

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

MARCH BOARD BOOK

BOARD OF DIRECTORS MEETING

GAYLORD OPRYLAND

NASHVILLE, TN

PRESIDENTIAL BOARDROOM A

MARCH 16, 2020

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AGENDA

11:00 AM	BOARD CHAIR'S REPORT <ul style="list-style-type: none">• APPROVAL OF MEETING MINUTES (NOVEMBER 2019)	BARBARA KUBICKI-HICKS
11:10 AM	NOMINATING COMMITTEE REPORT	CLINT GRIMES
11:20 AM	PRESIDENT & CEO'S REPORT (SHARING PROCESS OF ADJUSTING S&S)	PAMELA PRINCE-EASON
11:50 AM	TREASURER'S REPORT	PAMELA PRINCE-EASON
12:30 PM – 1:15 PM	CERTIFICATION COMMITTEE UPDATE <ul style="list-style-type: none">○ CERTIFICATION OF CANNABIS RELATED BUSINESSES○ VIRTUAL SITE VISITS FOR RE-CERTIFICATIONS	KATHLEEN TRIMBLE, EUGENE CAMPBELL, & LAURA TAYLOR
1:15 PM – 1:30 PM	ADDITIONAL UPDATES	

**Minutes of the November 20, 2019
WBENC Board Meeting**

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

Women's Business Enterprise National Council
Board of Directors Meeting
November 20, 2019 – 9:00am- 12:00pm
The Mayflower Hotel
Palm Court Ballroom

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

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

69. Magnum Group	Vivian Isaak	Present	
70. ALOM	Hannah Kain	Present	
Expert Members			
71. Bristol-Myers Squibb	Farryn Melton	Notified Absent	
72. Past Chair Emeritus	Cheryl Stevens	Present	
73. ACT-1 Group	Janice Bryant-Howroyd	Absent	
WBENC Staff			
VP, HR, Governance & Programs	Jill Sasso	Present	
VP, Marketing & Technology	Pat Birmingham	Present	
VP, Certification & Strategic Planning	Laura Taylor	Present	
Controller	Valerie Bunns	Absent	
Regional Partner Organizations			
WBDC Florida	Nancy Allen	Present	
WPEO-DC	Sandra Eberhard	Present	
WBCS	Debbie Hurst	Present	
Board of Director Guests & Representatives			
Chevron	Dave Feldman	Present	
CWE	Gabrielle King Morse	Present	
KPMG	Barb Carbone	Present	
Nationwide, Inc.	Frantz Tiffeau	Present	
Pfizer Inc	Erik Meader	Present	
The Walt Disney Company	Leonard Spencer	Present	
WBENC	Lauren Herman	Present	
WBENC	Amanda Zack	Present	

CALL TO ORDER: Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 9:05am ET

A Quorum was established – see Attendance sheet.

BOARD CHAIR'S REPORT

BARBARA KUBICKI-HICKS

- Opened the meeting by thanking everyone and stating 2019 has been a terrific year for WBENC. Further shared there were stellar comments and feedback on all meetings this week, thanks to the contributions of all Board members in the room.
- Thanked Ms. Barbara Carbone for her Board service, noting this would be her last Board meeting and stated WBENC plans to recognize her at the 2020 Summit & Salute.
- Welcomed Ms. Gabrielle King Morse to her first Board meeting as President of CWE.
- Thanked the WBENC Executive Committee for their support in her first year as WBENC Board Chair.
- Asked if there were any corrections to the June 2019 Board meeting minutes. There were none.

Following a motion by Ms. Barbara Kubicki-Hicks and a second by Mr. Casey Oakes the meeting minutes for the June 2019 Board meeting were accepted and unanimously approved. There was no opposition; no further discussion.

- Shared an opportunity with the Board to hold the November 2020 Board Meeting in Miami Beach, FL, noting Mr. Casey Oakes had helped to arrange the opportunity through Marriott. Asked the group for input on the opportunity.
 - Ms. Pamela Prince-Eason noted in addition to the November Board Meeting, we would likely also hold a corporate member strategic retreat at the hotel property.
 - Mr. Dave Feldman had a concern that the NGLCC event is normally held in Washington, D.C. the same week as the WBENC Board meeting and it is helpful to corporate members to attend both in one trip.
 - Ms. Pamela Prince-Eason responded that The Mayflower Hotel was not available for the same dates in November 2020, which is what prompted the WBENC team to look outside of Washington, .DC.

A poll of the Board members present was taken to determine those in favor of holding the November 2020 Board and Committee meetings in Miami Beach, FL. 32 Board members voted in favor, 3 were opposed. Mr. Casey Oakes abstained from the vote.

- Ms. Pamela Prince-Eason noted WBENC will look to organize the November meeting in Florida with timing that will allow those attending the 2020 NGLCC event to travel back to Washington, D.C.

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

- Reviewed the corporate member re-nomination scorecard process used by the Committee annually for corporate seats expiring, noting the process is continually improved. There was an analysis of service by the corporate members with expiring terms and the Nominating Committee observed positive performance by those Board members. All were recommended for renewal.
 - Mr. Doug Fisher inquired about the status of the Johnson & Johnson Board seat.
 - Mr. Clint Grimes responded that Johnson & Johnson has recently put forward a candidate that the Nominating Committee will consider for nomination and election in March 2020. Although the seat has recently been vacated, the support of Johnson & Johnson as well as the retired director were used to complete the scorecard process.

Following a motion by Mr. Casey Oakes and a second by Mr. Michael Robinson the nominees for corporate seats up for renewal were unanimously approved; no opposition; no further discussion.

- Reviewed existing/vacant corporate Board seats and Nominating Committee recommendation of candidate for The Coca-Cola Company open seat.

Following a motion by Mr. Michael Robinson and a second by Dr. William Kapfer the nominee for the open corporate seat was unanimously approved; no opposition; no further discussion.

