

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

MARCH BOARD BOOK

BOARD OF DIRECTORS MEETING

HILTON ANATOLE

DALLAS, TX

DESOTO AB

MARCH 20, 2018

TABLE OF CONTENTS

Meeting Agenda	1
November 2017 Meeting	2
Attendance Sheet.....	3
Meeting Minutes.....	6
March Meeting Materials	12
Nominating Committee Report	13
Board Elections.....	15
Board Nominations.....	16
Board Chair and President’s Report	24
Committee Reports	
Finance	29
Audit.....	31
Leadership Council.....	33
Women’s Enterprise Forum	35
Corporate Membership & Revenue Generation.....	37
U.S. Services & Programs	39
Global Business Committee	41
Marketing, Communications & Brand Management	43
National Certification Committee	45
WBENC Officers/Governance	48
Regional Partner Organizations (RPOs)	50
WBENC Staff	53

AGENDA

9:00AM	BREAKFAST (MEETING TO BEGIN AT 9:30 A.M. CENTRAL TIME)	
9:30 AM	BOARD CHAIR'S REPORT A. WELCOME B. RECOGNITION OF CHERYL WATKINS SNEAD C. APPROVAL OF MINUTES FROM THE NOVEMBER 2017 MEETING	THERESA HARRISON
9:45 AM	NOMINATING COMMITTEE REPORT	CLINT GRIMES
10:00 AM	PRESIDENT'S REPORT	PAMELA PRINCE-EASON
10:30 AM	TREASURER-FINANCE COMMITTEE REPORT	NANCY CREUZIGER
10:50 AM	AMBASSADORS IN ACTION	DEBRA JENNINGS-JOHNSON
11:00 AM	COMMITTEE REPORTS <ul style="list-style-type: none">• STRATEGIC PLAN – PHASE II UPDATE• LEADERSHIP COUNCIL• WOMEN'S ENTERPRISE LEADERSHIP FORUM	LAURA TAYLOR ROZ LEWIS PATRICIA RODRIGUEZ-CHRISTIAN
12:00 PM	CLOSING - MEETING ADJOURNS	THERESA HARRISON

**Minutes of the November 15, 2017
WBENC Board Meeting**

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

Women's Business Enterprise National Council
Board of Directors Meeting
November 15, 2017 – 3:00PM - 6:00PM
Gaylord National Harbor
Baltimore 3-5

Meeting Roster			
1. Board Chair	Theresa Harrison, EY	Notified Absent	
2. President and CEO	Pamela Prince-Eason, WBENC	Present	
3. Counsel	Jorge Romero, K&L Gates	Present	
Corporation		Corporate Members	
4. Accenture	Nedra Dickson	Present	
5. AT&T	Alithia Bruinton	Present	
6. Avis Budget Group, Inc.	Lynn Boccio	Present	
7. Bank of America	Barbara Kubicki-Hicks	Present – Acting Chair	
8. BP America	Debra Jennings-Johnson	Present	
9. Chevron	Stephanie Beveridge	Authorized Designee	
10. Dell Inc.	Piyush Bhargava	Authorized Designee	
11. ExxonMobil Corporation	Doug Fisher	Present	
12. Ford Motor Company	VACANT		
13. GM	David Drouillard	Notified Absent	
14. IBM Corporation	Michael Robinson	Present	
15. Johnson & Johnson	Beverly Jennings	Present	
16. JP Morgan Chase & Co.	William Kapfer	Present	
17. KPMG LLP	Barbara Carbone	Notified Absent	
18. Macy's, Inc.	John Munson	Notified Absent	
19. ManpowerGroup	Nancy Creuziger	Present	
20. Marriott International, Inc.	VACANT		
21. Microsoft Corporation	Fernando Hernandez	Present	
22. Motorola Solutions	Lisa Stenglein	Authorized Designee	
23. Nationwide Inc.	Pamela Pesta	Present	
24. Nokia	Mark Artigues	Present	
25. Office Depot/Office Max	VACANT		
26. PepsiCo, Inc.	VACANT		
27. Pfizer Inc	Mike Hoffman	Present	
28. Pitney Bowes Inc.	Laura Taylor	Present	
29. Procter & Gamble	Andy Butler	Notified Absent	
30. Raytheon	Carol Wooden	Present	

31. Robert Half	Kathleen Trimble	Notified Absent	
32. Shell Oil Company	Debra Stewart	Present	
33. The Coca-Cola Company	Lori Billingsley	Present	
34. The Home Depot	Sylvester Johnson	Present	
35. Time Warner Inc.	Clint Grimes	Present	
36. United Airlines	Ruby McCleary	Present	
37. UPS	Estrella Cramer	Present	
38. Verizon	Sandy Nielsen	Notified Absent	
39. Vistra (formerly Energy Future Holdings)	Phil Seidler	Present	
40. W.W. Grainger	Julie Holmes	Present	
41. Walmart Stores, Inc.	Michael Byron	Present	
Leadership Council Members			
42. WBEA	April Day	Notified Absent	
43. WBDC-Florida	Nancy Allen	Notified Absent	
44. WBCS	Debbie Hurst	Present	
45. CWE	Susan Rittscher	Present	
46. WBDC Chicago	Emilia DiMenco	Present	
47. GWBC	Roz Lewis	Present	
48. WPEO-NY	Marsha Firestone	Notified Absent	
49. GLWBC	Michelle Richards	Notified Absent	
50. WBEC West	Pamela Williamson	Notified Absent	
Forum Members			
51. CRC Group, Inc.	Patricia Rodriguez-Christian	Present	
52. ALOM	Hannah Kain	Present	
53. Arbill	Julie Copeland	Present	
54. Banneker Industries	Cheryl Snead	Present	
55. Consumer & Market Insights	Royalyn Reid	Present	
56. Highroad Press	Hallie Satz	Present	
57. JURISolutions	Cindy Towers	Present	
58. MYCA	Patti Massey	Present	
59. Private Eyes, Inc.	Sandra James	Notified Absent	
60. Techway Services, Inc.	Cathi Coan	Present	
Expert Members			
61. Bristol-Meyers Squibb	Farryn Melton	Present	
62. Past Chair Emeritus	Cheryl Stevens	Present	
63. ACT-1 Group	Janice Bryant-Howroyd	Present	
WBENC Staff			
VP, Marketing & Technology	Pat Birmingham	Present	

