to provide hands-on support to cohorts of women-owned businesses across the country. We want women-owned businesses to know that we believe in them, and that we are stepping up to help."

The program will take place virtually throughout the month of May, in collaboration with the Women's Business Development Center – Midwest, a Regional Partner Organization of WBENC serving the Midwest region. The inaugural cohort of WBENC-Certified Women's Business Enterprises (WBEs) from the Midwest will connect for weekly virtual sessions, taking part in a blended learning curriculum that addresses both immediate business concerns related to the pandemic, as well as long-term business planning.

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

A cornerstone of the WBENC Executive Education Program is discussion around self-implementation by participants of the Entrepreneurial Operating System (EOS)[®], as described in the book [Traction: Get a Grip on Your Business by Gino Wickman and owned by EOS Worldwide](#). The EOS[®] is a set of simple, practical, real-world tools that help entrepreneurs and leadership teams improve the operational value of their businesses.

Underwritten by a grant from Wells Fargo, the Midwest program marks the start of a nationwide series that will continue throughout 2020, ensuring women-owned businesses throughout the country have the skills they need to drive their business plan forward.

Find more information about WBENC Executive Education Program sponsored by Wells Fargo at www.wbenc.org/wbenc-wells-fargo-executive-education-program

WBENC Executive Education Program Sponsored by Wells Fargo

About the Program

2
COHORTS

42 certified WBEs
from Mid-West region

AVERAGE REVENUES
\$1M - \$5M

PROGRAM OBJECTIVES

WHAT'S IN IT FOR ME (WIIFM)?

Identify the key factors needed for a strong business continuity plan and assess your company's current level of business continuity.

Develop clarity around your business vision and understand the implications of this vision on your leadership, teams and business operations.

Acknowledge and intentionally navigate potential leadership shortcomings and organizational issues.

Learn from fellow women entrepreneurs about their self-implementation journeys.

UP NEXT: VIRTUAL & AROUND THE NATION

VIRTUAL EAST COAST PROGRAM | JULY

LOS ANGELES, CA | OCTOBER

VIRTUAL AGENDA

Live Session 1: Tuesday, May 5th (3 hrs)

Live Session 2: Tuesday, May 12th (3 hrs)
Thursday, May 14th (3 hrs)

Live Session 3: Tuesday, May 19th (3 hrs)
Thursday, May 21st (3 hrs)

Live Session 4: Tuesday, May 26th (3 hrs)
Thursday, May 28th (3 hrs)



Corporate Zoom Rooms





WBENC

WBENC ZOOM ROOM:

**SHARING
SUCCESSFUL
PRACTICES**

WEDNESDAY, APRIL 22 | 2 - 3 PM EST



WBENC



**COFFEE WITH
CORPORATES**

THURSDAY, APRIL 23 | 2 - 3 PM EST

WBENC ZOOM ROOM

**COVID-19 RESPONSE
WEBINAR SERIES**

**A Case Study in Innovation:
How General Motors and WBE Supplier GDC, INC.
Filled a Critical Medical Need**

Wednesday, June 10 | 12 PM - 1:15 PM EST



WBE Branding Zoom Room

WBENC

Join Forces. Succeed Together.

Marketing Your Business During a Crisis

Special webinar event from:



Tuesday, June 2 | 2 - 3:15 PM EST

Featuring Sydni Craig-Hart, CEO of Smart Simple Marketing

WBENC is excited to partner with AARP for a special webinar event on how business owners and entrepreneurs can best navigate the COVID-19 crisis and adapt your marketing and sales in a new virtual world.

Led by multi-award winning marketing expert Sydni Craig-Hart, CEO of Smart Simple Marketing, this session will help you adapt your marketing strategy to make a meaningful virtual impact and set yourself apart from the competition during a crisis where agility and communication are key factors for success.

Why Attend:

- If you have traditionally relied on in-person events and networking for business prospects, get insights on how to translate your key marketing tactics to a virtual world.
- Develop a framework for a successful and resilient long-term marketing strategy so you are ready for any crisis.
- Leave with practical tips and takeaways to help you quickly adjust and enhance your marketing and sales efforts.

[Register here](#) to join us Tuesday, June 2 at 2 PM EST for what is sure to be an information-packed, dynamic session.

WBENC

Join Forces. Succeed Together.