- Reviewed other open and vacated corporate Board seats as well as the Committees' recommendation to reassign the seat formerly held by W.W. Grainger to AARP and elect candidate to the AARP seat. Also reviewed recommendation to reassign the seat formerly planned for Google to Twitter.
 - Mr. Leonard Spencer inquired about the decision to reassign the seat to Twitter.
 - Mr. Clint Grimes noted Twitter has been very supportive and engaged with WBENC whereas Google has not yet engaged on the same level, noting WBENC would entertain the option of giving Google a Board seat if they express interest in the future.
 - Ms. Nedra Dickson expressed her support of the decision to award the seat to Twitter due to their work with entrepreneurs, especially women.

Following a motion by Dr. William Kapfer and a second by Mr. Eugene Campbell the corporate seat reassignments were unanimously approved; no opposition; no further discussion.

- Presented the Forum's three (3) expiring seats and Committee's recommendations for one (1) re-nomination and two (2) new nominations.

Following a motion by Ms. Hannah Kain and a second by Mr. Casey Oakes the nominees for the expiring Forum Board seats were unanimously approved; no opposition; no further discussion.

- Noted the Leadership Council’s four (4) expiring Board seats and presented the four (4) nominees per the Nominating Committee’s recommendation.

Following a motion by Mr. Michael Byron and a second by Ms. Teresa Lawrence the nominees for the expiring Leadership Council Board seats were unanimously approved; no opposition; no further discussion.

- Reviewed all Board demographics including gender, ethnicity, geographic location and industry representation.
- Directed all Board members to the Resolution Approving Combining Member Services & Programs Committee and Marketing, Communications and Brand Management Committee; and Change of Responsibilities and Names of Certain Other Committees, provided to all directors prior to the Board meeting per the by-laws. Briefly reviewed the supporting reasons for the resolution supported by the Executive Committee. He further noted this change would reduce the Executive Committee members by one and opened the floor for any questions by Board members.
 - Mr. Eugene Campbell noted combining the Programs and Marketing Committees makes sense due to the synergies between the Committees.
 - Ms. Pamela Prince-Eason shared the Executive Committee member reduction would be from 20 members to 19 with approval of the resolution.
 - Ms. Kris Oswald asked if the chairs of both Committees agreed to the change.
 - Ms. Pamela Prince-Eason responded that Ms. Beverly Jennings, former Chair of the Marketing, Communications and Brand Management Committee had recently retired, leaving the position open; and Mr. Andrew Butler, Chair of the U.S. Member Services and Programs Committee, was in agreement with the change.
 - Dr. William Kapfer noted combining the Committees makes great sense and the combined Committee meetings the day prior went very well.
 - Mr. Doug Fisher asked if it makes sense to combine the two Committees to make one very large Committee.
 - Ms. Pamela Prince-Eason responded that there is work underway on all Committees to ensure alignment with organizational goals and active participation by all members and with the work of these two committees, the combination made the most sense to accomplish goals.
 - Mr. Doug Fisher asked if the Nominating and Governance Committee was taking on an additional new scope.
 - Mr. Jorge Romero noted adding the governance scope to the Nominating Committee had been approved by the Board at the March 2019 meeting, and this resolution was a name change only so the by-laws are in agreement with updated Committee naming.

Following a motion by Mr. Clint Grimes and a second by Mr. Doug Fisher the Resolution Approving Combining Member Services & Programs Committee and Marketing, Communications and Brand Management Committee; and Change of Responsibilities and Names of Certain Other Committees was unanimously approved; no opposition; no further discussion.

Full details can be found in the Board Book.

- Thanked everyone for their time and commitment to the Board and the work of the Committees in 2019.
- Noted significant focus over the last few months on finalizing the 2018 financial audit; implementation of an upgraded expense reporting system; and, creation of 2020 program and sponsorship opportunities.
- Shared that EY has asked WBENC to engage in an EY study being led by Endeavor. Invited Ms. Laura Taylor to address the study.
 - Ms. Laura Taylor shared that the survey was released the day prior to the Board meeting (11/19/19). Further shared it is a telephone survey focused on the challenges faced by “women of scale” which aligns with the WBENC mission.
- Ms. Pamela Prince-Eason noted the WBENC team has spent significant time planning, updating and advancing activities for the 2020 events, including Summit & Salute, the National Conference & Business Fair, Matchmaking and Pitch Planning for both events including the new WeInnoPITCH concept, Women of Color Outreach Program, Women-Owned Governance and 2020 SEP Planning.
 - Further stated the current WBENC staff is very high-performing and has the Business Lab concept down to a science, with significant planning for Summit & Salute labs already completed.
- Further shared that strategic discussions with the USHCC President and Board Chair, NMSDC President Ms. Adrienne Trimble and NGLCC Co-Founder and President Mr. Justin Nelson had taken place over the last several months. Stated she and Mr. Justin Nelson continue to look at opportunities to do things together and there was a meeting with all of these organizations underway this week.
- Stated execution of programs has been a significant priority during this reporting period, briefly covering the very successful Tuck Strategic Growth Program in partnership with IBM; the Energy Executive Program which ran for the 3rd consecutive year supported by Corporate Sponsors and Participants Shell, Chevron, ExxonMobil and BP; the Robert Half Advanced Leadership Development Program which ran for the second consecutive year; and the Catapult Program by Capital One and Dell Women in Technology Program, both of which were supported by WBENC. Noted more would be shared on the programs later in the Board meeting.
- Shared the Planet Mogul National Student Future Ready Day on September 9, 2019 was an overwhelming success, supported by Mr. Reginald Humphrey of General Motors, Mr. Clint Grimes of AT&T/Warner Media, Ms. Sundari Pai and Mr. Prasanth Boruggada of Bristol-Myers Squibb, Ms. Barbara Kubicki-Hicks of Bank of America, Ms. Terri Quinton of Q2 Marketing Group, Ms. Betty Manetta of Argent Associates and Mr. Farad Ali of NMSDC. Guided Board members to page 23 of the November Board Book for more details and thanked the additional sponsors of the program, the Kellogg Company and Johnson & Johnson who food and supplies, as well as Chevron and Act-1 Group who provided event shirts.
 - Further noted Mr. Fernando Hernandez has made the first commitment to 2020 programming.
- Introduced a new opportunity brought to WBENC by Capital One and Jim Gorzalski: The Spring Program. Shared there is an opportunity to pilot the program for WBEs in January 2020, noting WBENC and Capital One are currently in the process of writing the memorandum of understanding (MOU).
 - Mr. Jim Gorzalski stated it is a great opportunity, noting there are currently 60 merchants on the platform and it will be going national in 2020. He further shared there is no requirement to be a Capital One customer as Capital One does not take a cut.
 - Ms. Pamela Prince-Eason thanked Mr. Jim Gorzalski and the Executive Committee for vetting the Spring platform.
 - Ms. Debbie Hurst asked if WBENC would provide a briefing to the RPOs on the Spring platform.
 - Ms. Pamela Prince-Eason confirmed the RPOs would be briefed as soon as the MOU is completed (expected early January).
 - Ms. Karen Miller asked if there would be a cost for WBENC corporate members to be on the platform.
 - Mr. Jim Gorzalski stated there would be no cost for corporate members.

