

WBENC BOARD OF DIRECTORS MARCH 2018 BOARD MEETING

Hilton Anatole

Dallas, TX



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NOMINATING COMMITTEE REPORT

March 2018 Board Meeting

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NOMINATING COMMITTEE

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BOARD ELECTIONS

Corporate Nominations for Existing Board Seats (7):

- Oliver Turman, AT&T
- Jacklyn Watt, Ford Motor Company
- Paris Pavlou, General Motors
- Carrie Jacobson, Office Depot
- Maryane Chapman, Pitney Bowes
- Ana Kopf, Shell Oil Company
- Kris Oswold, UPS

Forum Nominations for Board Seats (1):

- Patti Winstanley, Aztec Promotional Group

Current Open Board Seats (2):

- Marriott International
- Motorola Solutions

Current Vacant Board Seats (4):

- 1 WBE Seat
- 3 WBE/RPO Seats (due to increase in corporate seats as of 1/1/2018)

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CORPORATE NOMINATIONS

OLIVER TURMAN DIRECTOR, SUPPLIER DIVERSITY AT&T

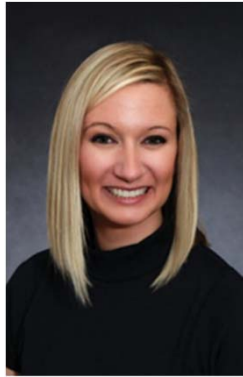


Leads a team of diversity managers tasked with increasing AT&T's diversity spend through partnerships with AT&T's sourcing organization and other internal business units which allow for the positioning of diversity suppliers for specific opportunities. Over 25 years of procurement experience including nine years as an acquisition professional in the military and over 15 years' experience with AT&T. Graduated from the United States Air Force Academy with a Bachelors of Science degree, and obtained his Masters of Business Administration degree from Webster University.

CORPORATE NOMINATIONS

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JACKLYN WATT DIRECTOR SUPPLY CHAIN SUSTAINABILITY FORD MOTOR COMPANY



Responsible for development and implementation of Ford's Supply Chain Sustainability global strategy across supplier diversity, human rights, conflict minerals and environmental matters. Previously held Senior Purchasing Manager, Indirect Purchasing-Asia Pacific role with responsibility for nine core countries in Asia Pacific plus emerging marketing. Also served on the MMSDC Board of Directors, connecting and advocating for minority suppliers in Michigan. Holds a Masters of Applied Commerce, Marketing degree from the University of Melbourne, Australia.

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CORPORATE NOMINATIONS

PARIS PAVLOU EXECUTIVE DIRECTOR, INDIRECT PURCHASING AND SUPPLIER DIVERSITY GENERAL MOTORS



Currently serves as the Executive Director of Indirect Purchasing and Supplier Diversity, as a part of GM's Global Purchasing and Supply Chain organization. Most recently repatriated from GM's South America and Andean Region operations, where he served as the President and Managing Director. Paris joined GM Holden in 1994 and has performed several leadership roles including Executive Director Purchasing, GM Powertrain as well as Vice President of Purchasing, GM South America. Paris has a Bachelors Degree in Mechanical Engineering from the University of Melbourne, Australia.

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CORPORATE NOMINATIONS

CARRIE JACOBSON VICE PRESIDENT, TECHNOLOGY SERVICES OFFICE DEPOT



Senior Technology and Marketing Leader, with extensive experience in Program, Portfolio, and Product Management. Current responsibilities include driving transformation of Tech Services, leading the cross-channel strategy for programs to drive tech services penetration. Previously worked with Verizon as Director of Program Management and Director of National Operations & Marketing. Holds a Bachelors and Masters of Fine Arts from California State University-Long Beach.

CORPORATE NOMINATIONS

MARYANE CHAPMAN SR. DIRECTOR, OPERATIONS, PLANNING & DATA MANAGEMENT-GLOBAL SUPPLY CHAIN & PROCUREMENT PITNEY BOWES



Currently a member of the Global Supply Chain senior leadership team at Pitney Bowes. Prior to her current role, held the Senior Director of Innovation Delivery role, responsible for new solution development and deliveries in the Small Business Segment. Recently led the Program Management Office for the Company's Enterprise Business Transformation initiative, which implemented a single end to end ERP platform. Holds a BEng (Hons) in Mechanical Engineering, Management and French, from Imperial College of Science Technology and Medicine in London.