WBENC & AARP WEBINAR REPORT

WBENC

Tuesday, June 2,
2:00 - 3:15 PM EST

Register Now!

AARP
Reel Possibilities

Marketing Your Business During A Crisis

Learn how to adapt your marketing and sales in a virtual world with Sydney Craig-Hart, CEO of Smart Simple Marketing.

- 883 Registered
 - 80% WBENC-Certified WBEs
 - 22% AARP Members
 - 59 currently registered in AARP SD Portal
 - 64 interested in certification
- 512 Attended
 - 222 on for 70+ minutes
 - 493 Comments/Questions in Chat
 - 119 Recording Views (to date)
 - Average survey rating: 4.9 / 5

Join Forces. Succeed Together.

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PARTICIPANT MARKETING CHALLENGES (SAMPLE)

- Reaching my target audience of professional women who would like a different lifestyle or learn how to invest.
- how to reach decision makers.
- Vetting freelancers for remote workers.
- MY biggest challenge is content, not knowing what to say
- No having the right support and strategy plan .
- knowing what to say, how to frame our messages without sounding like every other brand
- Many of my contacts are furloughed and/or their marketing budgets have been slashed.
- Knowing when to reach out
- Breaking through the clutter of social media
- Reaching out to new clients and displaying my company on my social media.
- Making connections with new potential clients.
- Lack of engagement from stakeholders.
- Clients wanting us to lay out hundreds of thousands of dollars and then they want to pay much later
- Getting companies to know all the things I can get for them
- No one is really looking for led lighting upgrades due to other priorities. Have spent all my time trying to secure money to stay in business.
- Finding thought leaders at large healthcare employers to engage in our mission to offer better solutions to employees living with financial stress
- Not being able to network
- People are not making changes during the crisis. Obviously they are focuses on staffing and their ability to effectively communicate with their clients.
- Getting new traffic to our site
- Losing face to face opportunity to Demo product
- Refocusing our strategy over and over as the business climate changes.
- Changing enough and getting my employees on the same page now. We are too slow on our reaction time.
- Client access and availability to spend money
- Long term Clients have projects on hold and unsure about opening and resuming work after September. Been in a solid business almost 40 years.
- Being sensitive to the time we are in and not sounding too ""sales-y"" in the time of a crisis.
- One of the biggest challenges in the crisis is the inability to refine our marketing approach and messaging based on buyer feedback and other cues (e.g. body language, face to face discussions, etc) that are readily available when in person.
- Standing out in a media packed world
- Finding the right tone for emailing prospects.
- Taking my brand from brick and mortar to online in a way that supplement revenues if there is another shut down.
- Getting word out with little budget.
- Recruiting sales staff/team members.
- Having your voice be heard over the tsunami of 'covid-19' marketing.
- Getting the necessary education for successful online marketing
- Pivoting because there are no live events, and being seen as a competent vendor instead of someone who just started a new service
- With most of our clients shut down, we are looking to broaden our scope of business, but are not sure where to start.
- Navigating how to best market and sell my products and services to clients while still being mindful of the financially unstable state many businesses are in.

Join Forces. Succeed Together.

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Women of Color Program

WOMEN OF COLOR POWER HOUR SESSION ONE

THURSDAY, MAY 28TH 2 – 3 PM EST

FEATURING GUEST SPEAKER

STACEY TISDALE, CEO MIND MONEY MEDIA INC.

The WBENC Women of Color Program was established with the mission to create multi-tiered programming to aid women of color entrepreneurs in increasing their competitive advantage and capacity for inclusion in corporate supply chains. As part of our Women of Color Program 2020 Vision: WBENC is launching the Power Hour Series, a virtual webinar series to provide women of color entrepreneurs with the tools and information they need to help them strengthen their business ecosystem during this crisis.

Join us for our first Power Hour Session, **The New Normal\$ For Female Entrepreneurs of Color** featuring Award Winning Financial Journalist and Speaker, Stacey Tisdale. Sponsored by The Coca Cola Company, Walmart, JPMorgan Chase & Co, and Southern California Edison.

ATTENDEES WILL GAIN INSIGHTS ON

- The impact of COVID 19 on female entrepreneurs of color
- WBENC COVID-19 resources
- How to create virtual businesses
- How to boost & protect cashflow
- Networking while social distancing
- Building partnerships during COVID-19

The Coca-Cola Company

JPMORGAN CHASE & CO.