- Ms. Pamela Prince-Eason then covered meetings and events across the WBENC Network and Partner Organizations, noting that in the first part of 2019 there was significant focus on building the WBENC Business Labs, so there was limited time for corporate member visits. However, the second half of the year there has been great representation across the organization with numerous corporate visits by the WBENC team to ensure we are supporting our Corporate Member needs.
- Congratulated AIDC Hall of Fame inductees, Ms. Farryn Melton, Ms. Candace Waterman, Ms. Michelle Robinson and Marriott International.
- Shared that Ms. Michelle Richards, Executive Director of GLWBC received the Regional Resource Partner of the Year Award from the National Veterans Business Development Council (NVBDC), an organization that she incubated. WBENC was also honored to receive the National Resource Partner of the Year Award from NVBDC. Further noted Dr. William Kapfer of JP Morgan Chase received the President's Award from the NVBDC for his work in advancing Veteran Owned Businesses.

TREASURERS REPORT

LAUREN HERMAN

Additional details can be found in the PowerPoint presentation on the Board Extranet site.

- Reviewed YTD September 2019 Financials, noting revenue of \$11.9M, expenses of \$9.6M (70% of the forecasted amount of \$12M) and a change in net assets of \$2.4M which will be greatly reduced by year end due to normal cash flow.
- Summarized YTD September 2019 Financial Results, noting Accounts Receivable are slightly higher than normal, but the WBENC finance team anticipates all funds will be collected. Further reviewed Net Liquid Current Assets and Net Working Capital both of which are higher than at the same time in 2018. Noted the organization is very comfortable in its cash position.
- Covered the 2018 Audit stating the audit is complete and WBENC received an unmodified (clean) opinion and management letter and netted \$169K to unrestricted net assets (UNA). Further stated the 2018 Form 990 was filed, noting the Audit Committee and WBENC Staff met with the audit partner which satisfies the IRS requirement for Board review.
 - Ms. Barbara Kubicki-Hicks asked if the form would be provided to the full Board.
 - Ms. Lauren Herman noted it would be posted for all Board members to review on the Board extranet. She reminded all that Ms. Pamela Prince-Eason's SERP was paid out in 2018 causing her salary to appear inflated.
- Ms. Lauren Herman then reviewed an Executive Summary of the 2020 Budget and reviewed the process the Finance Committee follows in creating the annual budget. She reviewed projected 2020 Revenue, Expenses and Net Income, noting Net Income is more conservative due to anticipated higher expenses for 2020 events (Example: GA does not allow 501c3 organizations to be tax exempt).
 - Did a detailed review of 2020 Revenue by Category, noting there would be no auctions in 2020 due to the low income from auctions versus the large amount of time involved in planning them.
 - Ms. Pamela Prince-Eason noted this decision was tied directly to corporate member feedback on auctions.
 - Did a detailed review of 2020 Membership Budget calculations, noting mergers and acquisitions are the biggest factor that affects membership.
 - Did a detailed review of 2020 Sponsorship Budget.
 - Ms. Pamela Prince-Eason asked if there were any questions on the 2020 Sponsorship Budget.
 - Ms. Debbie Hurst asked if WBENC has seen a trend of declining exhibitor revenue.

- Ms. Pamela Prince-Eason responded WBENC has seen a trend of sponsorship revenue declining and registration revenue increasing. She further stated WBENC is watching trends with exhibitors carefully, but no slowdown has been realized yet. She asked the corporate Board members to please keep WBENC and the RPOs apprised if they decide to move towards not exhibiting in the future.
- Dr. William Kapfer asked if the Women of Color Outreach Program is sponsored by The Coca-Cola Company exclusively.
 - Ms. Pamela Prince-Eason noted the program has been sponsored by The Coca-Cola Company, Walmart, JP Morgan Chase and Southern California Edison, and WBENC is open to discussions with additional potential sponsors.
- Ms. Roz Lewis asked if the budget is posted on the Board extranet portal.
 - Ms. Jill Sasso and Ms. Pamela Prince-Eason confirmed all Finance Committee slides (and other PowerPoint slides), including the proposed budget, are posted in the Board extranet following each Board meeting.
- Ms. Roz Lewis stated she felt the Board should have the opportunity to review the budget prior to the Board meeting in order to vote on the budget during the meeting.
 - Ms. Barbara Carbone noted the budget process with the Finance Committee is very detailed and Ms. Barbara Kubicki-Hicks agreed noting they review the budget line-by-line before approving it to go before the board.
 - Ms. Pamela Prince-Eason offered that the Board could elect to wait 10 days to vote on the 2020 budget if they believe more time is needed to review the information.
- Mr. Eugene Campbell asked if WBENC knew in advance of the State of Georgia's tax exempt status rules, disallowing WBENC to claim exemption.
 - Ms. Pamela Prince-Eason stated WBENC is getting to the point where we are very limited on where we can execute events due the number of attendees.
 - Ms. Roz Lewis noted the State of Georgia only allows tax exemptions from schools and churches.
 - Mr. Clint Grimes shared it's important to weigh all factors in making a decision such as the requirement to use union workers in certain areas which can impact cost.
 - Mr. Eugene Campbell asked if 2021 venues had been announced yet.
 - Ms. Pamela Prince-Eason confirmed 2021 venues have not been announced and the WBENC team is working with Mr. Jorge Romero, WBENC Corporate Counsel, to refine language in all contracts before signing.
- Ms. Pamela Prince-Eason noted WBENC is very transparent with all budget information and noted all Board members are encouraged to come forward and ask questions. She then asked if there were any additional questions.
 - Ms. Kris Oswald suggested WBENC could share some level of the budget prior to the November Board meeting moving forward.

