

# Board Chair & President's Report

Women's Business Enterprise National Council  
Report to the WBENC Board of Directors  
March 11, 2019

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

## **Governance, Board Management and Strategic Focus:**

- **The WBENC Extended Executive Committee held a 2 ½ day strategic planning retreat in February 2019. Discussions focused on a review of the purpose of each Board Committee, as well as, the strategic direction for each committee to be used for 2019-2021 goal setting. Barb Kubicki-Hicks will provide an overall update of EEC discussion, decisions and planned actions. Bulleted items to be covered during the March Board Meeting include:**
  - **Certification Committee and Sub-team Process Review of USVCC Veteran Certification Request to WBENC – EEC voted to accept the recommendation of the Cert Review Team. Communication was made to Board Members to ensure no concern existed. None did so Pamela Prince-Eason, Laura Taylor and Pat Birmingham met with USVCC to educate them on our findings. They were extremely grateful for the information sharing we had and all parties felt this was the best decision for both WBENC and USVCC. Potential other income generation options surrounding WBENC's certification expertise will be reviewed and discussed in the future by the WBENC Certification committee.**
  - **Pat Birmingham and Bev Jennings presented interest in a CMO engagement/advisory strategy. EEC concurred with this direction and also requested a review of an Employee Resource Group engagement/advisory strategy as well.**
  - **EEC Review of Scope of Summit & Salute new design with a focus on the new Business Lab Format. Excitement exists for the direction of this form of engagement.**
  - **EEC was updated on the Planet Mogul "National Student Future Ready" Day that we will co-sponsor on 09/09/2019. Board members will also be given first option to lead programming segments at both the Baltimore National Conference & Business Fair (June, 2019), as well as, at the National Corporate Member Meeting support of Planet Mogul in September 2019.**
  - **EEC brainstormed topics for 2019 National Corporate Member Meeting Agenda. The final topics will be solidified by June 30, 2019.**
  - **Full committee structure review – Jill Sasso to report out on decisions/directions.**
  - **Planned Disclosure Process for Board and Executive Committee participation in competitive organizations Board and/or Executive Committee.**
- **Jill Sasso prepared board meeting agenda and board book. Pamela Prince-Eason reviewed/prepared update materials for Extended Executive Committee Strategic Retreat, this Board Meeting and attended Finance Committee calls. Theresa Harrison led monthly Extended Executive Committee Meetings and attended Finance Committee monthly calls. Theresa Harrison, Barb Kubicki-Hicks and Pamela Prince-Eason successfully transitioned roles to activate Barb as Board Chair as of January 1, 2019. Theresa has become Immediate Past Chair and is also the Board's Treasurer and Finance Committee Chair.**
- **Significant focus during this time on year-end close and overall financial reporting, pre-work done with external auditors in preparation for 2018 Audit (to begin in April) and Financial System improvements. Improvements included CRM/GP Connector, implementation of ExpensAble (an AMEX fed expense reporting system to ease workload) and planned implementation of TimeStar time tracking (April 2019). 2019 Budget is implemented and YTD tracking is**

underway with planned investments to support WBENC Business Lab implementation. These planned investments will cause overrun of expenses against the budget in the first ½ of year, however, planned success and other expense reductions are anticipated to cover the investment in 2019.

- The Women Owned Logo Program continues to progress with exposure at SXSW just last week. Great new support from Kroger as part of International Women's Day. Visit the Women-Owned Pop-up Shop at the Tuesday Night "Welcome to Houston" Reception.
- Hes4Shes strategy for 2019 being implemented. At S&S the focus on "Unconscious Bias" begins and continues during the National Conference & Business Fair in June 2019. Many thanks to Doug Fisher and Corey Smith for the great sessions planned this week.

