

Women's Business Enterprise
National Council



Creating Opportunities...Recognizing Excellence

Welcome to the New Board Member Briefing

January 23, 2009



Welcome and Introductions

- Tara Abraham, Accel Inc.
- Shelly Brown, Johnson Controls, Inc.
- Holli Dorr, Hollister Construction Company
- Carol Hoffman, Microsoft
- Betsy Hosick, Chevron Corporation
- Ruby McCleary, United Airlines
- Rosemarie Schmidt, Marriott International Inc.
- Al Williams, Accenture
- Beverly Williamson, Johnson & Johnson

Today's Agenda and Objectives

See Table of Contents for additional detail

- To understand WBENC's mission, goals, milestones and the WBENC "story;"
- To understand WBENC's organizational structure, become familiar with the organization's three major constituencies (corporations, WBEs, affiliates) and how each supports WBENC's mission;
- To understand the Board's Role, your role as a Board member and the President and Vice President's roles in WBENC's governance and management;
- To understand WBENC's expectations of you as a Board member and to articulate your expectations of serving on the WBENC Board;
- To become familiar with WBENC's committees and select one on which to serve;
- To answer your questions about serving on the board.

WBENC's Mission

WBENC is dedicated to advancing the success of certified women's business enterprises (WBEs) and corporate members in partnership with its affiliated women's business organizations.

WBENC's Goal

WBENC's goal is to foster diversity in the world of commerce. Its programs and policies are designed to expand opportunities and eliminate barriers in the marketplace for women business owners. WBENC works with representatives of corporations to encourage the utilization and expansion of supplier/vendor diversity programs.

Management vs. Governance

- **Board's Role: Governance**
 - Governance = Oversight
 - Assures integrity of the organization
 - Shares the ultimate *legal and fiduciary* responsibility for WBENC's actions
 - In the post Sarbanes Oxley world, commitment, knowledge and understanding are key

Management vs. Governance

- **President's Role: Management**
 - Visioning and Strategic Planning
 - Oversight of all staff divisions and functions
 - Board Development and liaison
 - Marketing, Brand Building, Community Relations, Speaking, Public Relations, etc.
 - Financial Management

Composition of the Board of Directors

- **Corporations**
 - Two-thirds of board seats are reserved for corporate members
 - The Chair, Vice Chair, Secretary, Treasurer and all Committee Chairs and Vice Chairs of the Board are always elected from this group
- **The Leadership Council**
 - One-sixth of board seats are reserved for representatives of the Leadership Council, which is comprised of the Executive Directors/Presidents of the regional partner organizations
- **The Women's Enterprise Leadership Forum (The Forum)**
 - One-sixth of board seats are reserved for representatives of the Forum, which is comprised of WBEs

The Executive Committee

- **Board Chair (Cheryl Stevens)**
- **Immediate Past Chair (Joan Kerr)**
- **Treasurer (Pam Eason)**
- **Secretary (Tanya Penny)**
- **Leadership Council Chair (Michelle Richards)**
- **Certification Committee Chair (Nancy Conner)**
- **Forum Chair (Nancy Williams)**
- **President & CEO, WBENC (Linda Denny)**

The Officers

- **Chair**
 - Cheryl Stevens, *Vice President Workforce & Supplier Diversity, Energy Future Holdings*
- **Immediate Past Chair**
 - Joan Kerr, *Executive Director, Supplier Diversity, AT&T*
- **Treasurer**
 - Pam Eason, *Vice President Worldwide Procurement, Pfizer*
- **Secretary**
 - Tanya Penny, *Vice President, Sourcing and Procurement Operations for Supply Chain Services, Verizon*
- **President & CEO**
 - Linda Denny, *President & CEO, WBENC*
- **Counsel to the Board**
 - Jorge Romero, *Of Counsel, Kirkpatrick & Lockhart Preston Gates Ellis LLP*

WBENC's Expectations

of it's Board Members

- 1. Understand, and be committed to, WBENC's mission and goals:**
 - understand your role, vis-à-vis the mission
 - ensure programs reflect WBENC's mission
 - assist in "fine tuning" the mission, if appropriate
- 2. Commit to a three-year term, including:**
 - attending the three scheduled meetings each year
 - participating in interim conference calls if required
- 3. Support WBENC's president and vice presidents, including:**
 - introductions to relevant community leaders, organizations and peer corporations
 - encouraging professional development
 - providing feedback (positive and constructive), when appropriate