A vote was taken to determine whether the vote on approving the 2020 budget would be delayed 10 days. No Board members voted for a delay, and all were in favor of taking the vote during the meeting.

Following a motion by Mr. Casey Oakes and a second by Mr. Clint Grimes, the 2020 budget was unanimously approved; no opposition; none abstaining; no further discussion.

LEADERSHIP COUNCIL UPDATE

EMILIA DIMENCO

Full details can be found in the Board book.

- Stated she is very happy to bring the Leadership Council update to the Board on behalf of all RPO leaders
- Noted there are 15,684 certified WBEs representing a 6.2% increase over September 2018; and 6,191 certified WOSBs, representing growth of 16.7% since September 2018.
- Shared that as of 5/15/19 there are 387 Regional only members, 177 National and Regional members, and 174 National only members.
- Further noted another area of focus for RPO leaders is MOUs with government agencies and local certifications. They have worked to improve outreach to local government entities.
- Noted YTD September 2019, there were 263 regional events were held with 14,033 attendees' total participants across the WBENC Network, representing a substantial combined engagement by RPOs. Further noted technology and Women of Color are two big focuses for RPOs.
- Shared that another focus for the group has been economic impact. All RPOs have worked to create baseline programming as well as align on basic certification education.
 - Ms. Karen Miller stated she would like more information on coordinated participation in partner events.
 - Ms. Emilia DiMenco agreed, stating she is working to do a better job of representing all RPOs when attending events.
 - Ms. Pamela Prince-Eason stated the WBENC expanded industry groups are also participating and looking to extend the reach of WBENC to industry events such as the Offshore Technology Conference.

WOMEN'S ENTERPRISE LEADERSHIP FORUM

PATRICIA RODRIGUEZ-CHRISTIAN

Full details can be found in the Board Book.

- Shared the Forum meeting on November 19th was a huge success and included a Design Thinking workshop for Forum members. The feedback has been phenomenal. The group also received insights from EY and WBENC on the digital technology survey and attended a Townhall Government session hosted by W.I.P.P..
- Shared the WBE Engagement Team coordinated the November Forum Networking Dinner on Monday, November 18th with 55 WBEs signed up for the dinner.
- Further shared the June Forum meeting hosted approximately 250 WBEs and also featured a WBE2WBE Connections session with procurement and industry tables with roughly 100 WBEs participating. The keynote speaker was Allison Maslan on the topic "Brains of a High-Performance Business Owner" which was well received.
- Noted Forum Leadership Term Extensions were put in place to align with WBENC Board Leadership roles with terms being extended by one year. The leadership positions impacted include: Forum Chair, Forum 1st Vice Chair, Forum 2nd Vice Chair, Forum Domestic Programs Team Chair, 1st Vice Chair, and 2nd Vice Chair, Forum WBE Engagement Team Chair, 1st Vice Chair, and 2nd Vice Chair. All Forum Leaders, and all Team Leaders for impacted teams have agreed to extend their terms and positions will reopen in 2021. Due to the need to resync terms of leadership roles, the following positions

will not open until 2021: Forum Leader 2nd Vice Chair, Domestic Programs Team 2nd Vice Chair, WBE Engagement Team 2nd Vice Chair. This does not impact the 2 WBE BOD Board positions voted on earlier in the meeting today.

WBENC PROGRAMS REVIEW

JILL SASSO & LAURA TAYLOR

Additional details can be found in the PowerPoint presentation on the Board Extranet site.

- Ms. Pamela Prince-Eason gave a brief review of the Plant Mogul National Student Future Ready Day, outlining the corporate and WBE leaders of each of the learning tracks and thanking each for their contribution which made the program the success that it was. She further stated the goal is to expand National Student Future Ready day in 2020 and encouraged all board members to communicate their interest in being involved.
- Ms. Laura Taylor reviewed the Tuck Strategic Growth Program (SCP) sponsored exclusively by IBM and held September 22 – 27, 2019 at the IBM Louis V. Gerstner Center for Learning in Armonk, NY. Noted the SGP participants must complete the Tuck Executive Education Program to be considered for this advanced program. Covered the components of the program: Finance; Building Your Core Business Strategy; Strategies to Increase Scale; Marketing Strategies to Scale; Creating an Authentic Brand for Growth; and Interactive Business Simulation.
 - Thanked corporate members and RPOs who provided scholarships for WBEs to attend: AT&T, Avis Budget Group, Chevron, DTE Energy, Hilton, IBM, Johnson & Johnson, KPMG, Pitney Bowes, Walmart, and the Greater Women’s Business Council.
 - Shared 36 WBEs and 14 of their senior executive leaders attended the program. Also reviewed the panel discussion, fireside chat and some information on speakers.
- Ms. Laura Taylor then shared information on the Dell Women in Technology Program (WIT) held September 10 – 12, 2019 in Austin, TX, which WBENC supports. She outlined the program initiatives of helping WBEs understand the future of technology; increasing their competence in day-to-day operations; gaining business development and marketing knowledge; and highlighting the steps to form strategic alliances and get their foot in the door as suppliers to large tech companies.
 - Shared that 32 WBEs attended the session and information on the industries they work in and RPO affiliation.
- Ms. Jill Sasso shared information and statistics on the Energy Executive Program (EEP) sponsored by BP, Chevron, ExxonMobil and Shell Oil Company held October 27 – November 1, 2019 at the Shell Robert Training and Conference Center in Robert, LA. Shared information on both the Business Curriculum and Industry Curriculum included in the EEP program. Invited Ms. Ana Kopf to share some statistics from the 2019 EEP cohort.
 - Ms. Ana Kopf shared that 9 participants plan to expand their capability to enter the upstream market; 6 plan to expand to the midstream market; 7 plan to expand to the downstream market; 152 opportunities were recognized for participants interested in buying/selling with each other; and, 180 opportunities were recognized for participants interested in partnering with each other.
 - Mr. Dave Feldman spoke about the caliber of the participants and thanked the WBENC program leader, Ms. Lindsey All, for her leadership of the program.
 - Mr. Doug Fisher also shared his praise of the program and the work of the group to evolve and grow the program year-over-year.
- Ms. Jill Sasso then shared information on the Accelerated Leadership Program sponsored exclusively by Robert Half. The program had two iterations in 2019, one in Nashville, TN July 15– 19, 2019 and one in San Francisco, CA November 4-8, 2019. Further shared information on the “3 C’s’ Curriculum designed to build critical leadership skills.
 - Ms. Kathleen Trimble noted she is very proud of the program and excited to continue it in 2020 with WBENC.