VP, Certification & Program Operations	Candace Waterman	Present	
Senior Director, Human Resources	Jill Sasso	Present	
Controller	Valerie Bunns	Present	
Regional Partner Organizations			
ASTRA	Janice Greene	Present	
ORV-WBC	Sheila Mixon	Present	
WBEC-PA-DE-sNJ	Geri Swift	Present	
WBEC South	Phala Mire	Present	
WPEO-DC	Sandra Eberhard	Present	
Board of Directors Guests & Representatives			
Shell Oil Company	Ana Kopf	Present	
PepsiCo	Mary McEvoy	Present	
Chevron	Dave Feldman	Present	
Motorola Solutions	Rosa Botello	Present	
(Formerly Raytheon)	Benita Fortner	Present	
Dell	Darlene Owens	Present	

CALL TO ORDER: 1ST Vice Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 9:10am ET

A Quorum was established - see Attendance sheet

Ms. Barbara Kubicki-Hicks:

- Opened the meeting by thanking everyone for traveling to attend the board meeting. Also stated Ms. Theresa Harrison, Board Chair, extends her regrets that she could not be at the board meeting.
- Thanked all board members for their hard work in 2017, as well as Ms. Theresa Harrison, Ms. Pamela Prince-Eason and the WBENC staff. Thanked Ms. Ms. Cheryl Snead and Ms. Patricia Rodriguez-Christian for their work leading the Forum. Also thanked Ms. Roz Lewis and Ms. Emilia DiMenco for their work with the Leadership Council. Thanked all forum members rotating off the board for their service.
- Asked if there were any corrections to the June 2017 Board meeting minutes. There were none.

Following a motion by Ms. Susan Rittscher and a second by Ms. Janice Bryant-Howroyd, the meeting minutes from the June 2017 board meeting were accepted and unanimously approved. There was no opposition; no further discussion.

NOMINATING COMMITTEE REPORT

CLINT GRIMES

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

- Asked board candidates up for election to step out of the board meeting room.
- Recapped November 2016 board approval of new seats, as well as the 2017 board member skill set review. Reviewed process Nominating Committee followed in 2017 of identifying gaps on the current board via the skill set review and recommendations made to the Extended Executive Committee.
- Announced vote for Ms. Mary McEvoy for the open PepsiCo corporate board seat. Asked if there were any questions or concerns. There were none.

Following a motion by Ms. Cheryl Snead and a second by Ms. Debbie Hurst, Ms. Mary McEvoy was unanimously approved; no opposition; no further discussion.

- Reviewed 13 expiring corporate board seats up for election in 2017, stating the Nominating Committee recommends re-election of all seats.

Following a motion by Mr. Bill Kapfer and a second by Mr. Michael Byron, the slate of candidates as recommended by the Nominating Committee was unanimously approved; no opposition; no further discussion.

- Stated the board is appreciative of all board members' continued service.
- Reviewed the Forum and Leadership Council recommended slate of candidates and asked if there were any questions or concerns. There were none.

Following a motion by Ms. Debra Jennings-Johnson and a second by Ms. Julie Copeland, the slate of Forum and Leadership Council candidates as recommended by the Nominating Committee was unanimously approved; no opposition; no further discussion.

- Reviewed board demographics for current board and as proposed.
- Recapped process followed in Nominating Committee recommendations to the EEC for new board seats, including participation levels, Top Corps status and EEC guidance. Shared that the 8 corporations/6 candidates proposed best fit the recommendations and opened a discussion with the board on the proposed new seats.
 - Ms. Farryn Melton asked what the professional roles of the nominees are.

- Mr. Clint Grimes reviewed the individual slides for each candidate in the PowerPoint, noting most are senior leaders.
 - Ms. Debbie Hurst asked if the addition of the 3 seats would impact the ratio of the board seats.
 - Ms. Pamela Prince-Eason stated if the new corporate seats are approved by the board, it would necessitate an increase in Forum and Leadership Council seats. She further stated there are 4 Forum seats expiring this year, one of which was renewed (Ms. Patti Massey who will become 1st Vice Chair of the Forum). Ms. Teresa Lawrence and Ms. Juli Sinnett are filling two of the expiring seats. She further stated the board should consider a strategy in filling the fourth open seat and any additional ones, including adding a larger WBE to the board. She stated she anticipates the need to fill 2 WBE seats and 1 RPO seat in March 2018.
 - Regarding the two additional corporate seats approved by the EEC, Ms. Pamela Prince-Eason shared there are ongoing discussions with Facebook to identify an appropriate person to hold the approved new board seat. She also asked if the board had any concerns in adding D.W. Morgan, a large MBE corporate member, to the board.
 - Ms. Beverly Jennings asked if there was any particular gap an MBE would fill. Ms. Pamela Prince-Eason stated he had a great interest in supporting the Women of Color initiative.
 - Ms. Hannah Kain asked about the past participation level of D.W. Morgan and Ms. Pamela Prince-Eason stated it has been very high and he has supported all WBENC events for the past 5 years, and also supports the Tuck program.
 - Ms. Debbie Hurst asked if he would have limited access in WBENCLink. Ms. Pamela Prince-Eason stated he currently has limited access and would continue to have restricted access.
 - Ms. Laura Taylor stated WBENC should also look at allowing large WBE's to become corporate members and board members moving forward as part of the bigger picture.
 - Ms. Hannah Kain agreed, noting women may not be as assertive in asking for board seats as men. Ms. Pamela Prince-Eason agreed, noting this is the reason for the strategy around adding large WBE's in granting additional Forum seats.
 - Mr. Clint Grimes asked if there were any further comments. There were none. He encouraged all board members to reach out to the Nominating Committee with any further questions moving forward.
 - *Reference November 2017 PowerPoint*

PRESIDENT & BOARD CHAIR REPORT

PAMELA PRINCE-EASON

Full details can be found in Board Book.