WBENC's Expectations

of it's Board Members



Creating Opportunities...Recognizing Excellence

4. Participate in WBENC's planning process by:

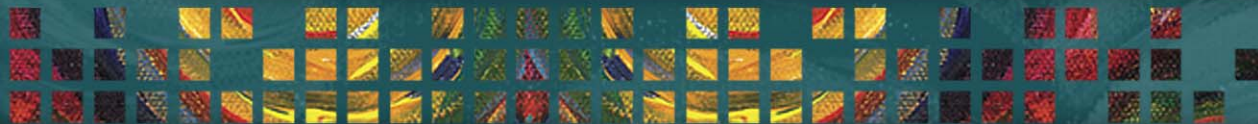
- *actively* participating in at least one committee; this involves:
 - attending scheduled committee meetings both in person in conjunction with board meetings and in-between meetings either telephonically or via the web
 - following through on committee “assignments”
- contributing to WBENC's long-term planning, if appropriate

5. Ensure WBENC always has adequate resources, including:

- paying membership dues and sponsorship commitments in a timely fashion
- supporting WBENC's special programs and initiatives
- soliciting appropriate individuals and organizations for donations
- understanding that fundraising is a full-board effort
- identifying sustainable sources of revenue for long-term stability

6. Support regional partner organizations including:

- donating your time or the time of another corporate representative to support programs and initiatives or the regional organizations
- donating money and other resources to these organizations
- Specifically serving on local certification committees wherever your company may have a physical presence



WBENC's Expectations of it's Board Members

7. Manage WBENC's resources effectively, including:

- participating in the budgeting process, if appropriate
- monitoring the distribution of authority for financial decisions between Board and staff

8. Formulate, monitor and strengthen WBENC's programs and services, including:

- assisting in the identification and creation of programs that reflect WBENC's mission and meet constituent needs
- providing feedback on the effectiveness of such programs and providing suggestions for improvement, if appropriate
- fully supporting WBENC's programs and services

9. Enhance WBENC's public image, including:

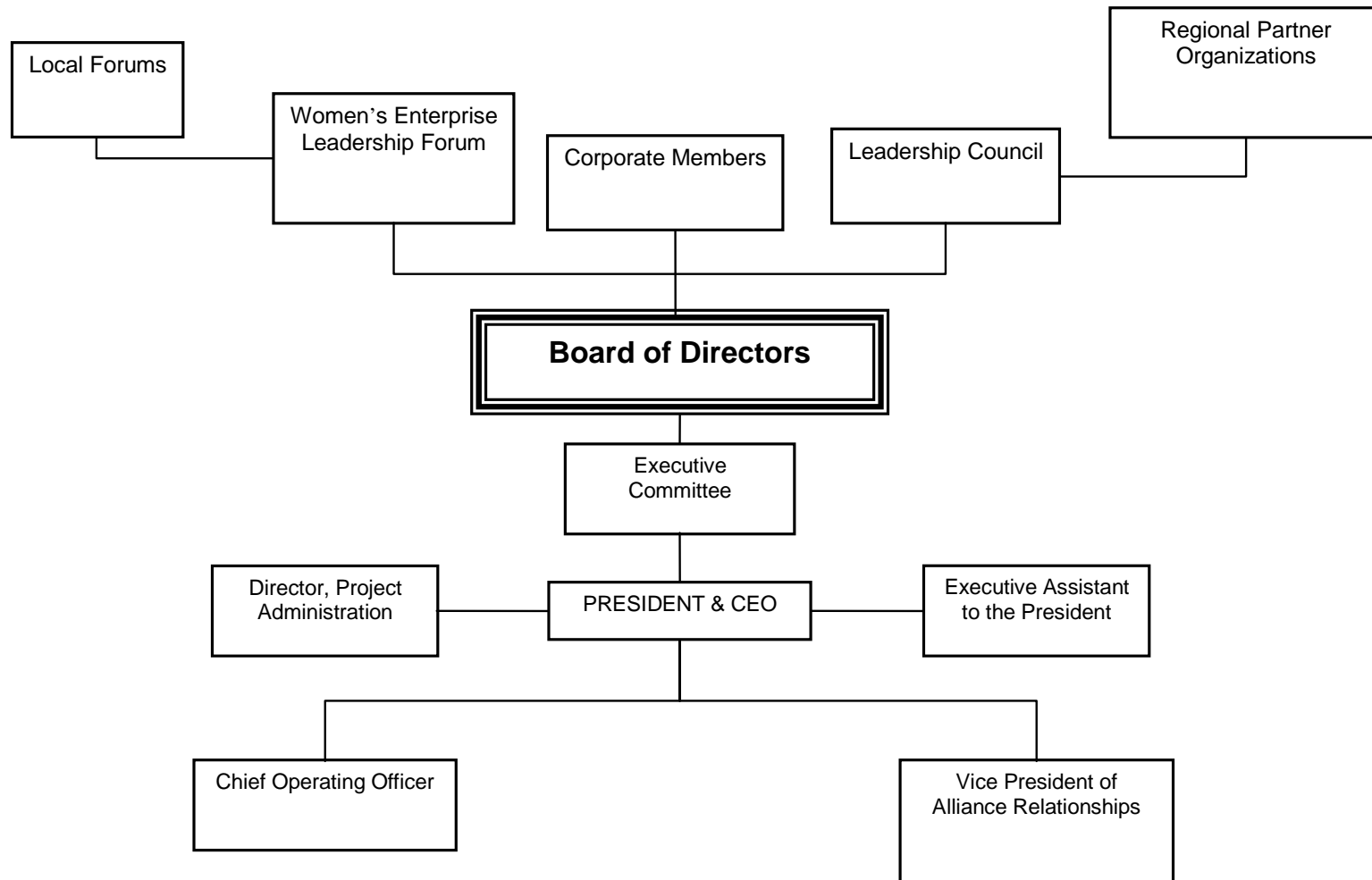
- articulating WBENC's mission, goals and accomplishments to appropriate individuals and organizations
- acting as an "ambassador" for WBENC at all times