- Ms. Pamela Prince-Eason also thanked Mr. Leonard Spencer for the opportunity for WBENC to partner with the Disney Women’s Leadership Summit in 2019 and noted WBENC looks forward to partnering with Disney on a deeper level for the program in the future.
- Ms. Pamela Prince-Eason also briefly mentioned WBENC’s support of the Capital One Catapult program and thanked Mr. Jim Gorzalski.

OPEN ITEMS

BARBARA KUBICKI-HICKS

- Reminded Board members that 2018 Annual Report copies were on each table for them to take home and review. Congratulated Ms. Patricia Birmingham and her team for their work on the 2018 Annual Report.
- Asked if there were any last questions or comments.
 - Ms. Hannah Kain noted an area of risk WBENC should be aware of is exposure of personal data uploaded to the certification portal and asked if WBENC is doing annual reviews of security and cybersecurity.
 - Ms. Pamela Prince-Eason confirmed that WBENC works with both Ampcus and Intelice on an annual assessment of cybersecurity.
 - Dr. William Kapfer asked when WBENC would look at certification of women who have accepted venture capital funding causing them to have ownership of less than 51% in their companies.
 - Ms. Laura Taylor noted the National Certification Committee (NCC) discusses this topic often and reviewed it fully five years ago. She further noted they are working with Mr. Justin Nelson at NGLCC to evaluate this and move forward.
 - Mr. Eugene Campbell stated the NCC needs to take time to review the future state of certification and come back to the Board with the full picture.
 - Mr. Casey Oakes expressed that he would like to see WBENC be more welcoming of transgender women.
 - Ms. Laura Taylor stated a broader discussion on this topic is continuing and the NCC discussed it again the day prior.
- Ms. Barbara Kubicki-Hicks thanked everyone for a great 2019.

Following a motion by Ms. Barbara Kubicki-Hicks and a second by Mr. Michael Robinson, the Board meeting was adjourned.

The meeting ended at 12:18 PM ET.

Materials for March 16, 2020
WBENC Board of Directors Meeting

Nominating Governance Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 16, 2020

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

2020 Progress to Goal

March 2020

- Reviewed candidate submitted for open Johnson & Johnson board seat and approved/recommended candidate to Executive Committee and Board of Directors for election at 3/16/20 meeting.

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

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

2020 Progress to Goal

March 2020

- Reviewed Committee Charter and made recommended changes to include new governance scope.
- Drafted initial edits to Committee Timeline to include Governance items.
- Updated By-laws per November 20, 2019 board meeting vote (*Posted on Board Extranet – 2019 Amended and Restated By-laws*).

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

- a) Corporate Scorecard
- b) Board Matrix

2020 Progress to Goal

March 2020

- No updates in Q1 2020.

WBENC By-laws Reference: Article V, Section 5.2

Nominating Governance Committee – Board Elections

Nominations for Existing Corporate Board Seats (1)

Johnson & Johnson Eliza Gonzalez (term exp 2022)

Vacant Corporate Seats (4)

Macy's
Raytheon
Twitter
Verizon

Open Corporate Board Seats (2)

(Formerly) Nokia
(Formerly) Owens & Minor



Eliza Gonzalez
Senior Director, Citizenship Solutions
Johnson & Johnson

Eliza Gonzalez serves as Senior Director, Citizenship Solutions at Johnson & Johnson. The newly formed Citizenship Solutions team is responsible for developing and executing business strategies and solutions for the enterprise that both minimize risk and enhance the Johnson & Johnson reputation through their vast network of suppliers. Eliza and her team have responsibility for Supplier Diversity & Inclusion, Supplier Sustainability, and Supplier Risk Management, and build critical relationships with and outreach to external stakeholders including advocacy groups, NGOs, industry partners and peer companies, as well as internal relationships and outreach across Johnson & Johnson.

Since 2012, Eliza has been responsible for leading the enablement of talent development for the function as Senior Director Procurement Capabilities and Leadership Development. She has left a legacy of driving significant change while maturing the function's talent development culture in partnership with Human Resources and the Procurement Leadership Team. Under Eliza's leadership, the first-ever Procurement competency model was deployed, the Procurement Leadership Development Program was globally ranked in the Top 5 MBA LDPs for five consecutive years, and numerous programs to support learning and leadership development were launched. Eliza first joined Johnson & Johnson in 1986 as an Accountant supporting what was then the Ortho McNeil Pharmaceutical business. Since then, her cross-functional, cross-sector career path has allowed her the opportunity to contribute Credo-based impact in roles spanning Finance, Clinical R&D, and Procurement.

Eliza holds a Bachelor of Science degree in Accounting from Rutgers University, a Master of Business Administration degree from Fairleigh Dickinson University, and is a certified coach in Hogan Assessments. Eliza has also served on the Junior Achievement of NJ Board since 2015 and volunteers as a mentor for transitioning military veterans with the American Corporate Partners.