Walmart 

 SOUTHERN CALIFORNIA
EDISON



Join Forces. Succeed Together.

WBENC

POWER HOUR SESSION ONE

THURSDAY, MAY 28TH 2 – 3 PM EST

“**THE NEW
NORMAL\$ FOR
FEMALE
ENTREPRENEURS
OF COLOR**”

A Virtual Event by Stacey Tisdale
CEO of Mind Money Media Inc.



Join Forces. Succeed Together.



Don't Miss the Next Women of Color Power Hour!

Thursday, June 11 | 2 - 3 PM EST

**Brand Me: Creating Opportunity in
Unprecedented Times**



**MELISSA
DAWN
SIMKINS**

Founder of Valued
Sustie and The Brand
Leadership Institute

Best selling author,
"The First Lady of
Personal Branding,"
and trusted advisor
to Fortune 100's C-
Suite executives
and influencers.

SPONSORED BY



JPMORGAN CHASE & CO.



WeThrive

Amid the uncertainty and unprecedented economic changes due to the COVID-19 crisis, the WBENC network is here to support our WBEs. That is why we have partnered with IBM to launch WeTHRIVE, an executive education program focused on developing a flexible and nimble organization in times of uncertainty and crisis.

WBENC WeTHRIVE

2

Overview

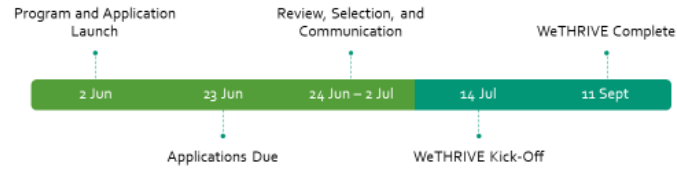
- WeTHRIVE is a tailored executive development program to meet the needs of WBEs where they are today.
- This virtual program will be a resources for 200 accepted WBEs
- WeTHRIVE is open to all WBEs in good standing with WBENC and their RPO
- Participants must be the **majority owner** of the company and commit to ~3hr per week of course engagement during the 2 month program.

WBENC WeTHRIVE

4

Timeline

WBENC WeTHRIVE



- WeTHRIVE will launch Tuesday June 2
- Applications will be submitted via JotForm and will be due 11:59pm ET June 23
- WBENC will review and select the cohort and participants will be notified of acceptance by July 2
- WeTHRIVE will kickoff on Tuesday July 14, and finish on Friday September 11

5

Curriculum

WBENC WeTHRIVE

Accepted participants will be assigned one of three course tracks based on their personal and business assessment completed in their application. The virtual program will include a series of learning and peer group opportunities including:

- Weekly 1-2hr webinars and Zoom room courses across 5 disciplines
- Semi-monthly Industry Peer Groups & Coaching Pods for discussion and shared learning
- Coffee Table discussions featuring WBE success stories
- Town Halls with the opportunity to hear from WBENC and for WBENC to listen and learn from WBEs

Completion Requirements:

In order to meet completion requirements, WBEs will need to complete a minimum of two courses in each discipline and participate in the Peer Groups, Coffee Table Discussion, and WBENC Town Halls to complete the course.

6

WBENC PITCH PIVOT

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

Eligible WBEs include those who have:

- *Transformed* current operations
- *Started a new* line of business
- *Partnered* with another WBENC-Certified WBE to create a new product or solution
- *Reinvented* their business to stay afloat and fill a critical supply chain need

The tournament will begin with a virtual WBENC Pitch Pivot Showcase featuring 90-second pitch videos from eligible WBEs, where the entire WBENC network can weigh in and vote for their favorite pitch!

The 12 WBEs who receive the most votes will then deliver their best pitch to a panel of WBENC Corporate Member judges in the Final Live Round on June 25th and will be eligible to win up to \$10,000 in grant funding.

All 12 Finalists will be awarded one of three grant amounts based on the Corporate Member judges' scores

- \$10,000 each for three (3) Grand Prize Winners
- \$6,000 each for five (5) Tier-2 Prize Winners
- \$2,000 each for four (4) Tier-3 Prize Winners

Brought to you in partnership with:



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You're in good hands.