CORPORATE NOMINATIONS

ANA KOPF MANAGER, SUPPLIER DIVERSITY & DIVERSITY OUTREACH SHELL OIL COMPANY



Joined Shell in 1993 as an HR Analyst. Replaced Debra Stewart and attended the WBENC November board meeting. Based in Houston, she served as the HR Project Manager for the Shell-Motiva Separation. Also currently serves on the INROADS National Board of Directors, an organization that develops and places talented underserved youth in business and industry and prepare them for corporate and community leadership.

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KRIS OSWOLD DIRECTOR OF SUPPLIER DIVERSITY UPS



Experience from across the UPS enterprise redesigning metrics, processes and systems to better achieve goals. Prior to her current role, had responsibility to execute and redesign UPS processes across the globe, including all aspects of customer support, technical support, billing, payment processing, and collections. In addition to pioneering enterprise-level process design and ownership at UPS as Vice President of Global Business Services, opened and operated UPS offices in the US, Europe, Asia and Africa. Holds a BA in Political Science from the University of Washington as well as multiple process and project certifications.

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FORUM NOMINATIONS

PATTI WINSTANLEY PRESIDENT AZTEC PROMOTIONAL GROUP



Patti Winstanley is President of the Aztec Promotional Group family of companies, all certified woman-owned businesses that specialize in base manufacturing for screen printed and embroidered apparel, promotional product marketing, product sourcing, creative design and program management. She serves on the Board of Directors of the Woman's Business Council-Southwest and is the Chair of the WBENC Forum Leadership - Government Team. She won the WBCS -WBE Advocate of the Year in 2010, 2016 and 2017 and the Lily Knox Investing in Growth and Done Deals in 2015. She was the WBEC-West, Tucson Forum Chair from 2011 to 2017 where she also serves as an Ambassador. She was the Chair of the Host Committee for the 2015 WBENC National Conference and Business Fair, was named by MBE Magazine as a WBE that Rocks, and by WeUSA as a Top WBE CEO for 2017.

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THANK YOU

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PRESIDENT'S REPORT

March 2018 Board Meeting

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WBENC & PLANET MOGUL

Developing Future Leaders Through Planet Mogul

3/20/2018



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WBENC is interested in seeking sponsorships to deliver middle school development of young leaders.

Let's talk about how this would work...



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THE CURRICULUM

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PLANET MOGUL OVERVIEW



Planet Mogul develops the next generation of entrepreneurs, innovators and community leaders by providing an **intellectual** and **interactive** learning environment for elementary and middle school students; empowering them to achieve more for themselves, their families and their communities.