### **Operational Excellence:**

- The WBENC team has done significant work in planning for 2019 S&S, National Conference & Business Fair and September 2019 National Corporate Member Meeting. Main focus during this time has been planning/testing/implementing new Event Strategy focused on Business Lab Model. Additional focus continued on all aspects of S&S specifically:
  - Stars Recognition
  - Top Corporations for Women's Business Enterprises Recognition
  - Matchmaking
- (Cont. from previous reports) The WBENC Network continues to take a proactive role to ensure timely and successful implementation of a viable process (by the SBA) for WOSB 3<sup>rd</sup> Party certification. We are now awaiting notification by the SBA that final comment (60 day) on a new rule will begin. It is still anticipated that the rule making will be complete near year-end 2017. (Latest update is planned implementation by year-end 2019.)
- I am pleased to report that our partnership with Robert Half designed to impact WBE leadership skills was a success in 2018. Due to this success Robert Half is expanding their involvement in 2019 and we will be hosting TWO 1-week long *Advanced Leadership Development Programs* in the 2<sup>nd</sup> half of 2019. One will operate from the East Coast and one from the West Coast to ease travel costs and travel time.
- I hope you will recall that in 2017 we launched our 1<sup>st</sup> successful *Advanced Tuck Program* in conjunction with Tuck and IBM. Due to that success IBM is expanding its support and we are conducting this program again in 2019. Our Oil and Gas Board Members (BP, Chevron, ExxonMobil and Shell) have now partnered with us for 2 successful Energy Executive Development Programs and are committed for 2019 as well.
- We are expanding our efforts in two areas. First, our Women of Color Outreach Program was deemed successful by both WBENC and our initial funding sponsor, The Coca-Cola (TCC) Foundation. This success has led to continued funding by TCC for 2019. Walmart and Southern California Edison have also signed on for significant involvement and there is much interest in expanding our efforts across the network. And second, we continue to innovate with the owner of Planet Mogul and this year have tremendous support for Planet Mogul at the National Conference & Business Fair and for a special launch of National Student Future Ready Day (9-9-19) which will be held one day before the WBENC National Corporate Member Meeting.
- In 2019 we are honored to have been included as the Non-Profit Partner for the Disney Institute's Women's Leadership Summit that will be held in Orlando from June 4 to 6, 2019. This event is not only for women—but for anyone who wants to champion change on behalf of women. WBENC is proudly featuring Ann Ramakumaran (CEO, Ampcus, Inc.) as a keynote speaker and Chala Dincoy (The Repositioning Expert) will be leading workshop sessions on messaging, pitch and branding. Powered by Disney's unique brand of storytelling that brings to life over 60 years of business insights and time-tested principles alongside learning from Disney leaders, the Women's Leadership Summit is a transformative experience designed to inspire action as well as lasting memories. Gain the motivation and skills to aspire higher and learn ways to accelerate your growth as a leader.

## Public Representation of WBENC:

### Media interviews:

Significant media partner and PR coverage of:

1. 2019 Summit & Salute, America's Top Corporations for Women's Business Enterprises and 2019 Women's Business Stars.
2. Coverage of WBENC role in advancing women's business growth along with Press Releases and inquiries related to our many WBE Development Programs.
3. Significantly enhanced strategic focus and active social media usage by WBENC. Continued growth being seen in overall social media penetration with increased activity driven through our Women-Owned Logo Campaign.

### Partner Meetings and Events:

1. Jill Sasso and Pamela Prince-Eason supported the December 2018 AIDC Hall of Fame Event in Dallas, TX.
2. Jill Sasso, Laura Taylor and Pat Birmingham participated in the WPEO-DC Annual Breakthrough Breakfast in Washington, DC.
3. Pamela Prince-Eason was re-appointed to the National Women's Business Council and began participation in NWBC monthly calls and planned quarterly meetings.
4. Jill Sasso supported the WBCS Parade of Stars Gala in Dallas, TX in January.
5. Pamela Prince-Eason attended 2 day Supplier Diversity Conference Board meetings to discuss WBENC strategies and future direction.
6. Partner discussion with USVCC to respond to request for support.

### Meetings & Events with WBENC Members:

- **American Express** – Pamela Prince-Eason and AMEX Team discussed 2019 collaboration for support and new involvement.
- **AT&T/Time Warner** – Pat Birmingham supported Clint Grimes with a Pre-Production and Post-Production Supplier Outreach Event for the purpose of promoting certification.
- **Cummins**– Jillian Schneeberger and Pamela Prince-Eason hosted Cummins in the DC office for an update on the Cummins Supplier Diversity Strategy and WBENC's strategies/directions to support Corporate Member needs.
- **Cummins, Southern California Edison, The Coca-Cola Company and Walmart** – Held kick-off of Women of Color Steering Committee to provide advisory support and direction for the 2019-2020 Programming.
- **Disney Institute** – Pat Birmingham leading WBENC participation in routine calls to plan Women's Leadership Conference that will occur in June 2019.
- **Exxon Mobil** – Jillian Schneeberger and Pamela Prince-Eason held discussions with Doug Fisher to ensure appropriate planning for 2019 Hes4Shes programming focus on "Unconscious Bias."
- **FedEx** – Was interviewed to provide input to the FedEx Materiality Study. WBENC's delivery model aligns strongly with the goals and objectives of FedEx.

- **Kroger** – Discussion and planning in order to support Kroger’s focus on International Women’s Day. Angel Colon supported a focus on “women-owned” across their national platform.
- **MGM** – Pamela Prince-Eason supported a cross-functional strategic planning day with MGM departments that interface with Diversity & Inclusion.
- **Robert Half** – Finalized plans for 2019 Accelerated Leadership Development Program to be offered to all WBEs across the WBENC Network.
- **Wells Fargo** – Completed final segment of Wells Fargo Business Plan and Growth Program with 2<sup>nd</sup> Cohort. Tremendous outcome of 2 day session with focus on TRACTION Model led by Jill Sasso.