Leadership Council Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 22, 2020

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

- a) Increase the number of certified WBE firms by 8% (this is a carryover from 2019 as the LC focuses on 2021 goals, however due to COVID-19 this is expected to be a stretch in 2020).
- b) Track and report regional corporate membership.
- c) Work with WBENC to ensure compliance with and delivery of WOSB certification 2020 rule changes.
- d) To document the formal RPO MOUs with government and quasi-government agencies that recognize/accept WBENC Certification.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> See Leadership Council Dashboard below for Certification (WBE and WOSB) and Regional Corporate Member information. MOU’s for Regional Partner Organization were documented as part of the January 2020 Compliance Request. 	<p>May and June Agenda items</p> <ul style="list-style-type: none"> Standard items <ul style="list-style-type: none"> WOSB upcoming rule change Leadership Council Sub-Committee reports (Strategic Growth, Leadership Development, Programs, and Allocations Task Force) WIPP updates National Program updates Other topics <ul style="list-style-type: none"> COVID-19 related programming discussions to support WBEs Review of the allocation process to support the goals we set for our collective future (see Goal 3) AIDC WBE Hall of Fame communication Virtual Site Visit review and other accommodations related to COVID-19 sheltering in place

GOAL 2: ENGAGEMENT - 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) Strategic Growth - To work with WBENC to identify new industry segments for WBE recruitment.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • See Leadership Council Dashboard below for RPO event information. • RPO Signature and Anniversary Events are available and posted to the WBENC site. • Strategic Growth - RPO's provided input on their regional Women of Color (WoC) outreach. Regional WoC strategy will be discussed at the March Leadership Council meeting. • Strategic Growth – In 2020, the Leadership council will work with WBENC to coordinate participation at Major Industry Tradeshows (Co-Op Booths), as well as each other to promote cross registration/support of RPO events. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 3: OPERATIONAL EXCELLENCE - To collaborate with WBENC in evaluating and proposing changes to the RPO Service Agreement and Allocations Methodology (for implementation in 2021).

- a) Define 2021 Goals and Key Performance Indicators.
- b) Develop a Plan in FY 2020 to improve Operational Efficiency, including plans to address cycle time and customer.
- c) Continue to develop and implement standardized programming across the network as defined in CORE elements.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • The Leadership Council held a session in February 2020 to: <ul style="list-style-type: none"> ○ Develop Proposed 2021 Goals and Key Performance Indicators. Next steps include assignment of proposed targets. ○ Propose changes to the Allocation Methodology. Next steps include RPO impact analysis and review with Pam Eason. • Operational Excellence – The Leadership Development sub-committee conducted a survey to solicit development interests of RPO leaders and presented findings at the November LC meeting. Topics of interest - Leadership (Transformational and Situational), Emotional Intelligence, Strategic Planning, Grant Development, and Integrated Collaboration. The LC will develop a plan to build this content into their 2020 agenda. • The audit of scanned historical documents is complete. RPO's have been given approval to destroy paper documents as they have met the requirements. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

Women’s Enterprise Forum Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 22, 2020

GOAL 1: Increase Forum Engagement.

- a) Renew Forum Team structures and focus.
- b) Create more opportunities for Forum members to with other Forum members.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Implemented New Team structure (Domestic, Global, Marketing, Government, and Engagement). Each team has adopted a focus and will contribute to Forum Signature Events during the year. Forum Signature Events are done in coordination with WBENC and give an opportunity for Forum members to contribute to national and other events during the year. Examples include the Postcard campaign at NCBF, Forum dinners, and Industry Roundtables. • Implemented regular Team calls which facilitates sharing knowledge and expertise around specific topics related to their Team Focus. • The Forum organized a Pre-Summit and Salute Forum Dinner in Nashville (and will do so again in November). 	<p>4/30/2020 All Forum Call Agenda (next All Forum Call is in July)</p> <ul style="list-style-type: none"> • WBENC Updates on 2020 events and COVID-19 Resources • Updates on Team Vision 2020 • Forum Governance Updates • Sharing COVID-19 experiences and potential resources to support WBE needs for the “new normal”

WBENC By-laws Reference: Article V, Section 5.1, C

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

- a) Special Events or opportunities through *Forum First*.
- b) Engage experts to support and enrich team topics.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Mass Mutual is presenting at March Forum session on “The Importance of Knowing What Your Business is Worth.” Followed by a demonstration of tool for assessing the value of a business. • Corporate members and other subject matter experts are being engaged to speak on the team calls to share expertise. For example, Michael Robinson is speaking on the topic of global readiness during the Global Team call in Q1 and the Government team’s call will include a speaker from WIPP. • Pre-Summit and Salute Forum webinar with WBENC staff held in January to make Forum members aware of Summit and Salute programming and opportunities. • Forum Leaders asked to provide nominations for “Hes4Shes”. • Forum Members provided “Forum First” opportunities from corporate members such as CapitalOne, Bank of America eCornell Course, etc. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 3: Enhance Governance and Communications.