Activities since November 2019: *Additional information can be found in Individual Committee reports.*

Governance, Board Management and Strategic Focus:

Jill Sasso led preparation for the March 2020 Board Meeting. Pamela Prince-Eason reviewed all materials and updated the Board, Extended Executive Committee and Finance Committee in preparation for key discussions that will occur at the March Board Meeting:

- a. Certification Standard Topics
 - Certifying Cannabis Related Businesses
 - Virtual Site Visits for Re-Certifications Meeting Defined Criteria
- b. Event Interruption Topic

Barb Kubicki-Hicks led 2 Extended Executive Committee Meetings since the November Board Meeting and she attended all Finance Committee meetings.

WBENC and RPO Leaders continue to monitor progress on the WOSB/EDWOSB changes expected from the US Small Business Administration. Additionally, working with Laura Taylor they are fully evaluating the WBENC Allocation process and important KPIs for RPOs and the Leadership Council.

Strategic discussion occurred with Kris Oswald (& Jill Sasso) and with Justin Nelson (NGLCC) regarding planning for the future of supplier diversity. Process and data research was done with various system providers, as well as Amazon, by a WBENC sub-team led by Laura Taylor.

Careful transition of all Finance related activities prior to the departure of Val Bunns who retired at the end of 2019. Key roles and responsibilities are assigned and appropriate segregation of duties have been implemented. Additional finance related work due to the required implementation of the new 2019 revenue recognition standards that apply to non-profits has been done and is documented for review by WBENC external auditors.

Jill Sasso successfully planned and implemented new time and attendance software for WBENC staff (Insperity TimeStar).

Relationship established to promote WBENC Network with *"Behind the Scenes with Laurence Fishburne"* to create additional public awareness of our economic impact and leadership in developing women owned businesses.

Operational Excellence:

Team WBENC has spent significant time planning, updating and advancing activities for 2020 events:

- Significant revision and finalization work for the March Summit & Salute, including impacts occurring due to Coronavirus. Detailed planning and communication on Top Corporation recognition and Stars recognition,
- Detailed planning for the June National Conference & Business Fair,
- Matchmaking and Pitch Planning for both events, with design and implementation work to create WEInnoPITCH,
- Women of Color Outreach 2020 planning continues with implementation of Q1 Program at S&S and 1st City Tour (Nashville) in conjunction with Phala Mire and WBEC South,
- Launched details and logistics for 2020 Wells Fargo Traction Program for WBENC certified WBEs,
- Detailed planning for Robert Half ALD program for 2020,
- Detailed planning for Tuck Program with IBM for 2020 and future years,
- Implementation of Capital One Spring Platform launch,
- Initial planning for Planet Mogul, EEP and new industry plans for NCBF.

Note: The entire WBENC team conducted a mock walkthrough at the Gaylord Hotel in Nashville Dec 16-Dec 18 to test our new capabilities for 2020.

Pamela Prince-Eason continues to serve on the National Women's Business Council (NWBC) and is currently Co-chair of the Access to Capital Sub-committee. This sub-committee is actively seeking input across the United States from WBEs as well as leaders of Women's Organizations.

Meetings & Events across the WBENC Network and with Partner Organizations from November 19, 2019 – March 15, 2020

- **US Chamber of Commerce** – Pamela Prince-Eason
- **MBDA** – Pamela Prince-Eason
- **National Business Inclusion Consortium** – Jillian Schneeberger attended to represent Pamela Prince-Eason
- **NGLCC Dinner Dance** – Jillian Schneeberger and Amanda Zack
- **Gallagher** – Pamela Prince-Eason and Jillian Schneeberger
- **Leadership Council Planning Session in Las Vegas** – Laura Taylor and Lakesha White
- **WBEC Pacific** – Andrew Gaeckle
- **Amazon** – Laura Taylor, Andrew Gaeckle, Mia Delano and Pamela Prince-Eason
- **Women's Business Council Southwest** – Jill Sasso, Laura Taylor, LaKesha White, Nettie Teter and Barb Kubicki-Hicks
- **WBEC South** – Lindsey All
- **VWR/Avantor** – Pamela Prince-Eason and Mia Delano
- **Wells Fargo** – Routine planning updates – Pamela Prince-Eason, Jill Sasso and Lindsey All

Finance Committee Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 16, 2020

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

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

2020 Progress to Goal
March 2020

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

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

2020 Progress to Goal
March 2020

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

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

- a) Increase the number of certified WBE firms by 8% with a stretch goal of 10% (2019).
- b) 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.

2020 Progress to Goal
March 2020
<ul style="list-style-type: none"> • See Leadership Council Dashboard below for Certification (WBE and WOSB) and Regional Corporate Member information. • MOU’s for Regional Partner Organization were documented as part of the January 2020 Compliance Request.

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

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

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

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

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

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

2020 Progress to Goal

March 2020

- The Leadership Council held a session in February 2020 to:
 - Develop Proposed 2021 Goals and Key Performance Indicators. Next steps include assignment of proposed targets.
 - Propose changes to the Allocation Methodology. Next steps include RPO impact analysis and review with Pam Eason.
- Operational Excellence – The Leadership Development sub-committee conducted a survey to solicit development interests of RPO leaders and presented findings at the November LC meeting. Topics of interest - Leadership (Transformational and Situational), Emotional Intelligence, Strategic Planning, Grant Development, and Integrated Collaboration. The LC will develop a plan to build this content into their 2020 agenda.
- The audit of scanned historical documents is complete. RPO’s have been given approval to destroy paper documents as they have met the requirements.

CERTIFICATION

REGIONAL MEMBERS

	# of Regional Corporate Members		
	2/15/2020	5/15/2019	% Growth Feb 2020 vs. May 2019
Total Regional*	562	553	2%

*Total Regional 2/15/20 comprised of 393 Regional only and 169 Regional and National members.