WBENC's Expectations

of it's Board Members

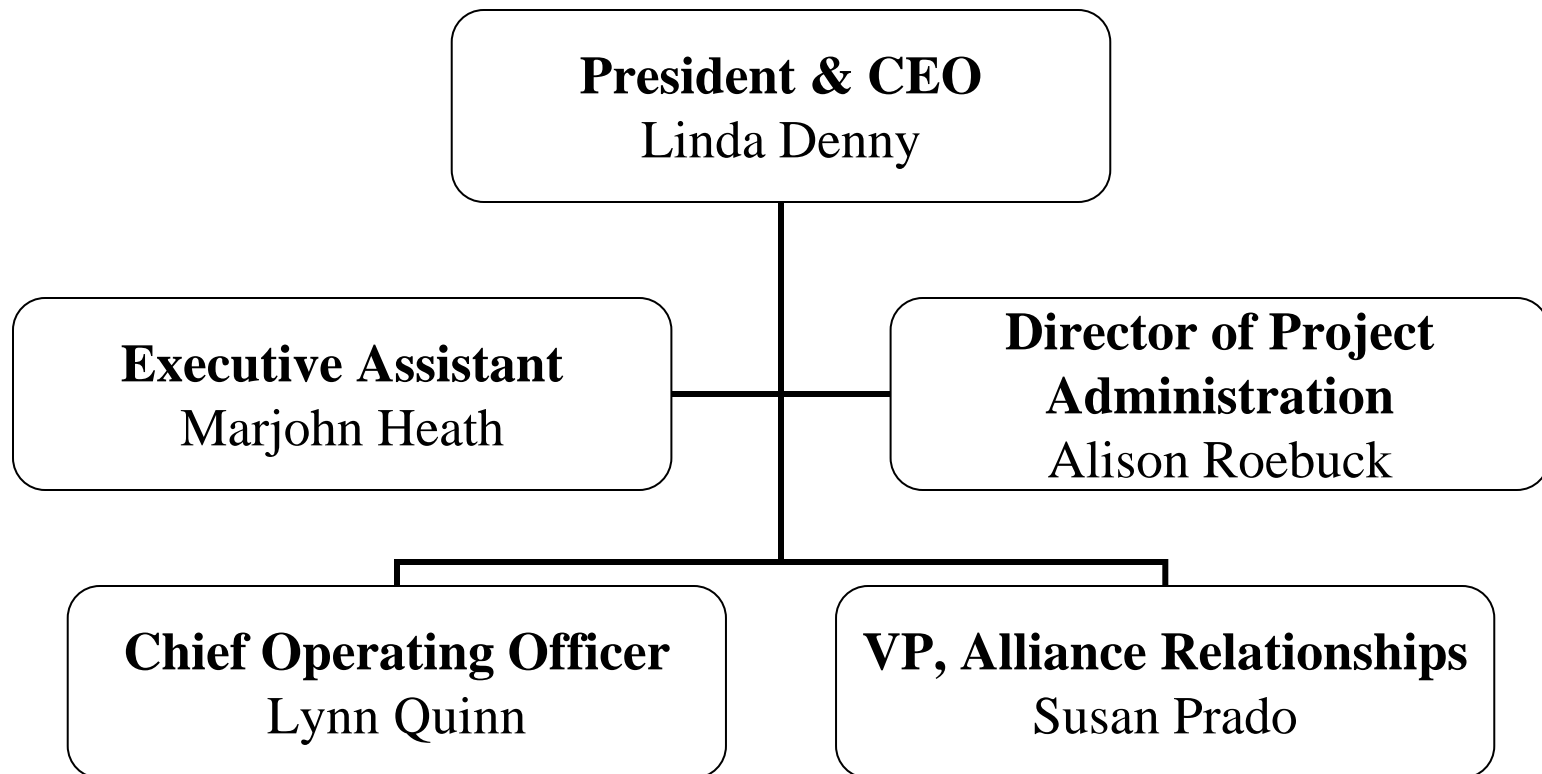
- 10. Maintain WBENC's integrity and accountability, including ensuring that policies are in place that guide WBENC's Board and staff:**
 - abiding by all of WBENC's governance documents, including its By-Laws, Code of Ethics, and articles of incorporation
 - providing counsel to the President on personnel issues, when requested and/or appropriate.