- a) Provide Input to the WBENC President & CEO and Board Committees.
- b) Onboarding process for all newly appointed positions.
- c) Increase Visibility of the Forum within WBENC Network.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Annual Forum Survey Aug/Sept with follow-up input solicited in-person in November. • WBENC Staff Liaison and Forum Leader Liaison attend Team Calls where they can answer questions and provide information. <p>Marketing Team will be providing feedback/input on items related to raising awareness of the Forum.</p>	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

Corporate Membership & Retention Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
June 22, 2020

GOAL 1: Value Proposition & Retention: Increase Retention of Existing Members and Maintain 300+ Members Overall (2019 retention was 97.4%, the highest we have ever seen; 330 Members total in 2019) 2020 Membership Goals - \$4.4M, 330 Members. Continue to remain relevant in the benefits offered to National Members, and work with Programs team to achieve.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • \$4,001,966 2020 Renewals invoiced, 93% Retention. • \$4,222,091 Total 2020 Membership invoiced = 94% of Goal attained. • Working with Ambassadors to leverage renewals. • Ongoing relationship management/engagement by BD team/CRMs to better understand their needs. • Create offerings from a solutions-based perspective for National Members, and work with Programs & Marketing to create, to expand ROI for Members. At Summit & Salute we are offering the following for this group: <ul style="list-style-type: none"> ○ CPO Summit – presented by EY and for C-suite engagement only. ○ Supplier Diversity Leadership Lab – with topics and interactive content around the following: <i>A Balancing Act: Leveraging Diversity to Impact Profitability</i>; <i>A Changing Landscape: Millennial Influence on Diversity</i>; <i>Core Essentials: Increasing Your Diversity Spend</i>; and, <i>Leadership in Action</i>. ○ WEInnoPitch – our pitch competition for WBEs with a focus on innovation, which doubles as a WBE Showcase for our corporate members. 	<p>June 2020 Committee Meeting Agenda</p> <ul style="list-style-type: none"> • Welcome & Agenda Overview • Corporate Member Listening Session • 2020 WBENC Constituency Update • 2020 Corporate Member Engagement Discussion • 2021 Membership Retention • Next Steps for 2020

WBENC By-laws Reference: Article V, Section 5.2

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 30 New, 2 Rejoin).

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • 15 New Members. • 2 Rejoining Member. • Ongoing assignment of WBENC CRMs with every Member, broken out by Industry, to also identify companies with SD programs within their assigned industries. • Working with Ambassadors to engage New/Rejoined Members. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 3: Fund Diversification & Development: Increase Engagement of Members through all WBENC Sponsorships, with a focus on funds from departments outside of supplier diversity (2020 S&S Goal \$1.350M, 2020 NCBF Goal \$2.7M).

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • 2020 Summit & Salute Sponsorships \$1,103,000, 93% of Goal. • 2020 National Conference & Business Fair \$1,597,600, 71% of Goal. • CRMs working to identify interest in all WBENC programs as we are seeing shift from event funding to program funding with our Corporate Members. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

Marketing & Programs Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 22, 2020

GOAL 1: Merge the existing Marketing and U.S. Programs Committees into the consolidated Marketing & Programs Committee.

- a) Streamline decision making and strategic choices into one committee with an eye towards our brand, our content and our image.
- b) Create a strong, engaged, accountable committee of corporates, RPOs and WBEs that operates via a sub-committee structure.
- c) Renew our action plan/goals to drive accountability and tracking of successes/failures.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Held initial joint committee meeting – November 2019. • Worked with Committee Chair to create Strategic Plan for 2020. 	<p>June 19, 2020 Committee Meeting Agenda</p> <ul style="list-style-type: none"> • Introduction of Andy Butler as new Chair <ul style="list-style-type: none"> ○ Overview of committee strategic plan • Review updated committee goals • Establish “rules of the road” – expectations for participation • Establish sub-committee leads and team members • WBENC update – how COVID-19 has impacted our marketing and programs strategy and execution

GOAL 2: Build WBENC Brand Equity, Image and Exposure with Corporate Executives and Non-Supplier Diversity Stakeholders.