- Reviewed highlights of President & Board Chair Report on Board Book, including brand new programs offered in 2017 – Tuck II and the Energy Executive Program. She noted that Tuck II received rave reviews from WBE’s attending, including how grateful they were to bring a key business executive to the program with them. She further noted Shell had given the initial funding for the Energy Executive Program and ExxonMobil, BP and Chevron stepped up also to contribute and collaborate on the program. Thanked Ms. Phala Mire, the RPO partner for the program, as well as NMSDC for contributing scholarships for WBE attendees, and noted every attendee at the inaugural program was given a scholarship.
 - Ms. Debra Jennings-Johnson noted it was a great program and she looks forward to continuing and enhancing it for 2018. She gave special thanks to Ms. Lindsey All for her hard work on the program.
 - Ms. Debra Stewart noted there had been great feedback from the attendees and they had great ideas on how to build it in the future. She thanked her colleagues for supporting the program and thanked WBENC, noting WBENC is the only organization that could have taken the program from vision to execution so quickly.
- Ms. Pamela Prince-Eason then covered new programs planned for launch in 2018 as well as continuations of programs launched in 2017 including the Catapult Program sponsored by Capital One; the Women in Technology Program sponsored by Dell; the Accelerated Leadership Development Program sponsored by Robert Half; the Women of Color Program sponsored by The Coca Cola Company, Essence Magazine Entrepreneurial Village Board and WBEC South; the WBENC Energy Executive Program sponsored by Shell, BP, Chevron, ExxonMobil, NMSDC and WBEC South; and, the WBE Education Program sponsored by Wells Fargo.
 - Noted the Women of Color Program was piloted in 2017 at the Essence event. Ms. Lori Billingsley stated she is excited to provide the grant and partner with WBENC and Essence on the program.
 - Ms. Janice Bryant-Howroyd shared that the feedback was great among Essence attendees. Ms. Pamela Prince-Eason thanked her and stated WBENC as an organization strives to be very representative of women in the marketplace.
- Ms. Pamela Prince-Eason stated WBENC continues to work with Capital One to look at sustainable costs for a smaller office space footprint in the Washington, D.C. area, noting they are currently reviewing 4 spaces in the D.C. area.
- Shared she has traveled extensively in the last half of 2017 due to her support of WBENC accounting functions during the first half of the year in Ms. Valerie Bunns’ absence.
- Stated the WBENC team is now spread across the U.S., allowing the team to represent WBENC in all areas and do more for our constituents.
- Reviewed proposal from Women Impacting Public Policy (W.I.P.P.) to become part of the WBENC network. Noted W.I.P.P is a politically active organization and asked for input from board members on pursuing the opportunity.
 - Ms. Emilia DiMenco noted a large part of what the RPO’s do for WBE’s is advocacy, so the partnership makes good sense. She further stated if W.I.P.P. were not to survive, it could impact WBENC’s mission. She shared the consensus of the Leadership Council is to support the collaboration between WBENC and W.I.P.P.
 - Ms. Pamela Prince-Eason shared that W.I.P.P. is financially stable and supports such programs as *Small Business Saturday* and *Give Me 5* which are complimentary to the WBENC mission.
 - Ms. Janice Bryant-Howroyd added WBENC should position themselves to be inclusive of not only all women, but all political positions.
 - Ms. Beverly Jennings asked how large W.I.P.P.’s membership is. Ms. Pamela Prince-Eason stated the due diligence has not been completed yet, so she could not answer with certainty.
 - Mr. Doug Fisher stated the value proposition is strong and he fully supports the proposition.
 - Ms. Hannah Kain warned the opportunity cost should be considered so WBENC can ensure this would not detract from the organization’s primary mission.
 - Ms. Pamela Prince-Eason stated the next steps would be to work with Jorge to put a Non-Disclosure Agreement (NDA) in place to continue the discussions with W.I.P.P. She asked anyone interested in being part of the due diligence to send a note to Ms. Jill Sasso, and noted she will keep the board updated on the progress of the talks.

- Ms. Pamela Prince-Eason recapped the Nemaocolin Strategic Planning Retreat. Ms. Barbara Kubicki-Hicks shared that the dialogue in the breakout sessions was very robust.
- Ms. Pamela Prince-Eason then updated the board on the re-branding of WBENC, sharing the new logo. She shared that WBENC would be putting the new logos in place right away. She also shared that the WBENC website has recently been fully updated.
 - Ms. Pat Birmingham shared the 2016 Annual Report, the website and the new WBENC logo were all designed intentionally to be consistent with the new color palette.

○ *Reference November 2017 PowerPoint*

TREASURER-FINANCE COMMITTEE REPORT

NANCY CREUZIGER

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

- Thanked Ms. Pamela Prince-Eason and the WBENC Finance Team for their work on the 2018 budget.
- Congratulated all board members on the fabulous work in 2017, noting the current 2017 revenue projection is \$12.2 Million.
- Reviewed YTD October 2017 financial results and 2017 forecast.
- Reviewed 2016 audit results, in which WBENC received a clean opinion. Also reviewed the 2016 Form 990.
- Fully reviewed the proposed 2018 budget, noting the projection is for a 3.9% increase in revenue in 2018. Reviewed revenue by category; membership calculation which includes a 2% projected growth; the 2018 sponsorship breakdown; and, top 2018 expense categories.
- Stated she is very pleased with WBENC’s progress and the 2018 budget.

Following a motion by Ms. Roz Lewis and a second by Ms. Janice Bryant-Howroyd, the 2018 Annual Budget was approved. All in favor; none opposed.

RESOLVED, the 2018 Annual Budget was unanimously approved.

○ *Reference November 2017 PowerPoint*

AMBASSADORS IN ACTION

DEBRA JENNINGS-JOHNSON

- Gave a brief overview of the 2017 Ambassador programming.
- Thanked the 2017 Ambassadors, noting the participation has been incredible.
- Noted Ambassadors are important in terms of retention and encouraged all Ambassadors to make plans to be on the 2018 calls as we have exciting programming planned.

○ *Reference November 2017 PowerPoint*

STRATEGIC PLANNING REPORT

LAURA TAYLOR

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

- Stated for 2018 Ambassador meeting topics, 3 of the C.O.R.E. elements will be launched, so it would be great to highlight those for the Ambassadors in 2018.
- Thanked all members of the Strategic Task Force for their hard work and gave special thanks to Ms. Roz Lewis and Ms. Emilia DiMenco for their leadership in moving the initiatives forward.
- Reviewed WBENC Vision, Mission & Goals as well as the approach to the strategic plan execution shared in all previous updates.
- Reviewed the timeline of the strategic plan execution, starting with the kickoff in late 2014 through expected launches in Q1 2018. Noted the WBENC brand evaluation showed the timing is right to make an adjustment to the national brand, so will be moving forward immediately. Further noted the expectation is to launch the Corporate Onboarding in late Q1 2018. Shared 2 RPO's will be piloting "How to Do Business with the Federal Government" in Q1 2018 and will give feedback to the Leadership Council in March 2018.
- Discussed other items on deck for 2018 include "Putting Your Business Plan Back on the Table".
- Noted the feedback received in the June board meeting on membership structure was that the WBENC network in place today delivers what is needed. Therefore, no immediate changes are planned in this area.