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PLANET MOGUL: HOW

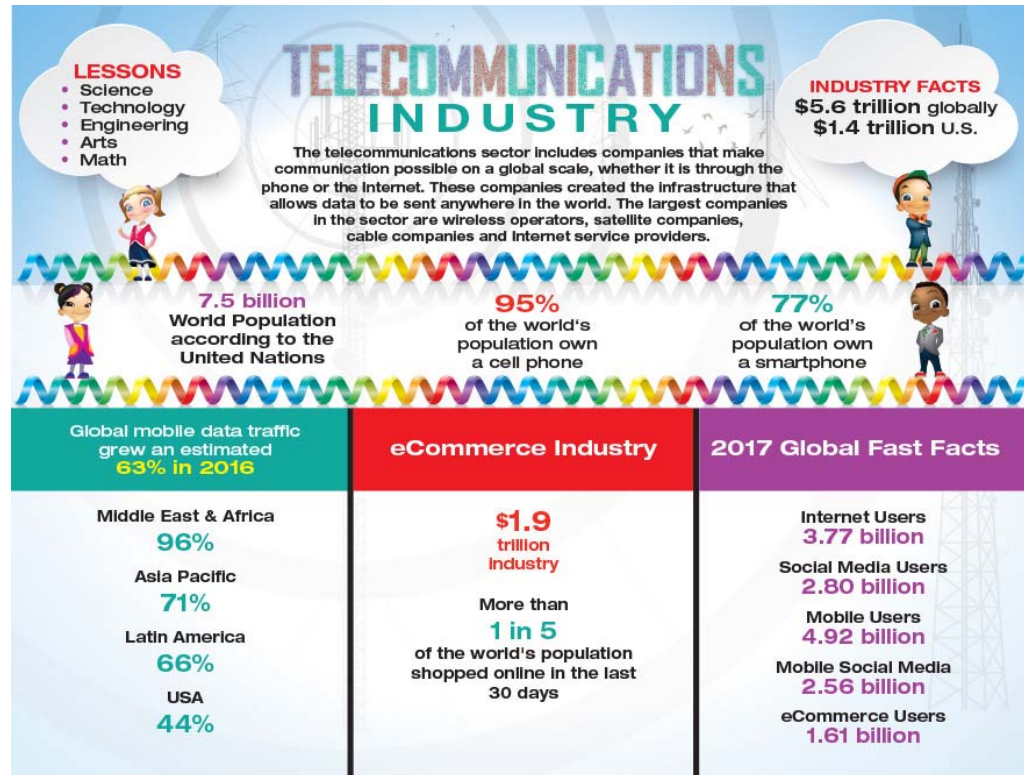


The proprietary **Moguls-in-Training Workbook** (ages 8-12) features 17 different industries. Each industry section includes the market size (*economics*), an industry activity (*innovation, science, technology, arts*) an industry *math problem(s)* and the opportunity to choose their first Board of Directors (*teamwork*).

Each industry also includes augmented reality. This digital environment features additional videos, surveys, career guides and can be customized, per partner.

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EXAMPLE: TELECOMMUNICATIONS



EXAMPLE: TELECOMMUNICATIONS

HOW TO USE THE MOGULS-IN-TRAINING WORKBOOK

Sample: Telecommunications

DEVELOP THE NEW SMARTPHONE

What is the name of your smartphone?

1

What are the new features in your smartphone design?

2

DIGITAL EXPERIENCE

4

3

YOUR SMARTPHONE DESIGN

4. Augmented Reality
Download Planet Mogul App
Aim at

a

An interactive video pops up to showcase the telecommunications industry

b

The Landing Page includes the following:

b1

Smart City

b2

Internet of Things

b3

What is the Telecommunications Industry?

b4

Verizon Innovative Learning

b5

Technology Careers

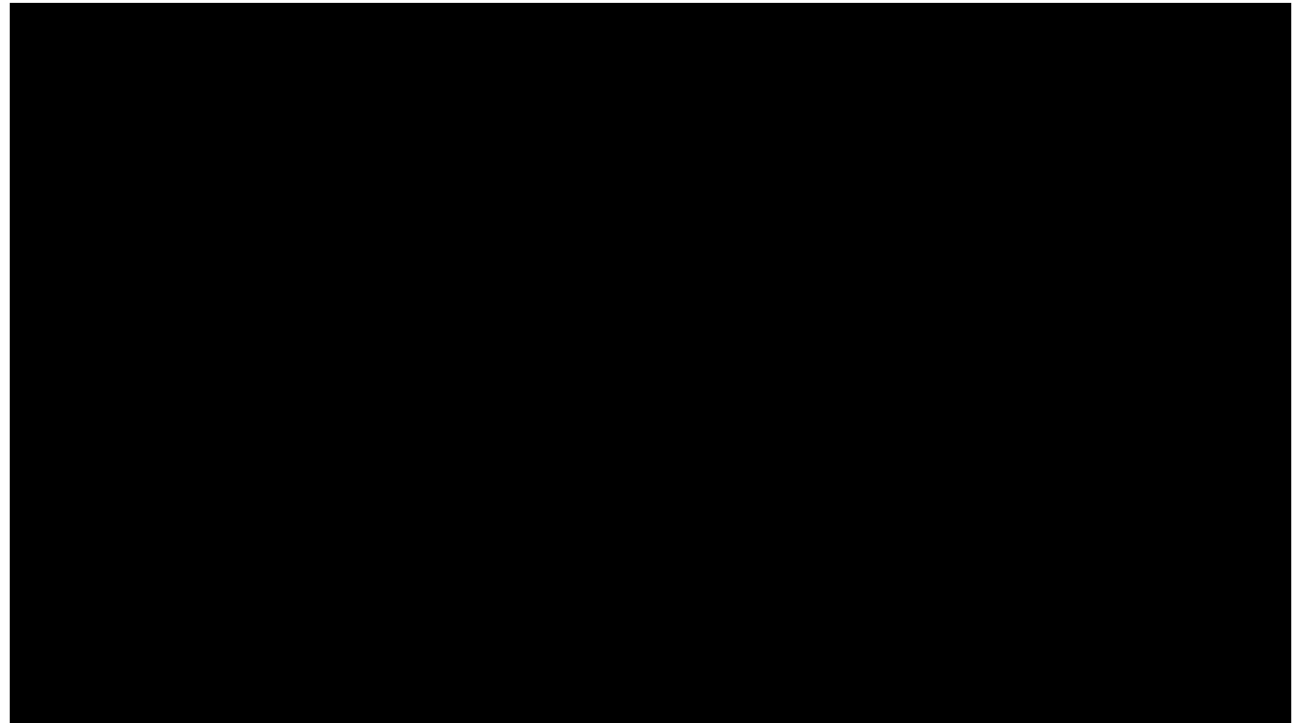
Sample Industry Page Features:

1. Name Your Smartphone
2. Describe New Smartphone Features
3. Design Your Smartphone Activity

THE CURRICULUM

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OUR TECHNOLOGY



Learn how [augmented reality](#) works within the [Moguls-in-Training Workbook](#).

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OUR LAUNCH

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NATIONAL CONFERENCE

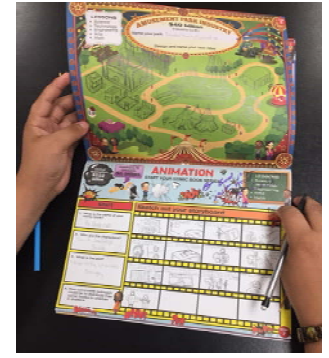
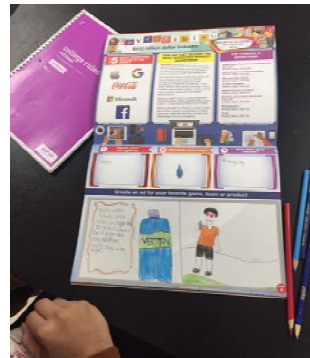
- [WBENC National Conference & Business Fair](#)
 - Detroit, MI | June 19-21, 2018
- Tuesday, June 19: Kick off Session with students from Detroit Schools
 - Introduction to Planet Mogul Curriculum
 - Advertising Track
 - Automotive Track
 - Telecommunications Track
 - Project Development – students will team up in groups of 2-3 to make posters on items/ideas that they created throughout the day.
 - Gallery Walk – corporate sponsors & WBEs will do a gallery walk to engage with students on their projects
- Wednesday, June 20
 - Business Fair
 - Opportunity for students to see successful WBEs

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OUR PROGRAM YEAR

OVERVIEW

- Continued partnership with Planet Mogul
- August 2018-May 2019: Monthly Sessions in Detroit Middle Schools
 - Students will learn about careers in various industries
 - Students will develop entrepreneurial skills
 - WBENC will work closely with teachers to deliver these sessions



DELIVERY MODELS

Teacher Model

- “Train the Trainer”
- WBENC will conduct training sessions for teachers in TARGET SCHOOL area
- Teachers will implement Planet Mogul curriculum

Employee Engagement Model

- WBENC & Employees of sponsoring companies will deliver a monthly Planet Mogul Session in TARGET SCHOOL area

WBE Model

- WBENC will identify top tier WBEs and coordinate all sessions including preparation of class leaders selected
- Sponsors and WBEs will partner to deliver Planet Mogul Curriculum in schools

STEM-to-GO

- Bookcases with free workbooks will be placed in Verizon communities to ensure that Planet Mogul is accessible to all students.



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THANK YOU!