- a) Build robust connections with C-Suite level executives (CEO, CMO, others), ERGs, and public/external relations.
- b) Guide the development and utilization of a toolkit with a clear call to action to increase two-way engagement with measurable results to influence these executives/groups.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Researching in order to identify and invite board members to serve on committee to help achieve objectives. • Created meeting agenda for Summit & Salute to review 2020 Strategic Plan with full committee. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 3: Create a synchronized, World Class Programs Strategy.

- a. Continuously evaluate holistic programs approach and implementation at national events and executive education opportunities ensuring common branding, consistency of approach, and digital connection hub of opportunities.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none">• In progress.	<ul style="list-style-type: none">• See Goal 1 – June 2020 Agenda

Global Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 22, 2020

GOAL 1: Support WBE’s interested in going, or expanding globally, with education and experience from WBE’s, Member Corporations, and external experts.

- a) Provide educational workshops for WBEs.
 - i. The Global Committee intended to support UPS as needed for NCBF lab
 - ii. The Global Forum Team actively shares experiences and best practices on their quarterly team calls and will continue to share updates at the 2020 Global Committee meetings
- b) Update the Global International Guide (aka “the cookbook”) – guidebook for WBE’s considering doing business globally.
- c) WBE’s to provide content to WBENC Marketing on Global initiatives for three guest blog posts related to experiences in going global
- d) Define need for a mentoring program with input from the two RPO leaders on this committee on which RPO’s have a larger demand for global assistance and to identify potential needs at local level.

2020 Progress to Goal

March 2020	June 2020
<ul style="list-style-type: none"> • Educational Workshops - Women in Exporting was presented as a Business Lab at NCBF 2019. The business lab was sponsored and executed by UPS. At the November Global Committee meeting, the UPS team debriefed the lab and collected feedback from the committee. In its planning for NCBF, UPS and WBENC are engaging the Global Forum Team for additional input on topics of importance. • Blog - Cathy Koch, Founder, CEO and President of K-Tec Systems authored a Guest Post in Q4 2019. Members of the Global Committee from the Global Forum team will publish a Guest Blog Post in 2020 related to experiences in going global – “the good and not so good” – and lessons learned. • The 2019 Pulse Survey results were reviewed by the Global Committee at the November 2019 meeting. There is interest in a broader survey of needs that addresses where the need is the greatest. The two RPO leaders on this committee will give input to help determine which RPO's have a larger demand for global assistance and identify potential needs at local level. • The Global Forum Team actively shares experiences and best practices on their quarterly team calls. The Global Forum team will continue share an update on their activities and topics of interest at the 2020 Global Committee meetings. 	<p><u>June Global Committee Meeting Agenda</u></p> <ul style="list-style-type: none"> • Welcome and Introductions • 2020 Global Committee Goals progress and next steps • Global Forum Team Updates – Team topics and 2020 team calls • Open discussion - hear from committee members on COVID-19 impacts to their businesses and any need to consider modifying the committee’s 2020 priorities

WBENC By-laws Reference: Article V, Section 5.2

2. 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.

- a) Committee leadership with assistance from WEConnect will advise on how best to obtain international sourcing requirements from corporate members.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • At the November meeting, the Global Committee brainstormed ideas for surveying member corporations for input on global opportunities. Committee leadership with assistance from WEConnect, will advise on how best to obtain international sourcing requirements from corporate member. The survey lead will present a proposal and question set for review by the committee in March. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

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

- a) Partnering with WEConnect for WEConnect to provide strategic needs of WEConnect WBEs globally to assist WBENC WBEs in forming partnerships and joint ventures.
- b) Increase networking opportunities with WEConnect.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • At the November 2019 meeting, the committee brainstormed ideas for WEConnect collaboration. <ul style="list-style-type: none"> ○ Partnering with WEConnect for WEConnect to provide strategic needs of WEConnect WBEs globally to assist WBENC WBEs in forming partnerships and joint venture. Follow up work planned at March meeting. ○ To increase networking with WEConnect, the committee discussed a possible joint reception at NCBF on the pre-day of conference. This is under consideration as the NCBF schedule is being developed. • The Global Committee continues to 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. https://www.wbenc.org/global-certification-partners. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