○ *Reference November 2017 PowerPoint*

LEADERSHIP COUNCIL UPDATE

ROZ LEWIS

- Shared the board meeting was her last as Leadership Council Chair and noted she will be passing the baton to Ms. Emilia DiMenco and Ms. Phala Mire.
- Thanked the board for their support and asked for continued support of the Leadership Council and the Forum in order to create a center of excellence.
- Invited the Leadership Council to stand and thanked them for their support.
- Thanked Ms. Cheryl Snead for her leadership of the Forum and stated she admired her leadership.
- Thanked Ms. Pamela Prince-Eason and the WBENC team for their support and thanked Ms. Theresa Harrison for her leadership and guidance.

WOMEN'S ENTERPRISE LEADERSHIP FORUM

CHERYL SNEAD

Full details can be found in Board Book.

- Stated she can see the progress made over the course of 2017 by the board and complimented the new committee report and board book format.
- Thanked the Leadership Council members and corporate members for having breakfast with the Forum.
- Gave a quick overview of the activities in the Forum meeting the day prior, including government programming, marketing and social media, and business continuity planning.
- Congratulated Ms. Patricia Rodriguez-Christian, the new Forum Chair and Ms. Patti Massey, the new Forum 1st Vice Chair.

CLOSING-MEETING ADJOURNMENT

BARBARA KUBICKI-HICKS

- Asked if there were any other items or comments.
 - Ms. Patricia Birmingham reminded everyone that registration is open for 2018 Summit & Salute and advised everyone to register early.
 - Ms. Ruby McCleary encouraged all corporate members to attend the Forum meetings and also encouraged everyone to watch Ms. Cheryl Snead's Ted Talk.
 - Ms. Debra Stewart announced she will be retiring in Q1 2018 and introduced her replacement, Ms. Ana Kopf. Ms. Pamela Prince-Eason noted WBENC will be recognizing both Ms. Debra Stewart and Ms. Estrella Cramer at the 2018 National Conference & Business Fair.
 - Ms. Estrella Cramer announced she will be moving into a new role with UPS and stated her time on the WBENC board has been very meaningful.
- Ms. Pamela Prince-Eason had one additional item to share. She noted 2017 was the first year WBENC took out event insurance. She further shared information about an event attendee injured at the 2015 national conference. She further noted board members may see a footnote in future financial statements regarding this legal liability, although it is not expected to affect the finances due to WBENC general liability policy coverage.
 - Ms. Beverly Jennings noted all board members and WBENC constituents should be on the lookout for any potential hazards and report them right away.
 - Ms. Pamela Prince-Eason noted the same should be done at the RPO events.
- Ms. Debra Stewart asked any board members who attended the NMSDC event in Detroit in 2017 to share any feedback with the WBENC team prior to the 2018 national conference. Ms. Pamela Prince-Eason agreed and stated the WBENC team would welcome any feedback.
- Ms. Janice Bryant-Howroyd expressed thanks to the WBENC network for their support, noting she has been named one of the 100 Most Impactful African Americans by *Ebony Magazine*.
- Ms. Pamela Prince-Eason thanked everyone and wished everyone happy holidays.
- Ms. Barbara Kubicki-Hicks thanked everyone and adjourned the meeting.

MEETING ADJOURNED AT 11:38am ET

**Materials for March 20, 2018
WBENC Board of Directors Meeting**

Nominating Committee Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 March 20,2018

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> Committee met 2/7/18 to review nominations for new board members to current corporate board seats using demographics to understand diversity impact to the board. Committee finalized slate of 7 candidates with approval from the Extended Executive Committee to be presented at March board meeting. 		

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

- Charter
- Application
- Committee Timeline

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> No activity to report 		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none">• During the 2/7/18 meeting, the committee discussed the 2017 corporate board member scorecard pilot and began the process of revising the scorecard for use in 2018.		

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 Oswald, UPS

Forum Nominations for Board Seats (1):

- Patti Winstanley, Aztec Promotional Group

Current Open Corporate 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-Nov 2017)



Oliver Turman
Director, Supplier Diversity
AT&T

Oliver Turman, Director AT&T Supplier Diversity is responsible for continued growth of AT&T's world class Supplier Diversity Team. He 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. The AT&T supplier diversity team continues to find innovative new approaches to increasing diversity spend, even in traditionally difficult areas.

Mr. Turman has over 25 years of procurement experience including nine years as an acquisition professional in the military and over 15 years' experience with AT&T. Mr. Turman was assigned to work for Martin Marietta Astronautics (now Lockheed Martin Space Systems) in Denver Colorado. Upon completion of the EWI program, Oliver was assigned as a Procurement Instructor where he developed and executed the first distance learning course for the Air Force System's Acquisition School. Upon completion of this assignment, Mr. Turman left the military to work for SBC (now AT&T). With AT&T, Mr. Turman has held a variety of positions including contract manager for network voice switching systems, acting Director for AT&T's Outside Plant contracting team and Director for AT&T's IT software contracting team.

Mr. Turman, a native of Colorado Springs, Colorado, graduated from the United States Air Force Academy with a Bachelors of Science degree in Biology. He obtained his Master of Business Administration degree from Webster University. Oliver is married, has three children and currently resides in Allen, Texas.



Jacklyn Watt
Director, Supply Chain Sustainability
Ford Motor Company

DIRECTOR, SUPPLY CHAIN SUSTAINABILITY

10/2017 - Present

Responsible for development and implementation of Ford's Supply Chain Sustainability global strategy across supplier diversity, human rights, conflict minerals and environmental matters

SENIOR PURCHASING MANAGER, INDIRECT PURCHASING – ASIA PACIFIC

2/2014 – 3/2016

Based in Shanghai, China, led Asia Pacific Purchasing team for all Marketing, IT, PD and Construction commodities. Responsible for nine core countries in Asia Pacific plus emerging marketing.

PURCHASING MANAGER, INDIRECT PURCHASING – ASIA PACIFIC

2/2011 – 2/2014

Based in Shanghai, China, led Asia Pacific Purchasing team for all Marketing, Sales, Service and Communication commodities. Responsible for centralizing the Purchasing functions across nine markets in Asia Pacific.

BUYER - AUSTRALIA

6/2006 – 2/2011

Based in Melbourne, Australia, served in various Buyer roles across body & exterior production parts, service parts and indirect services.