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FINANCE COMMITTEE REPORT

March 2018 Board Meeting

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TREASURER'S REPORT

Nancy Creuziger

March 20, 2018

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FINANCIALS

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PRESENTATION TOPICS

- 2017 Unaudited Financial Results
- 2018 Financial Overview
- Investment Update

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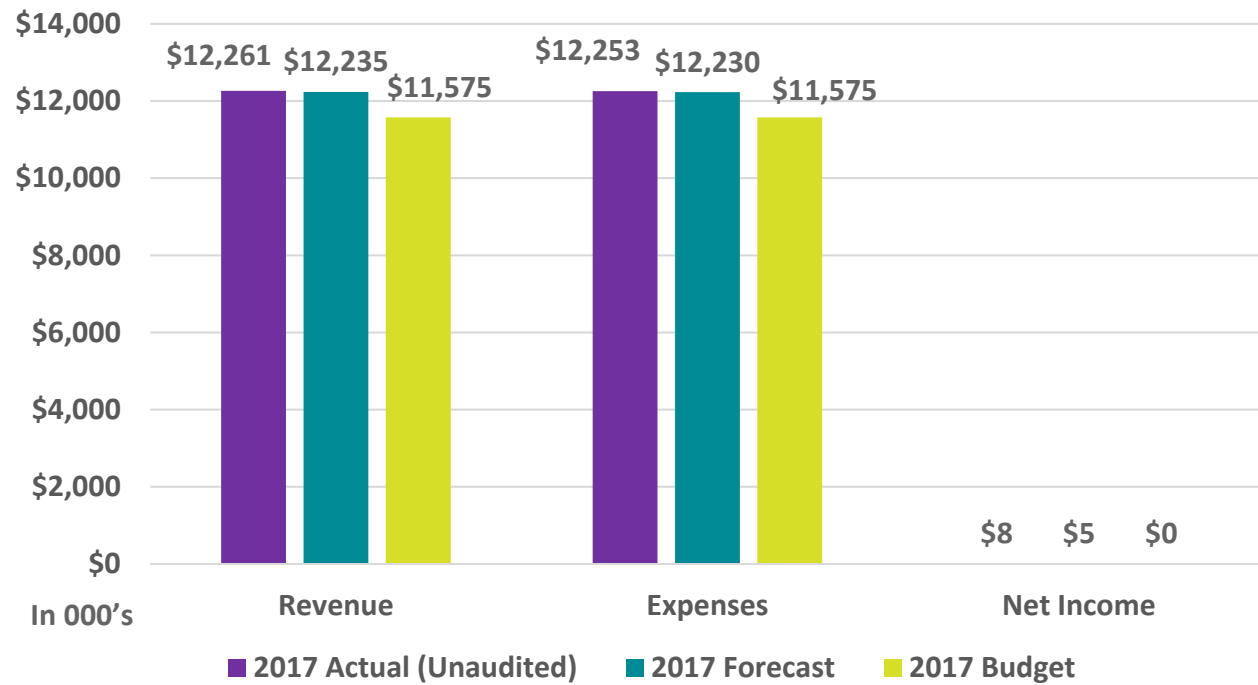
SUMMARY OF 2017

- 2017 Unaudited Financial Results
 - Revenue \$12.26mm
 - Expenses \$12.25mm
 - Unrestricted Net Income \$7,600
- Audit fieldwork is scheduled to begin on 4/23/18 and a draft of the audit report is expected in June, 2018.