WBENC Organizational Structure



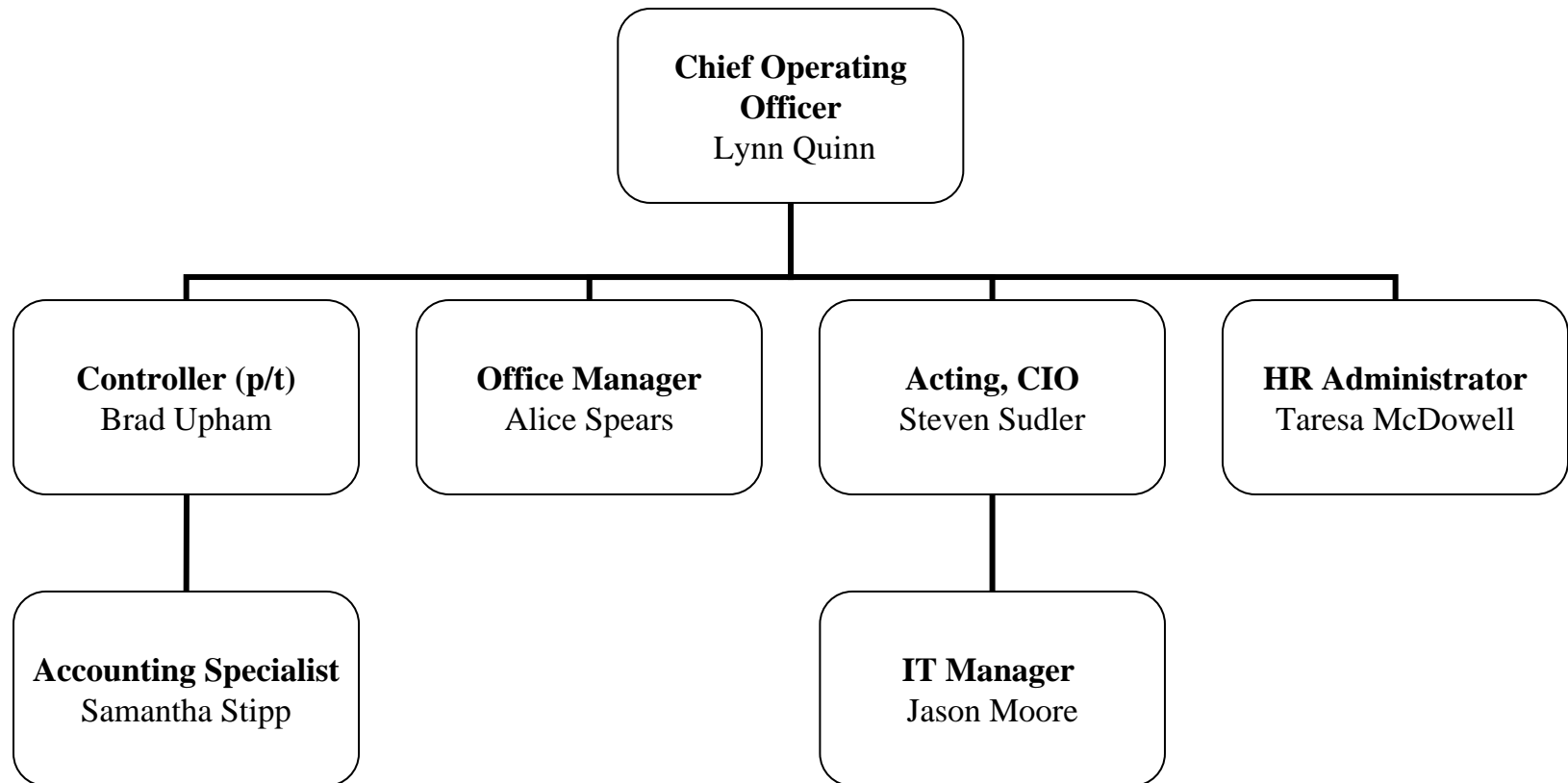
WBENC's Staff Structure

Office of the President



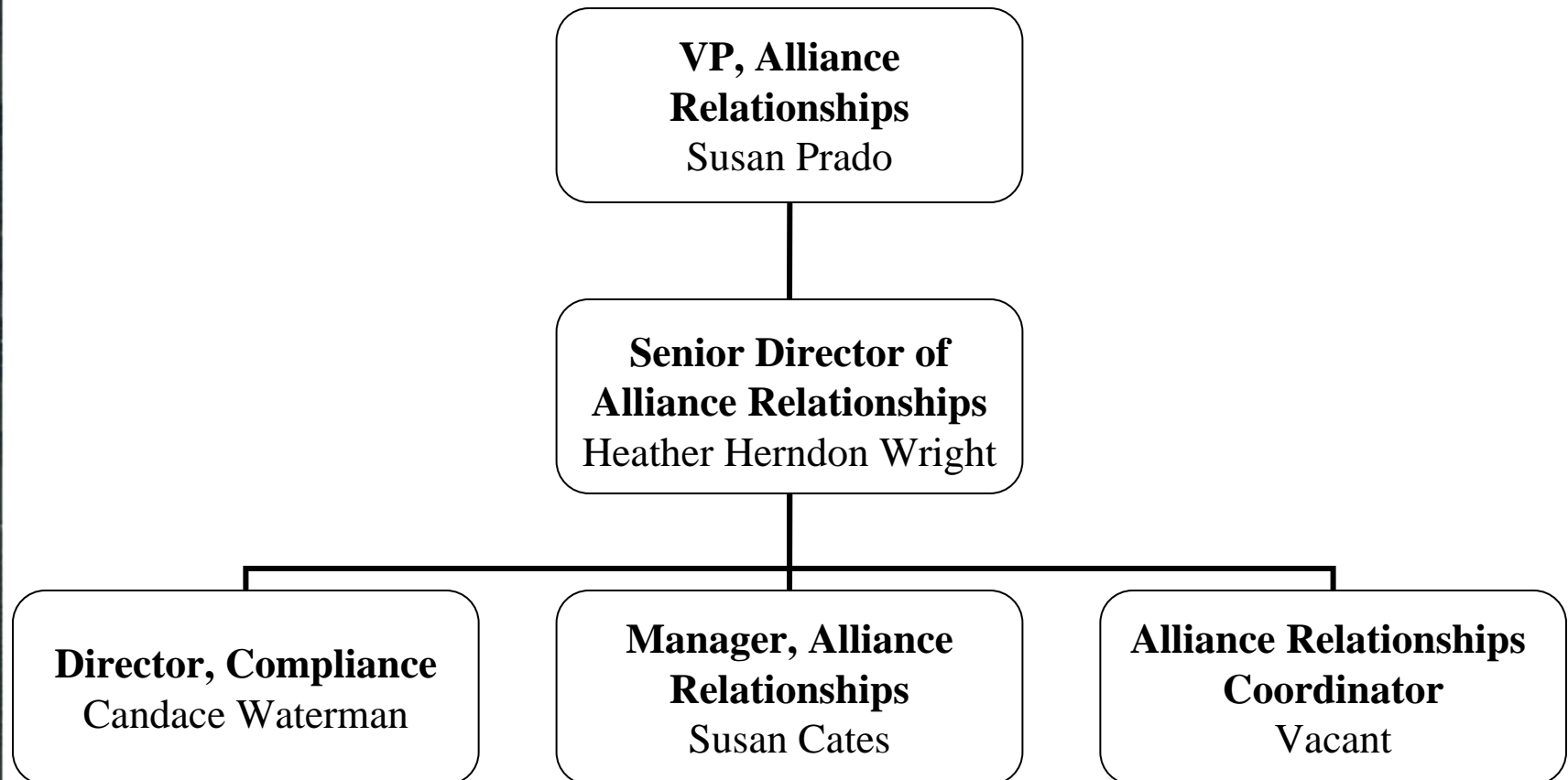
WBENC's Staff Structure

Finance and Operations



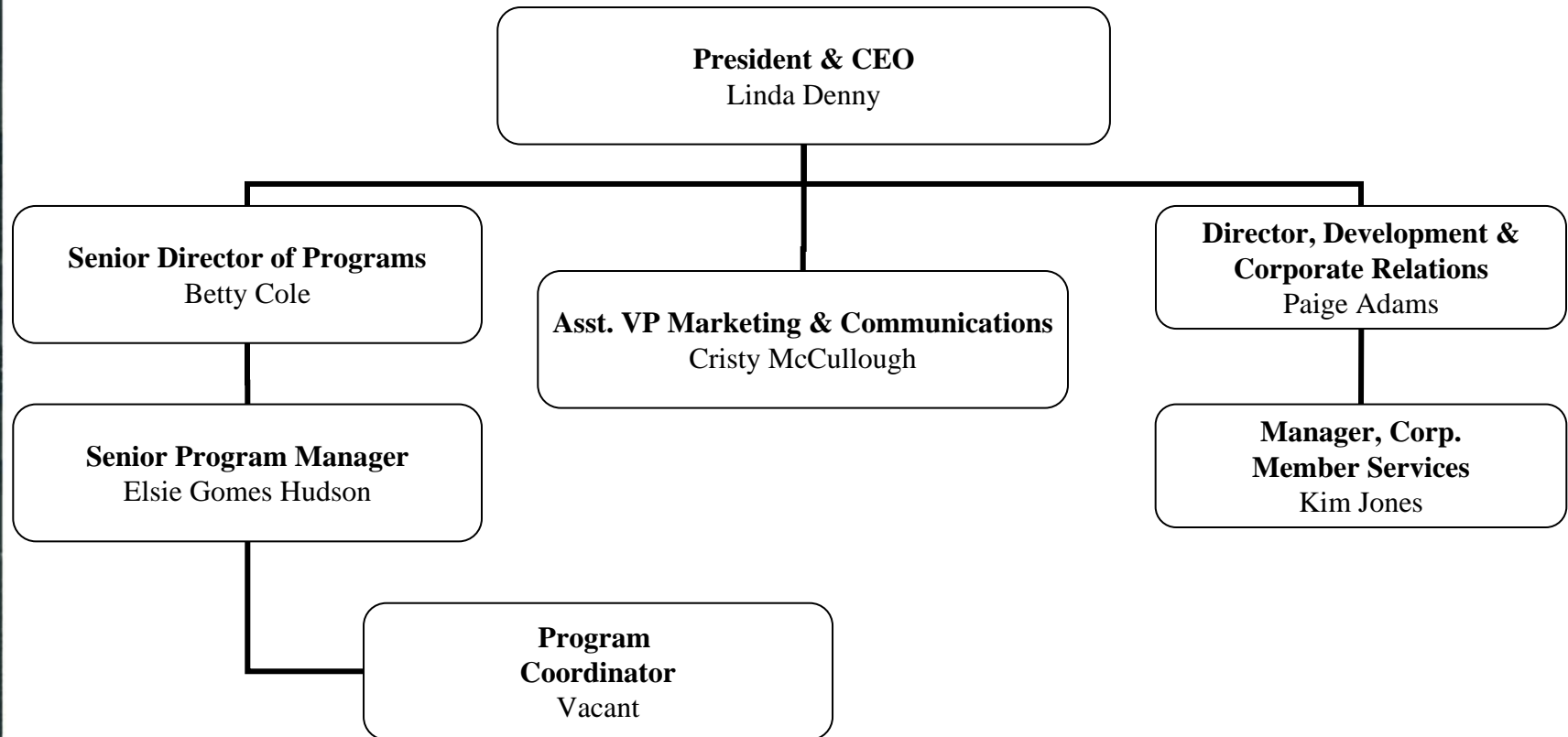
WBENC's Staff Structure

Alliance Relationships



WBENC's Staff Structure

Programs and Business Development



Note: Asst. VP of Marketing and Communications reports directly to the COO

Committees of the Board

- Audit Committee
- Certification Committee
 - Appeals Sub Committee
 - National Certification Review Committee
- Development Committee
 - Member Benefits and Dues Sub Committee
- Ethics Committee
- Field Governance Committee
- Finance Committee
- Women's Enterprise Leadership Forum
- Global Business Committee
- Leadership Council
- Marketing Committee
- Program Committee
- Supply Chain Committee