Paris Pavlou
Executive Director, Indirect Purchasing and Supplier Diversity
General Motors

Paris Pavlou currently serves as the Executive Director of Indirect Purchasing and Supplier Diversity, as a part of GM's Global Purchasing and Supply Chain organization.

He 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.



Carrie Jacobson
Vice President, Technology Services
Office Depot

Carrie Jacobson is a Senior Technology and Marketing Leader with extensive experience in Program, Portfolio, and Product Management — delivering innovative solutions that help companies thrive. With deep expertise in Marketing, Mobile Strategies, Retail, and Digital Transformations, she leads diverse teams in the production of winning results through finely-tuned business acumen and a resolute drive to connect.

As a seasoned and analytical manager, Carrie tackle challenges by first calculating known risks, and has worked extensively with finance teams to create tenable and revenue-generating solutions. The trajectory of her career with Verizon was driven by a tenacity to build the best platforms for success across the wireless industry.

At the heart of her long-term success is the development of strong and prosperous business relationships across industries and beyond borders. She is very proud of her reputation for being a true team leader and mentor — propelling an ongoing “bench” of employees and mentees to achieve aggressive career goals.

Carrie joined Office Depot on August 30,2017 in the new role of VP, Tech Services. Her responsibilities include driving Office Depot transformation of technology services, leading the team who will develop and design strategy, and planning and executing programs that will establish Office Depot as a tech services leader. She will also lead the cross-channel strategy for programs to drive tech services penetration in collaboration with Retail, BSD, and eCommerce teams to create demand and drive customer retention.



Maryane Chapman
Sr. Director, Operations, Planning and Data Management - Global Supply Chain and Procurement
Pitney Bowes

Maryane is currently is a member of the Global Supply Chain senior leadership team at Pitney Bowes. Maryane is accountable for Global Supply Chain operational reporting, analytics and metrics, controls and compliance, supply chain data management, and change management. Maryane and her team have global accountability for program management of over 400 projects annually delivering savings, risk mitigation, and revenue enablement to the business.

Prior to her current role, Maryane was Senior Director of Innovation Delivery, responsible for new solution development and deliveries in the Small Business Segment, in partnership with cross-functional teams, including Product Management, Hardware, Software and Systems Engineering, Supply Chain, Product and Digital Marketing, Sales Operations, Service and Support. Maryane also recently led the Program Management Office for the Company's Enterprise Business Transformation initiative, which implemented a single end to end ERP platform. Through Maryane's career she has led teams delivering multiple new products to market globally, both internally developed, and through 3rd party partnerships.

Maryane has also held a number of Global Portfolio and Program Operational leadership roles leading prioritization of budgets in partnership with Division Vice Presidents and Finance, tracking over 1000 projects a year, and leading projects responsible for benefits realization in excess of \$250M over several years.

Maryane holds a BEng (Hons) in Mechanical Engineering, Management and French, from Imperial College of Science Technology and Medicine in London. She also maintains Chartered Engineering Status and holds a post graduate advanced certificate in marketing from the Chartered Institute in Marketing.



Ana Kopf
Manager, Supplier Diversity & Diversity Outreach
Shell Oil Company

Ana graduated from Texas A&M University in 1991 with a Bachelors Degree in English and Spanish and in 1993 with a Masters Degree in Management. After an internship with Shell Oil Company, Ana joined Shell Exploration & Production as a Human Resources Analyst in 1993. Her initial assignments included providing HR support to onshore domestic operations in Texas, Louisiana, Colorado and Alaska. In 1999, Ana transferred to Equiva Services LLC, where she helped develop HR Policies and Programs and provided HR support to the Corporate Centers of the joint companies. Ana moved to Southern California as the HR Manager of the Shell Los Angeles Refinery in 2003.

In January 2006, Ana moved to The Netherlands to become the HR Manager, Standards & Delivery, and later the Vice President HR Standards & Compliance when she took on the role of Functional Compliance Officer for Human Resources. During this time, Ana was an active Girl Scout volunteer and served as leader for the Cadette/ Ambassador/Senior troop at the American School of The Hague. She was presented with the Outstanding Leader Award, Girl Scouts USA Overseas – North Atlantic for her work on the overseas committee and commitment to Girl Scouts in The Hague.

Ana returned to Houston in August 2011 as the Regional Recruitment Manager for the Americas. Ana joined the Board of Directors for the INROADS South Central Region in 2012 and was appointed Chair in 2015. Since 2015, she has also served on the INROADS National Board of Directors. INROADS develops and places talented underserved youth in business and industry and prepare them for corporate and community leadership. In 2016, Ana received the INROADS Frank C. Carr Servant Leadership Award for her continued support and commitment of the INROADS South Central Region.

Most recently, Ana served as the HR Project Manager for the Shell-Motiva Separation. She led HR work streams in the successful Integration of 1800 employees to Shell and Separation of 2200 employees to Motiva and was the HR Integration Lead on the Business/Function Project team.

Ana is married with two children, Ashley and George. Her free time centers around family activities, swimming and scouts. She enjoys reading, baking, and traveling.



Kris Oswald
Director of Supplier Diversity
UPS

Kris Oswald is a leader in global business process design and organizational transformation. With more than 28 years at UPS, Kris has built a career designing and executing global organizational change. As the Director of Supplier Diversity at UPS, Kris brings a unique perspective to the role. In addition to being passionate about expanding opportunities for diverse suppliers to transact with UPS, Kris brings experience from across the UPS enterprise identifying where results fall short of desires and redesigning metrics, processes and systems to better achieve goals.

Prior to her current role, Kris had responsibility to execute, and then to 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, Kris has opened and operated UPS offices in the US, Europe, Asia and Africa.

From the beginning, Kris has sought new challenges and opportunities within UPS, continually raising the bar for herself and the organization. She has a BA in Political Science from the University of Washington, is an alumni of Emory University's Executive Education program, and holds multiple process and project certifications.



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. With locations in Austin, Dallas, Waco, and Tucson, Aztec has grown to 100,000 square feet of manufacturing space, with the capability to produce orders of any size. Through their software division, Aztec's proprietary CRM system and Axial Commerce, an employee engagement software program which includes a uniform program, have been developed.

Patti 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.

Patti served as Vice Chair for Small Business for the Greater Austin Chamber in 2015, works with the Arizona PTAC office in their Boots to Business program, and is Co-Chair of the Austin ISD, Reagan Early College High School Community Advisory Committee, where she was part of the team that brought the Early College program to Reagan.