2019 VERSUS 2018

Certified WBE and WOSB Year End 2019 versus 2018			
	Dec 31 2018	Dec 31 2019	Growth
WBE	14,890	15,686	5%
WOSB	5,385	6,302	17%

Certified WBE's and WOSB's by RPO as of 2/15/20		
RPO	WBE	WOSB
Total	15,789	6,364
CWE	439	171
GLWBC	1,388	418
GWBC	1,055	425
WBCS	1,181	525
WBDC Midwest	2,107	744
WBEA	675	216
WBEC FL	731	317
WBEC ORV	1,067	358
WBEC-East	1,477	668
WBEC-Pacific	778	321
WBEC South	861	414
WBEC-West	1,849	815
WPFO-DC	728	483
WPFO-NY	1,453	489

CERTIFICATION BY RPO 2/15/20

REGIONAL EVENTS

RPO Events				
	Oct – Dec 2019	Overall 2019	Overall 2018	% change
# of Regional Events	122	548	591	-7%
# of Attendees for Regional Events	7,331	33,179	29,104	14%

Women's Enterprise Forum Report

Women's Business Enterprise National Council
Report to the WBENC Board of Directors
March 16, 2020

GOAL 1: Increase Forum Engagement.

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

2020 Progress to Goal

March 2020

- Implemented New Team structure (Domestic, Global, Marketing, Government, and Engagement). Each team has adopted a focus and will contribute to Forum Signature Events during the year. Forum Signature Events are done in coordination with WBENC and give an opportunity for Forum members to contribute to national and other events during the year. Examples include the Postcard campaign at NCBF, Forum dinners, and Industry Roundtables.
- Implemented regular Team calls which facilitates sharing knowledge and expertise around specific topics related to their Team Focus.
- The Forum organized a Pre-Summit and Salute Forum Dinner in Nashville (and will do so again in November).

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

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

2020 Progress to Goal

March 2020

- Mass Mutual is presenting at March Forum session on "The Importance of Knowing What Your Business is Worth." Followed by a demonstration of tool for assessing the value of a business.
- Corporate members and other subject matter experts are being engaged to speak on the team calls to share expertise. For example, Michael Robinson is speaking on the topic of global readiness during the Global Team call in Q1 and the Government team's call will include a speaker from WIPP.
- Pre-Summit and Salute Forum webinar with WBENC staff held in January to make Forum members aware of Summit and Salute programming and opportunities.
- Forum Leaders asked to provide nominations for "Hes4Shes".
- Forum Members provided "Forum First" opportunities from corporate members such as CapitalOne, Bank of America eCornell Course, etc.

GOAL 3: Enhance Governance and Communications.

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

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

Corporate Membership & Retention Report

Women’s Business Enterprise National Council
 Report to the WBENC Board of Directors
 March 16, 2020

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

2020 Progress to Goal

March 2020

- \$4,001,966 2020 Renewals invoiced, 93% Retention.
- \$4,222,091 Total 2020 Membership invoiced = 94% of Goal attained.
- Working with Ambassadors to leverage renewals.
- Ongoing relationship management/engagement by BD team/CRMs to better understand their needs.
- Create offerings from a solutions-based perspective for National Members, and work with Programs & Marketing to create, to expand ROI for Members. At Summit & Salute we are offering the following for this group:
 - CPO Summit – presented by EY and for C-suite engagement only.
 - Supplier Diversity Leadership Lab – with topics and interactive content around the following: *A Balancing Act: Leveraging Diversity to Impact Profitability*; *A Changing Landscape: Millennial Influence on Diversity*; *Core Essentials: Increasing Your Diversity Spend*; and, *Leadership in Action*.
 - WEInnoPitch – our pitch competition for WBEs with a focus on innovation, which doubles as a WBE Showcase for our corporate members.

GOAL 2: Strategic Increase of Membership: Acquire New & Rejoining Members that align with current programs and service offerings from an industry-based perspective (2017 37 New, 6 Rejoin; 2018 20 New, 7 Rejoin; 2019 30 New, 2 Rejoin).

2020 Progress to Goal

March 2020

- 15 New Members.
- 2 Rejoining Member.
- Ongoing assignment of WBENC CRMs with every Member, broken out by Industry, to also identify companies with SD programs within their assigned industries.
- Working with Ambassadors to engage New/Rejoined Members.

WBENC By-laws Reference: Article V, Section 5.2

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

2020 Progress to Goal

March 2020

- 2020 Summit & Salute Sponsorships \$1,103,000, 93% of Goal.
- 2020 National Conference & Business Fair \$1,597,600, 71% of Goal.
- CRMs working to identify interest in all WBENC programs as we are seeing shift from event funding to program funding with our Corporate Members.

Marketing & Programs Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 16, 2020

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

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

2020 Progress to Goal

March 2020

- Held initial joint committee meeting – November 2019.
- Worked with Committee Chair to create Strategic Plan for 2020.

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

- a) Build a robust connection with C-Suite level executives (CEO, CMO, others), ERGs, and Public/External Relations.
- b) Create a toolkit with a clear call to action to increase two-way engagement with measurable results to influence these executives/groups.

2020 Progress to Goal

March 2020

- Researching in order to identify and invite board members to serve on committee to help achieve objectives.
- Created meeting agenda for Summit & Salute to review 2020 Strategic Plan with full committee.

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

- a) Develop a holistic programs curriculum that ties together national events and corporate partnerships ensuring common branding (“Powered by WBENC”), consistency of approach, and digital connection hub of opportunities.

2020 Progress to Goal

March 2020

- In progress.

WBENC By-laws Reference: Article V, Section 5.2

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

- a) Provide educational workshops for WBEs.
- b) Update the Global International Guide (aka “the cookbook”).
- c) Provide content to WBENC Marketing on Global initiatives.
- d) Define need for a mentoring program.