- Technology Committee

Committees of the Board

Currently there are four ad hoc board committees

- Board Governance Committee
- Allocations Review Committee
- Task Force on Board Committee Structure
- C3 Committee (focused on creating better communication among committees)

WBENCLink

- To Access: Go to www.wbenc.org then click on WBENCLink
 - info@wbenc.org to request login
- Main Purpose: Finding WBEs
 - Search capability by Company Name, Product Service, NAICS/SIC Codes, City, State, Zip Code, Certifying Partner Organization, WBENC Status, Gross Annual Sales, Refining Your Search, New Search, Exit, Downloading
- You can also find
 - Regional Partner Organizations
 - Corporate Contacts
 - Locating and downloading WBE Certificate
 - WBENC Branding Guidelines and Artwork

Board Member Intranet Site

- Go to: <http://wbenc.designed-solutions.com/board>
 - All Board Materials
 - Board books posted seven days prior to each meeting
 - New Board Member Briefing Book – updated semi-annually
 - By-Laws
 - Board of Directors List
 - WBENC Staff Directory
 - Calendar of Events
 - Communication from WBENC Leaders
 - C3 Committee status reports

Programs

- Benchmarking Research
- Balanced Score Card
- Corporate Training
 - Corporate Workshop
 - New Member Briefings
 - Live Meetings on specific topics
- America's Search for Top Corporations for Women's Business Enterprise
- MatchMaker Meetings
- Salute to Women's Business Enterprises
- Women in Business national conference
- Applause Awards™
- The Zenith Group
- The Tuck-WBENC Executive Program
- Dorothy B. Brothers Executive Scholarship Program
- Done Deals™

WBENC Publications

- The President's Report
- WBENC Publications
 - *Breaking Through: Creating Opportunities for America's Women and Minority-Owned Businesses*
 - *Partnering for Profit: Success Strategies for Tomorrow's Supply Chain*
 - *Breaking Through: Creating Opportunities for America's Women and Minority-Owned Businesses – 2nd Edition*
 - *I Can Do That*
 - *White Papers: Globalization from the Inside Out; The Business Case: Women Owned businesses in the Supply Chain, Influencing Women Consumers*

Milestones

1996

- Business plan commissioned for the creation of women's business certification entity
- Corporations, WBEs and women's business organizations meet in Dallas and adopt the business plan for WBENC

1997

- Susan Bari hired as Acting ED
- WBENC incorporated in DC with 11 corporate members
- 4 partner organizations provide certification nationally
- Corporate membership grows to 21
- 500 WBEs are "grandmothered"
- Database is developed