Board Chair & President's Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

Activities since November 2017: *Additional information can be found in Individual Committee reports.*

Governance, Board Management and Strategic Focus:

- Jill Sasso prepared March agenda and board book. Pamela Prince-Eason reviewed/prepared update materials for Extended Executive Committee Meetings, this Board Meeting and attended Finance Committee calls. In February 2018 we conducted a New Board Member Conference Call to discuss expectations with new Board Members. Theresa Harrison led monthly Extended Executive Committee Meetings and attended Finance Committee monthly calls.
- Significant focus during this time period on year-end financial reporting, sharing the 2018 Budget and billing of Membership and S&S sponsorships. I am pleased to share that we anticipate better than breakeven performance for 2017 and meeting the budgeted profit amount for Summit & Salute.
- Laura Taylor has joined the WBENC Team and continues to lead the current phase of the Strategic Planning process addressing the full WBENC network governance and structure. She and Candace Waterman have advanced work with the Leadership Council during 1Q-2018.
- The Jan 1, 2018 launch of the new WBENC logo came with brand guidelines that were implemented on wbenc.org, as well as across many social media platforms. WBEC-Pacific (previously ASTRA) and WBEC-South are in the process of re-branding under this guideline. WBEC-West, WBEC-East (previously WBEC-PA, DE, sNJ) and ORV are beginning discussions to re-brand.
- The Women-Owned Logo, ActIntentionally and Hes4Shes strategies have been planned for 2018.
- The WBENC evaluation of synergies with Women Impacting Public Policy (WIPP) has been completed. A full update will be discussed at the March Board Meeting.
- The WBENC Team and Board Chair met in Nashville, TN in January 2018 to do the team's 2018 strategy implementation planning. In addition to planning, the 2020 S&S venue was evaluated and the team toured the Nissan Manufacturing Plant.
- Cheryl Stevens and Jill Sasso held 2 important discussions with ENCORE Leaders to define purpose and priorities for 2018.

Operational Excellence:

- The 4th Qtr. 2017 Supplier Diversity Professional Series webinar was entitled: Dimensions of Supplier Development and Engagement. Thank you to Board Member Nancy Creuziger and her team for providing a wonderful session that received extremely positive feedback.
- The WBENC team has done significant work in preparing for 2018 S&S and planning for the National Conference & Business Fair. We have also finalized locations for the 2019 and 2020 events. We are proud to share that 2019 S&S will be in Houston, TX; 2019 NCBF will be in Baltimore, MD; 2020 S&S will be in Nashville, TN and 2020 NCBF will be in Atlanta, GA.
- The WBENC Network continues to take a proactive role to ensure timely and successful implementation of a viable process (by the SBA) for WOSB 3rd Party certification. We are now awaiting notification by the SBA that final comment (60 day) on a new rule will begin. It was anticipated that the rule making would be complete near year-end 2017. THIS ITEM IS STILL UNDERWAY THOUGH NOT PROGRESSED BY SBA. WE CONTINUE TO MONITOR.
- The WBENC team (led by Andrew Gaeckle) has notified all America's Top Corporations for Doing Business with WBEs and the team has finalized panels and the awards process that will occur at Summit & Salute. Congratulations to all of America's Top Corporations!
- We have already launched 3 of the new programs that are occurring in 2018. Wells Fargo sponsored Growth Program is kicking off in Dallas, on March 19 with 12 WBEs, Capital One sponsored Catapult Innovation Program is kicking off in Dallas, on March 20 with 10 WBEs and the Robert Half Accelerated Leadership Development Program kicks off on April 16 at Nemacolin with 40 participants made up of WBEs, RPO leaders and WBENC staff.
- We have planned an impactful Women of Color Outreach Program to be conducted on Monday, March 19 from 11 a.m. – 2 p.m. RPO WBCS will be participating in this program to allow us to educate our attendees through this Coca-Cola Company sponsored program, as well as, recruit potential WBEs into the WBENC network. Thank you to Debbie Hurst, WBCS, Board Members and Top Corporations based in TX who assisted in marketing and attracting participants to this program.
- Jill Sasso and Mona Amin are executing a *WeInnovate!* session at Summit & Salute. There are many “new” presenters with interesting solutions selected to meet with our Top Corporation leaders. They are also leading a NextGen recruiting and meeting session on March 19 & March 20. Our NextGen activities are picking up attention for the network.
- Capital One continues to support our effort to assess WBENC space (facility) needs for the time period after our current lease expires in December 2018. A renovation option in our current space has been identified as our preferred solution. This is currently being technically designed and priced for final decision. Expected in late March or early April.

Public Representation of WBENC:

Media interviews:

Significant media partner and PR coverage of:

1. 2018 Summit & Salute and WBE Sponsors of Ampcus and ASAP, as well as ads promoting National Conference & Business Fair.
2. Coverage of WBENC role in advancing women's business growth along with Press Releases and inquiries related to our newly launched Energy Development Program, International Women's Day and as related to America's Top Corporation awardees.
3. Significantly enhanced strategic focus and active social media usage by WBENC staff. Please see Pat Birmingham's update in the Marketing Committee work regarding our WBENC blog and refreshed WBENC.org website.

Partner Meetings and Events:

1. Continued participation and promotion of the National Women's Business Council (NWBC) Quarterly Public Meetings.
2. Amanda Zack, Pamela Prince-Eason and many of the Women of Distinction attended EY's Strategic Growth Forum in November 2017. Thank you to Theresa Harrison and the EY Winning Women Team for their inclusion of our network in this important education and networking week.
3. Discussion continues with Janice Green, Candace Waterman and Pamela Prince-Eason routinely talking to ensure a successful transition from ASTRA and founding leadership to the current WBEC-Pacific structure.
4. Pamela Prince-Eason, several staff and several Board Members attended the AIDC Women's Annual Hall of Fame in Dallas in December 2017.
5. Pamela Prince-Eason and Candace Waterman hosted Elizabeth Vasquez and her team for a year-end partnership discussion in December 2017.
6. Members of the WBENC team were honored to attend a WBEC South TN outreach event in January 2018 while in Nashville. A very special thank you to WBE Joan LaGrasse of Imagen who hosted this wonderful event and great job to Phala Mire.
7. Jill Sasso, David Gifford-Robinson and Nettie Teter supported 1Q events at WBCS.
8. In February 2018 Pamela Prince-Eason participated in discussions regarding potential collaboration with the Department of Energy's Office of Diversity & Inclusion. Opportunities are being discussed with DOE, WBENC and members of the Energy Advisory Board.
9. Mia Delano attended diversity training with Corporate Supplier Diversity leaders in February 2018.
10. Theresa Harrison, Pamela Prince-Eason and WBENC Team members and WBEs along with Susan Rittscher and CWE Team members and WBEs and Patricia Rodriguez-Christian, WBENC Forum leader, coordinated activities for network members participating in the Rhode Island Memorial Service for Board Member Cheryl Snead of Banneker Industries.
11. Pamela Prince-Eason has been supporting the Executive Transition Management team of WBEC-East (previously WBEC PA-DE-sNJ) and traveled with the new RPO team to Pittsburgh, PA for matchmaking and engagement in that area. Additionally, attended corporate meeting and board meeting in February 2018. A special thank you to Highmark for hosting the day's events and to River's Casino for hosting the evening "Meet the Presidents" reception. Both were very well attended.
12. Pamela Prince-Eason and Candace Waterman attended the 2018 Strategic Planning Retreat of Women Impacting Public Policy (WIPP) in February 2018.
13. Theresa Harrison and Candace Waterman supported the March 2018 Annual Awards Program presented by WPEO-NY and DC.
14. Theresa Harrison and Candace Waterman participated in Women's History Month activities led by the US Women's Chamber of Commerce Foundation. Candace led a table discussion on Benefits of Certification. Thank you to Theresa Harrison for connecting WBENC with the USWCCF.
15. Pat Birmingham and Jill Sasso attended the Enterprising Women conference and accepted the Hall of Fame induction award for Pamela Prince-Eason in March 2018.

Meetings & Events with WBENC Members:

1. **Adient** – Andrew Gaeckle and Pamela Prince-Eason continued discussions regarding 2018 NCBF Student Program and New “Mogul” Program that is training for Middle School students in entrepreneurship.
2. **BMS** – Pamela Prince-Eason and Farryn Melton discussed BMS/WBENC relationship in DC in January 2018.
3. **Capital One** – Mona Amin met monthly with the Capital One team to finalize all requirements for the 1Q launch of the Catapult Program.
4. **Dell** – Candace Waterman participated in meetings with the Dell team to finalize the plan and curriculum for the launch of the IT industry focused training that will occur in 3Q-2018.
5. **Delta** – Pamela Prince-Eason was the keynote speaker for the 2018 Delta Diversity & Inclusion Awards.
6. **ExxonMobil** – Pamela Prince-Eason and Mia Delano met with Joann Jordan for partnership discussion and priorities for 2018. Joann also observed a portion of the WBENC Team planning retreat.
7. **Facebook** – Pamela Prince-Eason and Candace Waterman met with FB in Washington, DC to plan 2018 support of WBENC.
8. **FedEx** – Pamela Prince-Eason met with members of the FedEx Procurement and Diversity teams in the DC office. Great planning between the 2 organizations on priorities for 2018.
9. **Nissan** – Pamela Prince-Eason met with the Supply Chain leadership team and Supplier Diversity Team to discuss the Nissan/WBENC partnership. The following day Nissan hosted the WBENC team for a 2-hour manufacturing process tour. This was extremely beneficial for the WBENC team.
10. **Nokia** – Pamela Prince-Eason, Jill Sasso and Mark Artigues met with the new Procurement Leader Mark is working with to discuss 2018 priorities and interests.
11. **Verizon** – Mona Amin and Pamela Prince-Eason presented the New “Mogul” Program that is training for Middle School students to Verizon Foundation for consideration for funding at NCBF.
12. **Robert Half** – Continued discussion and planning for 2018 WBE Leadership Development Program by Lindsey All.
13. **Shell, BP, Chevron and Exxon Mobil** – Continued discussion, debriefing of 2017 program and planning for 2018 program occurred during 1Q-2018 led by Lindsey All.
14. **Wells Fargo** – Pamela Prince-Eason finalized the selection and planning for launch of the Wells Fargo Growth Program with Wells Fargo team in Dec 2017 - Feb 2018.

Upcoming Events:

- CVS Health Diversity 2020 Summit – Pamela Prince-Eason and Laura Taylor
- UN Women Inclusion Input Summit – Laura Taylor
- Michelle Richard’s April 2018 event – Candace Waterman
- Coca-Cola 2018 Partners in the Promise Awards event – Pamela Prince-Eason
- Sessions begin with Robert Half in April 2018
- Sessions planned with Capital One in April, May and June 2018
- Sessions planned with Wells Fargo in June 2018

Finance Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<p>The Finance Committee had a conference call on January 29, 2018 to review the preliminary, unaudited 2017 Financial Statements. Highlights from this meeting include:</p> <ul style="list-style-type: none"> • WBENC's unaudited net income for 2017 was approximately \$7,600. • Total Revenues for 2017 were approximately \$12.26MM. • Total Expenses for 2017 were approximately \$12.25MM. • WBENC continues to have good liquidity with a cash balance of \$4.62MM at 12/31/17, which is \$115k higher than at 12/31/16. • Accounts Receivable at 12/31/17, net of the allowance for doubtful accounts, was approximately \$1.15MM. <p>The Finance Committee had a conference call on February 26, 2018 to review the January 2018 Financial Statements. Key points from this meeting include:</p> <ul style="list-style-type: none"> • Total revenues as of 1/31/18 are \$5.80MM. This represents 46% of the total 2018 revenue budget of \$12.72MM. • Total expenses as of 1/31/18 are \$790k. It is normal for the expenses to be low at this point of the year because WBENC's signature events, Summit & Salute and NCBF, expenses will be incurred by July 2018. • The cash balance at 1/31/18 was \$5.79MM, which is \$109k higher than at 1/31/17. • Accounts Receivable at 1/31/18, net of the allowance for doubtful accounts, was approximately \$2.48MM. • Regarding the 2018 events, WBENC has received sponsorship commitments totaling \$1.12MM for Summit & Salute and is on track to meet its sponsorship goal for the NCBF. 		

GOAL 2: Build a 2019 budget/finance plan that accounts for WBENC's short-term and long-term strategic goals.

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

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

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> WBENC has received a proposal from Bank of America to move excess cash balance to an interest-bearing account and is reviewing it. 		