FINANCIALS

WBENC

2017 UNAUDITED FINANCIAL RESULTS



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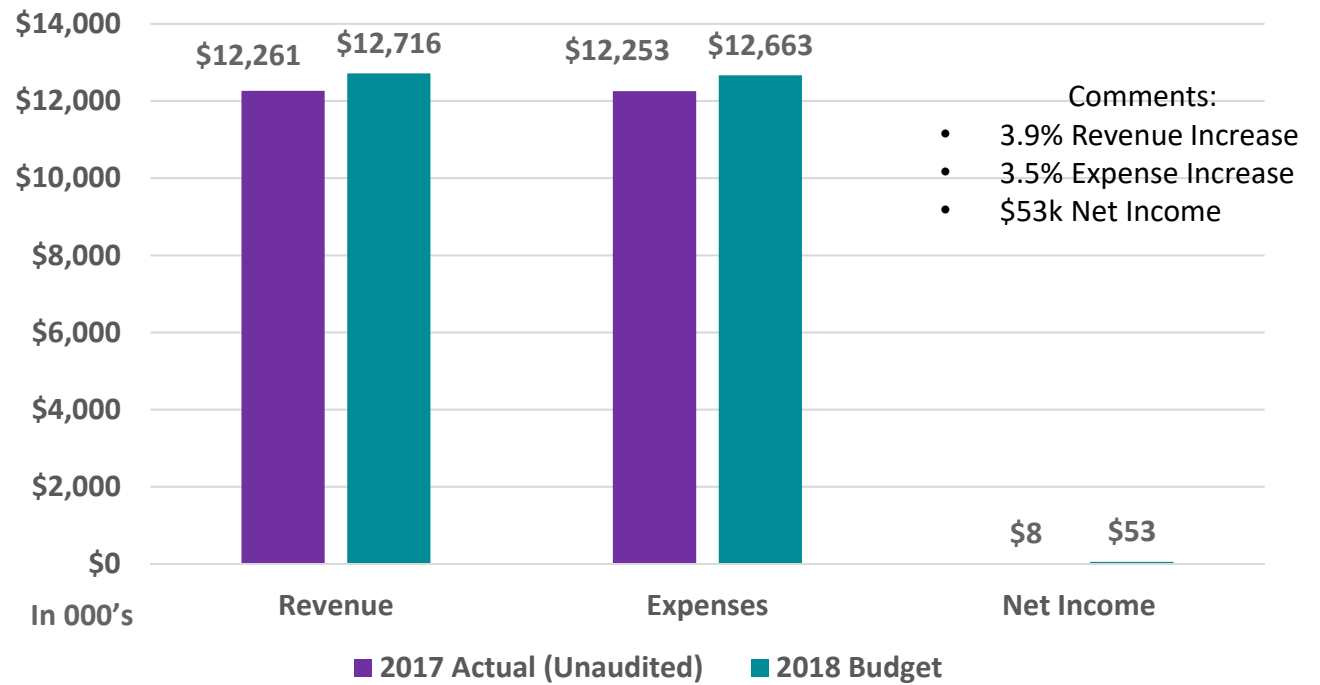
2017 UNAUDITED FINANCIAL RESULTS

Balance Sheet as of December 31, 2017

- Cash - \$4.6mm (\$4.5mm at 12/31/16)
- Accounts Receivable, net - \$1.1mm (\$1.7mm at 12/31/16)
- Net Liquid Current Assets – \$4.9mm at 12/31/17 versus \$5.7mm at 12/31/16 (Cash + Accounts Receivable – Accounts Payable and Accrued Expenses)
- Net Working Capital - \$2.6mm at 12/31/17 versus \$2.6mm at 12/31/16 (Current Assets – Current Liabilities)

FINANCIALS

2018 OVERVIEW



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2018 PROGRESS

- Membership
 - Achieved 92% of \$4.5mm budgeted goal (updated 3/13/18)
- Summit & Salute
 - Achieved 95% of \$1.7mm budgeted goal (updated 3/13/18)
 - Registration budget exceeded as of 3/13/18.
- National Conference & Business Fair Sponsorships
 - On track to reach budgeted goal. Already achieve 70% budgeted goal. Several sponsors in the pipeline.

INVESTMENT UPDATE

- WBENC continues to invest and grow unrestricted net assets (UNA) reserve.
- Will transfer \$1.7mm to an interest-bearing checking account this month.

Did You Know WBENC Accepts ACH Payments?



In addition to Credit Cards and Checks, WBENC accepts Automated Clearing House (ACH) as a form of payment. ACH payments move money electronically from one bank account to another. ACH transactions usually have the lowest fees of any payment system. A credit card's fee is typically between 2.5% - 4% of the value of the transaction plus a processing fee. ACH transactions only cost WBENC \$0.13 total. For example, using a credit card to pay a \$10,000 invoice will cost WBENC between \$250 - \$400. Paying a \$10,000 invoice via ACH only cost \$0.13.

**To lower credit card fees, we encourage
ACH as a payment option.**

QUESTIONS?

Thank You

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AMBASSADORS IN ACTION

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2018 AMBASSADOR PROGRAM

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2018 PROGRAM COMPONENTS

Industry Group Focus Series

- Aligned with industry focus
- Shared strategies for sourcing WBE's used in various industries

Events, Programs and Marketing Updates

- February: WBENC Rebranding update and SEP update

Showcasing Our Ambassadors

- In 2018, Ambassadors will have exclusive access to create their own blog post and be featured on the WBENC Blog

Ambassador Poll: How many have invited a Prime, WBE or other guest to Summit and Salute?