Milestones

1998

- 41 corporate members
- 8 partner organizations
- 200+ corporations accept WBENC certification
- Women's Economic Summit - Marketing Initiative
- \$50K to partner organizations; \$40K to start-up WBOPs

1999

- 64 corporate members; 350 accept certification
- 12 partner organizations
- First "Salute"
- "Top Corporations" program is launched
- Allocations increase to \$200K
- First Applause awards

Milestones

2000

- 87 corporate members
- 48 board seats, with waiting list
- Database contains 2,700 records
- “Salute” revenues double
- Partner with WBC/SW for “WIB 2000”
- Allocations at \$250K

2001

- 104 corporate members
- 52 board seats
- Process 3,000 applications nationally
- Partner with WBDC/Chicago for “WIB 2001”, 2,000 attendees
- Top Corporations announced at the White House

Milestones

2002

- 125 corporate members
- 54 board seats
- WBENC certification increases by 29%
- Executive Scholarship program introduced with 16 scholarships awarded
- Partner with WBEA for “WIB 2002”

2003

- 150 corporate members
- Tuck-WBENC Executive Program is launched with 49 participants
- Model for Success and Sustainability
- Branding Initiative

Milestones

2004

- 180 corporate members
- Allocations top \$1,000,000
- 5,000 applications
- Partner with WBC/Gulf Coast for “WIB 2003”
- 2 new committees added
- WBENC publishes its first book

2005

- 203 corporate members
- 5,000 certified WBEs
- Women Business Stars program expands
- Code of Ethics is developed
- Zenith program is launched

Milestones

2006

- WBENC corporate membership tops 235
- Certifications exceed the 6,000 mark
- WBENC's second edition of: *"Breaking Through: Creating Opportunities for America's Women and Minority Owned Businesses"*, authored by WBENC President Susan Bari, released at the Annual Meeting in March 2006
- 2006 Salute to Women's Business Enterprises had more than 1000 attendees and tops \$1M in revenue for the first time.
- Women In Business 2006: Contacts to Contracts had more than 2200 attendees
- Global Business Initiative was launched in the United Kingdom

Milestones

2007

- WBENC corporate membership tops 246
- Certifications exceed the 7,300 mark
- 10th Anniversary Celebration: Held in Dallas, Texas, the city in which WBENC was founded.
 - Founder's Dinner March 2007
 - 2007 Salute to Women's Business Enterprises: The event marked the growth of WBENC from a start-up organization to the nation's leading advocate for women's business enterprises (WBEs) as suppliers to corporate America.
- 16 companies received the designation of a 2006 Top Corporations
- Linda Denny named WBENC's President and CEO
- Women in Business 2007: Launching A New Decade had more than 2200 attendees
- WBENC's third book: "YES, I Can Do That!", authored by WBENC President Emeritus, Susan Bari, was released WIB2007
- WBENC published two white papers: *Globalization - From the Inside Out; The Business Case: Women-Owned Businesses in the Supply Chain – Influencing Women Consumers*

Milestones

2008

- WBENC corporate membership tops 259 with 36 new members
- Certifications exceed the 8,500 mark
- WBENC Strategic Plan accepted by Board of Directors-implementation began
- Successful Salute to Women's Business Enterprise: *The Power of Progress* held in Washington, DC
- 16 companies received the designation of a 2007 Top Corporations
- WEConnect was launched in the House of Commons in the United Kingdom as the first women's certification entity outside the US based on the WBENC standards
- WIB2008 in Atlanta, Georgia had 2,800 attendees and total revenue of \$3,314,147, including sponsorships, exhibitor fees, attendee fees, advertising, and Silent Auction
- Realignment of WBENC Southeast territory (six states)
 - Creation of Ohio River Valley Women's Business Council
 - Georgia Women's Business Council assigned North & South Carolina
 - Women's Business Council South assigned Tennessee

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Q&A



Appendices

- **Appendix I: WBENC's Standards & Procedures**
- **Appendix II: Summaries of WBENC's Board Meetings: 1997-2008**
- **Appendix III: Board of Directors' Position Descriptions**
- **Appendix IV: WBENC's Code of Ethics**
- **Appendix V: WBENC's Board Contact Information**
- **Appendix VI: WBENC's By-Laws**
- **Appendix VII: WBENC's Branding Guidelines**