2020 Progress to Goal

March 2020

- Educational Workshops - Women in Exporting was presented as a Business Lab at NCBF 2019. The business lab was sponsored and executed by UPS. At the November Global Committee meeting, the UPS team debriefed the lab and collected feedback from the committee. In its planning for NCBF, UPS and WBENC are engaging the Global Forum Team for additional input on topics of importance.
- Blog - Cathy Koch, Founder, CEO and President of K-Tec Systems authored a Guest Post in Q4 2019. Members of the Global Committee from the Global Forum team will publish a Guest Blog Post in 2020 related to experiences in going global – “the good and not so good” – and lessons learned.
- The 2019 Pulse Survey results were reviewed by the Global Committee at the November 2019 meeting. There is interest in a broader survey of needs that addresses where the need is the greatest. The two RPO leaders on this committee will give input to help determine which RPO's have a larger demand for global assistance and identify potential needs at local level.
- The Global Forum Team actively shares experiences and best practices on their quarterly team calls. The Global Forum team will continue share an update on their activities and topics of interest at the 2020 Global Committee meetings.

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.

2020 Progress to Goal

March 2020

- At the November meeting, the Global Committee brainstormed ideas for surveying member corporations for input on global opportunities. Committee leadership with assistance from WEConnect, will advise on how best to obtain international sourcing requirements from corporate member. The survey lead will present a proposal and question set for review by the committee in March.

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.

2020 Progress to Goal

March 2020

- At the November 2019 meeting, the committee brainstormed ideas for WEConnect collaboration.
 - Partnering with WEConnect for WEConnect to provide strategic needs of WEConnect WBEs globally to assist WBENC WBEs in forming partnerships and joint venture. Follow up work planned at March meeting.
 - To increase networking with WEConnect, the committee discussed a possible joint reception at NCBF on the pre-day of conference. This is under consideration as the NCBF schedule is being developed.
- The Global Committee continues to promote awareness that WEConnect is included as our Global Certification Partner on the WBENC website and that there is a link to the WEConnect website. <https://www.wbenc.org/global-certification-partners>.

National Certification Committee Report

Women’s Business Enterprise National Council
Report to the WBENC Board of Directors
March 16, 2020

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

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

2020 Progress to Goal

March 2020

- Focus on the “Future of Certification” is on the NCC agenda for March. A sub-committee will be formed with specific deliverables regarding this goal with the intent to present findings and recommendations for potential changes and/or new certifications in 2020.
- Virtual Site Visit criteria was presented to and approved by the NCC at the November meeting. A briefing document and the criteria were provided to the Extended Executive Committee for comment and input.
- Following research and advice from Counsel, Certification of Cannabis businesses was reviewed at the November NCC and referred to the CEO and WBENC Board Chair to solicit input from corporate members.
- Site Visit Forms based on number of years certified will be reviewed for input with the Leadership Council at their March 2020 meeting.
- WBENC is conducting preliminary discussions on possible opportunities for use of platforms that would provide increased access to sourcing opportunities for WBEs.
- WBENC was invited by NaVoba to participate in supplier demos of technology platforms which provide certification solutions. WBENC will use this opportunity to assess and benchmark solutions against our current platform and bring findings and recommendations back to the NCC in May 2020.

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

- a. Ensure WBENC is prepared to support the SBA Women Owned Small Business (WOSB) Federal Contracting Program Rule Change (RIN 3245 AG75), expected to go live in July 2020.
- b. Pursue opportunities to position & maintain WBENC as the leading third-party certifiers as WOSB firms
- c. Form a Federal Government Advisory Group to address and advise on issues relating to doing business with the federal government in support of WBE and WOSB growth.

2020 Progress to Goal

March 2020

- WBENC submitted its Third-Party Certifier application in January and it was approved by the SBA.
 - The SBA will go live in July with the existing four Third Party Certifiers but is pursuing the additional of other State Agencies to perform WOSB and EDWOSB certification
 - EDWOSB is not a requirement for Third Party Certifiers (it isn't today and will not be when the new rule goes into effect)
 - The SBA is transitioning WOSB to a three-year certification effective with the new rule change
- Following an assessment of the Government Sub-committee and how best to meet the needs of WOSB's and WBE's in the government space, we will form a Government Advisory Group of experts in our network. The group of advisors will be appointed by leadership and include a cross section of WBE, RPO, Corporate, and WIPP representation. The group's charter will be delivered in June 2020.
- WIPP provided an update on its programming at the November Leadership Council meeting and will continue to partner with WBENC and the RPO's in 2020.

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

2020 Progress to Goal

March 2020

- Overall 2019 the committee completed the review of 2 new certifications and 88 recertifications. The National Certification Appeals committee completed 6 appeals.

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

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

2020 Progress to Goal

March 2020

- October 2019- January 2020 delivered monthly WBENCLink 2.0 training for WBE's (41) and Corporate Members (17).
- October 2019- January 2020 delivered monthly Certification Committee training to 52 committee members.
- Overall 2019 delivered monthly WBENCLink 2.0 training for WBE's (110) and Corporate Members (44 plus group sessions for L'Oréal and Jet Blue).
- Overall 2019 delivered monthly Certification Committee training to 186 committee members.

Executive Committee

Board Chair

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Treasurer

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Women's Enterprise Forum Chair

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Marketing & Programs Committee Chair

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President & CEO *ex-officio*

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Audit Committee Chair

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Women's Enterprise Forum

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Territory: Georgia, North Carolina, South Carolina

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Territory: North Texas, New Mexico, Oklahoma, Arkansas

Women's Business Enterprise Alliance (WBEA)

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Territory: South Texas

Women's Business Development Center-Midwest (WBDC)

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Territory: Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin

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Territory: Delaware, Pennsylvania, South New Jersey

Women's Business Development Council Florida (WBEC Florida)

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Territory: Florida, with the exception of the Panhandle, Puerto Rico, US Virgin Islands

Women's Business Enterprise Council Ohio River Valley (WBEC ORV)

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Territory: Kentucky, Ohio, West Virginia

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Territory: Alaska, Northern California, Idaho, Montana, Oregon, Washington

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Territory: Alabama, Florida Panhandle, Louisiana, Mississippi, Tennessee

Women's Business Enterprise Council-West (WBEC West)

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Territory: Arizona, Southern California, Colorado, Hawaii, Nevada, Utah, Wyoming and Guam

Women Presidents' Educational Organization-DC (WPEO-DC)

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Territory: District of Columbia, Maryland, Virginia

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