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STRATEGIC PLAN PHASE II UPDATE

March 2018 Board Meeting

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STRATEGIC PLAN WBENC NETWORK UPDATE

March 2018 Board Meeting

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APPROACH

GROWTH - Deliver a network model which positions WBENC and its partners for scalable and sustainable growth

Goals -

- Evaluate membership and dues structure and recommend alternative models in support of growth objectives
- Conduct a WBENC brand evaluation

CORE - Create a design that ensures WBENC and its network delivers to our CORE value proposition, is aligned with our mission of furthering women's business development and leverages the WBENC brand

Goals

- Define Programs and Services aligned with CORE value proposition and strategic plan goals
- Establish standards for content and delivery of programs
- Develop and implement CORE elements in phases

GOVERNANCE - Deliver a relationship model which provides clarity of responsibilities and outcomes

Goals

- Create a WBENC Network CORE Requirements and Operating Manual
- Create a new Service Agreement based on inclusion of Network and CORE requirements from the new Operating Manual
- Define the process and governance for managing growth opportunities across the network

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CORE DELIVERABLES

- Define Programs and Services aligned with CORE value proposition and strategic plan goals
- Establish standards for content and delivery of programs
- Develop and implement CORE elements in phases

CORE Program elements

- WBE Onboarding
- Corporate and Government Onboarding
- How to do Business with the Government
- How to Get Certified
- Your Business Plan
- Understanding the Corporate Scorecard
- The Supplier Diversity Proposition

THE WBENC NETWORK

WBE ONBOARDING PRESENTED BY:

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TOPICS

WBENC

TOPICS

1. WBENC OVERVIEW
2. We Are WBENC: The Network
3. CORE
 - A. CERTIFICATION
 - B. OPPORTUNITIES
 - C. RESOURCES
 - D. ENGAGEMENT

OVERVIEW

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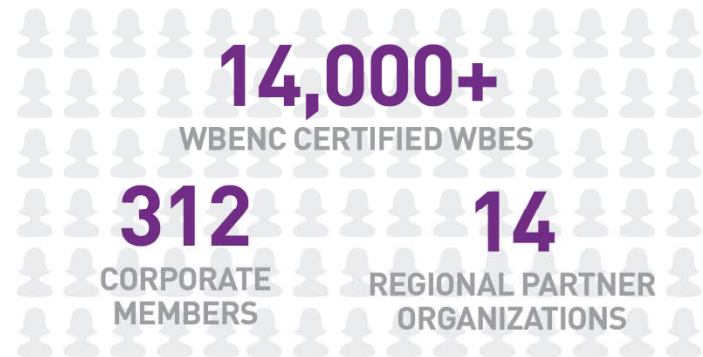
MISSION

To fuel economic growth globally through access to opportunities, by identifying, certifying and facilitating development of women-owned businesses.