National Certification Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 June 22, 2020

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

- a) Investigate other certifications/designations for WBENC.
- b) Maintain and evolve the WBENC Certification Standards.
- c) Continue to improve and streamline the certification process.
- d) Assess technology platform options for Certification and Sourcing.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Focus on the “Future of Certification” is on the NCC agenda for March. A sub-committee will be formed with specific deliverables regarding this goal with the intent to present findings and recommendations for potential changes and/or new certifications in 2020. • Virtual Site Visit criteria was presented to and approved by the NCC at the November meeting. A briefing document and the criteria were provided to the Extended Executive Committee for comment and input. • Following research and advice from Counsel, Certification of Cannabis businesses was reviewed at the November NCC and referred to the CEO and WBENC Board Chair to solicit input from corporate members. • Site Visit Forms based on number of years certified will be reviewed for input with the Leadership Council at their March 2020 meeting. • WBENC is conducting preliminary discussions on possible opportunities for use of platforms that would provide increased access to sourcing opportunities for WBEs. • WBENC was invited by NaVoba to participate in supplier demos of technology platforms which provide certification solutions. WBENC will use this opportunity to assess and benchmark solutions against our current platform and bring findings and recommendations back to the NCC in May 2020. 	<p>June 3, 2020 NCC Meeting Agenda</p> <ul style="list-style-type: none"> • Committee Leadership Welcome and Updates • Review COVID-19 Temporary Certification Exceptions • Virtual Site Visit insights - April • WOSB Rule Change • 2020 Certification Training dates for NCC • Introduce discussion and outline approach to collect input from NCC on “Future of WBENC Certifications”

WBENC By-laws Reference: Article V, Section 5.1, G

GOAL 2: Deliver Women Owned Small Business (WOSB) Certification in accordance with the SBA Federal Contracting Program.

- a) Ensure WBENC is prepared to support the SBA Women Owned Small Business (WOSB) Federal Contracting Program Rule Change (RIN 3245 AG75)
- b) Pursue opportunities to position & maintain WBENC as the leading third-party certifiers as WOSB firms
- c) Address and advise on issues relating to doing business with the federal government in support of WBE and WOSB growth

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • WBENC submitted its Third-Party Certifier application in January and it was approved by the SBA. <ul style="list-style-type: none"> ○ The SBA will go live in July with the existing four Third Party Certifiers but is pursuing the additional of other State Agencies to perform WOSB and EDWOSB certification ○ EDWOSB is not a requirement for Third Party Certifiers (it isn't today and will not be when the new rule goes into effect) ○ The SBA is transitioning WOSB to a three-year certification effective with the new rule change • Following as assessment of the Government Sub-committee and how best to meet the needs of WOSB's and WBE's in the government space, we will form a Government Advisory Group of experts in our network. The group of advisors will be appointed by leadership and include a cross section of WBE, RPO, Corporate, and WIPP representation. The group's charter will be delivered in June 2020. • WIPP provided an update on its programming at the November Leadership Council meeting and will continue to partner with WBENC and the RPO's in 2020. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 3: National Certification Files - Continue to review National Certification applications and appeals on a timely basis.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none"> • Overall in 2019 the committee completed the review of 2 new certifications and 88 recertifications. The National Certification Appeals committee completed 6 appeals. 	<ul style="list-style-type: none"> • See Goal 1 – June 2020 Agenda

GOAL 4: Deliver Certification and WBENCLink Training on a monthly basis.

- a) Deliver Certification Training for RPO Certification Committee Members and RPO Certification Team members and deliver WBENCLink2.0 Training to WBEs and all Corporate Members.

2020 Progress to Goal	
March 2020	June 2020
<ul style="list-style-type: none">• October 2019- January 2020 delivered monthly WBENCLink 2.0 training for WBE's (41) and Corporate Members (17).• October 2019- January 2020 delivered monthly Certification Committee training to 52 committee members.• Overall 2019 delivered monthly WBENCLink 2.0 training for WBE's (110) and Corporate Members (44 plus group sessions for L'Oréal and Jet Blue).• Overall 2019 delivered monthly Certification Committee training to 186 committee members.	<ul style="list-style-type: none">• See Goal 1 – June 2020 Agenda

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