Audit Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

GOAL 1: Oversee completion of the 2017 audit.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Preliminary audit fieldwork was performed on December 12, 2017. • An Audit Committee meeting is scheduled for March 2018 to prepare for the 2017 audit. This meeting will include Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager from Councilor, Buchanan, and Mitchell (CBM). • The remainder of the audit fieldwork is scheduled to occur April 23 – 27, 2018. • A draft of the audit report is expected in June 2018. 		

GOAL 2: Oversee completion of the 2017 Form 990.

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The 2017 Form 990 will be completed by WBENC’s audit firm, reviewed by the WBENC staff, and then reviewed by the Audit Committee before submission to the IRS. This satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return. • WBENC plans to file the 2017 Form 990 by August 31, 2018 which is the due date when a 3-month extension is requested. 		

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

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

Leadership Council Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> As of 2-15-2018, there were 14,463 certified WBEs. As of 2-15-2018, there were 4,945 certified WOSBs. As of 2-15-2018, there 544 Regional Corporate Members. 		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> As of 2-15-2018, there were 19 regional events held with 527 total participants across the WBENC Network. 		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The LC and WBENC Network Task Force participated in a March 2018 work session focused on developing content and finalizing the standardized programming that is core the CORE which will be delivered across the WBENC Network. <ul style="list-style-type: none"> *Finalized content for <i>WBE Onboarding</i> which will be implemented April 2018. *Discussed and shared current content used at the regional level for <i>Your Business Plan</i> programming. *Two RPOs, WBEC-West and WPEO-DC, conducted training for <i>How to Do Business with the Federal Government</i> and shared their experience with the LC. Modifications will be made to the programming based on the feedback and then disseminated for use across all RPOs. 		

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

GOAL 1: WBE Participation and Diversification.

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
Accomplishment: The Membership Team is coordinating the March NO HOST Dinner for Monday, March 19 th at the Hilton Anatole, to allow time for WBEs to socialize with each other the night before the Forum Meeting. We expect (40+) WBEs to participate in the dinner. The Forum will also host its second WBE2WBE Connections at the March meeting. Additionally, the Forum Chair will be speaking to the NextGen group at their meeting and welcoming them to attend the Forum meeting and Keynote later in the day.		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<p>Accomplishment: The Forum will host a workshop during their March meeting conducted by Chala Dincoy on the topic of <i>Pitches That Leave A Lasting Impression With Buyers</i>. She is a national expert on teaching business owners how to best approach procurement professionals, based on her 20 years as an executive with Fortune 500 companies. The Forum Domestic Team will assist Chala in facilitating a roundtable exercise.</p> <p>Accomplishment: The Forum is also reviewing potential keynotes for the afternoon session. As a balanced approach to programming, the speaker’s topic will be centered on leadership and personal development.</p> <p>Accomplishment: At the beginning of the year, the Forum was extended an invitation, through Forum First, to participate in one of several new WBENC executive education programs.</p>		

GOAL 3: Goals: Governance/Communications

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<p>Accomplishment: The Forum kicked off their Q1 Forum meetings in January and February with three official calls: Leadership of the Forum, Forum Leadership Team, and Forum Representatives. The Leadership of the Forum has ensured smooth transition of leadership positions, created a new communications plan, and have focused on setting a 2018 Forum calendar to outline all Forum related activities.</p>		

Corporate Membership & Revenue Generation Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • \$4,144,000 invoiced = 92% Goal. • 93% Renewals achieved. <ul style="list-style-type: none"> ○ Working with Ambassadors to leverage renewals. • Ongoing relationship management by BD team/CRMs. 		

GOAL 2: Acquire New & Rejoining Members.

- 2017 37 New Members, 6 Rejoining

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • 10 New Members. • 5 Rejoining Members. • Ongoing assignment of WBENC CRMs with every Member. • Ongoing assignment of Ambassadors with New Members, as needed. 		

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

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

US Programs Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

GOAL 1: Support Summit & Salute Programming.

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

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

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Tier II webinar in progress – topics identified for WBEs and corporate members to refine content. • Survey developed to gain greater insights into constituent needs. 		

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

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

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

Global Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Global committee created sub-committees to begin the development of NCBF workshop content 		

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The Global sub-committee is working on a new mechanism for gaining information and insights from WBENC corporate members who are doing business globally which will assist WBEs who are or desire to do global business. 		

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none">The Global Committee, WBENC Leadership and WEConnect are working together to encourage WBES who desire to do business globally to attend and participate in the WEConnect events.		

Marketing, Communications & Brand Management Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

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

2018 Progress to Goal

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

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Incorporated feedback from 2017 in person meetings & calls to get better engagement with our constituents (blog templates, new media kits) • Completed a review of the WBENC web site to ensure materials are up to date and relevant • Redesigned WBENC.org homepage and key landing pages to align with new branding, improve access to key content, and better articulate mission and vision of WBENC 		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • Brainstorming on NCBF session to highlight CMOs. • Assessing availability of CMOs to participate. 		

National Certification Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 20, 2018

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> The WBENC Standards and Procedures are being reviewed and updated for clarity as part of the annual review process. A sub-committee has been formed to conduct discovery work on providing multi-year certification. 		

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

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

2018 Progress to Goal		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> The program was formally instituted 9-15-2011 and as of 2-15-2018, there were 4, 945 certified WOSB firms. The Government sub-committee has completed the draft charter and begun discovery work on the current WOSB landscape and current WBENC national and regional members who are Government Contractors in order to develop a Government outreach strategy for the WBENC Network. 		

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

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

<i>2018 Progress to Goal</i>		
March 2018	June 2018	November 2018
<ul style="list-style-type: none"> • The pilot program for use of technology for recertification site visits was successfully launched and utilized in the areas of devastation caused by hurricanes Irma and Harvey, and the California wildfires. • Conducted initial meeting in February 2018 with B2G, the WBENCLink2.0 platform provider, regarding the Phase 2 enhancement list which is a compilation of feedback from all RPOs, WBE and corporate member feedback and WBENC Certification Team input. 		

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

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

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

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

Training	2018 Progress to Goal		
March 2018	June 2018	November 2018	
<ul style="list-style-type: none"> • As of 2-15-2018, delivered 1 Live Meeting Session (January) with 13 RPO Certification Committee Members. • As of 2-15-2018, delivered WBENCLink training for both certified WBEs and all corporate members with 41 participants. • B2G delivered technical “How to Complete the Online Application” sessions as a service to WBENC (January -February) for 32 new WBENCLink2.0 users. 			

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