CORE PLATFORM

Certification
Opportunities
Resources
Engagement

BY THE NUMBERS



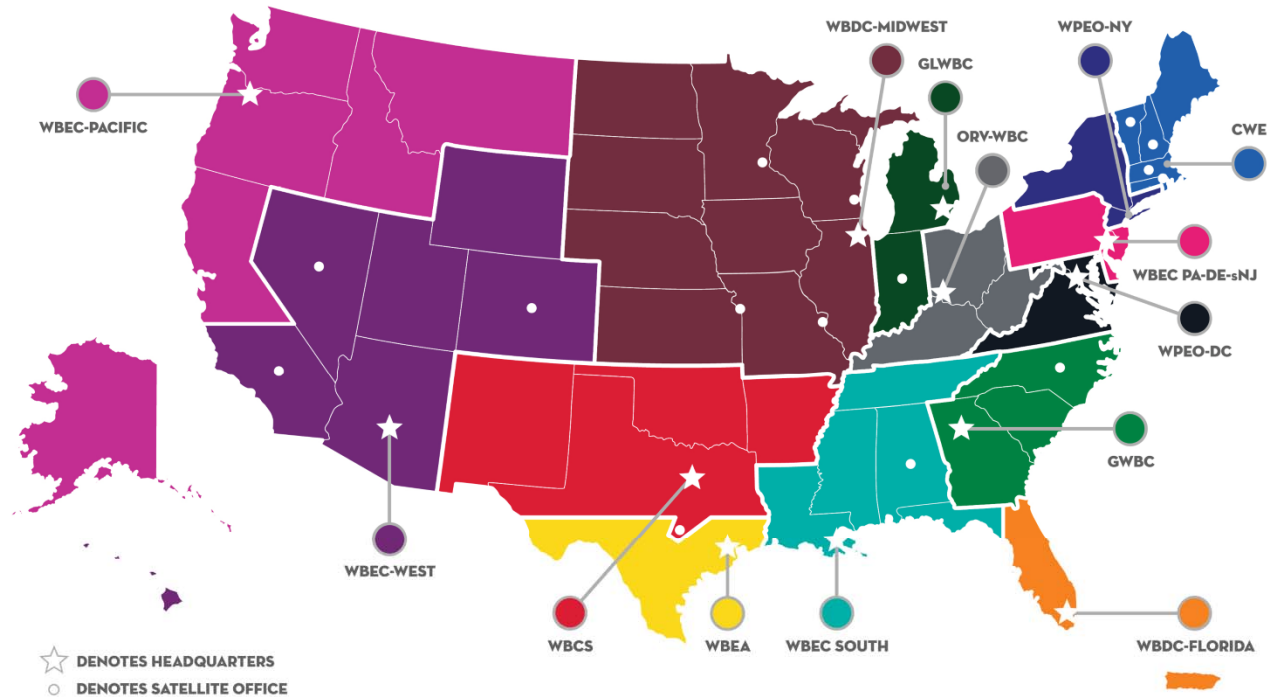
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THE NETWORK

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WE ARE WBENC!

All WBENC-Certified WBEs and WOSBs may engage in their headquartered state RPO and any other RPO where they have a footprint



* The National WBENC Headquarters is located in Washington, DC

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THE NETWORK

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REGIONAL PARTNER ORGANIZATION INFORMATION

Center for Women & Enterprise (CWE)
Great Lakes Women's Business Council (GLWBC)
Greater Women's Business Council (GWBC)
Ohio River Valley Women's Business Council (ORV-WBC)
Women's Business Council – Southwest (WBCS)
Women's Business Development Center – Midwest (WBDC-Midwest)
Women's Business Development Council of Florida (WBDC-Florida)
Women's Business Enterprise Alliance (WBEA)
Women's Business Enterprise Council – Pacific (WBEC-Pacific)
Women's Business Enterprise Council PA-DE-sNJ (WBEC PA-DE-sNJ)
Women's Business Enterprise Council South (WBEC South)
Women's Business Enterprise Council – West (WBEC-West)
Women Presidents' Educational Organization – DC (WPEO-DC)
Women Presidents' Educational Organization – NY (WPEO-NY)

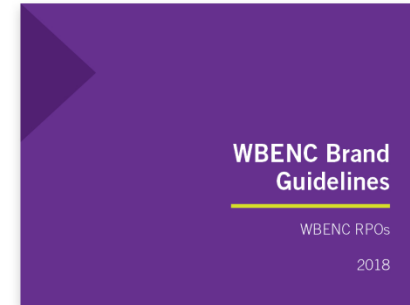
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THE BRAND

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WBENC LINK 2.0

Your one stop shop for all your branding guidelines and logos.



CERTIFICATION

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WBENC LINK 2.0

WBENCLink 2.0 is a fully-digitized proprietary database of WBEs and Corporate and Government Members

WOSB

Woman Owned Small Business

WBENC provides both Woman's Business Enterprise (WBE) certification and Woman Owned Small Business (WOSB) certification

certified
WBENC
WOMEN'S BUSINESS ENTERPRISE

OPPORTUNITIES



The annual Summit & Salute (March) and National Conference & Business Fair (June), include procurement opportunity connections such as:

Meet & Greet

1:1 MatchMaker Meetings

We Innovate!

WBE2WBE Meetings

Share your knowledge and insights by mentoring up and coming entrepreneurs

World-class programming to enhance business development and growth

RESOURCES



Online resource library



Brings consumer recognition to products made by women



We support those who support you.
Every decision. Every day.



Executive development programs
Tuck-WBENC Executive Program
Tuck-WBENC Strategic Growth Program



Scholarships to attend WBENC approved executive programs



Energy industry specific executive development program

ENGAGEMENT



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