



WOMEN'S BUSINESS ENTERPRISE  
NATIONAL COUNCIL

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## NOVEMBER BOARD BOOK

BOARD OF DIRECTORS MEETING

MAYFLOWER HOTEL

WASHINGTON, DC

PALM COURT BALLROOM

NOVEMBER 20, 2019

# TABLE OF CONTENTS

<b>AGENDA</b> .....	<b>1</b>
<b>JUNE 2019 BOARD MEETING</b> .....	<b>2</b>
ATTENDANCE SHEET .....	3
MEETING MINUTES .....	6
<b>NOVEMBER 2019 MEETING MATERIALS</b> .....	<b>12</b>
<b>NOMINATING COMMITTEE REPORT</b> .....	<b>13</b>
BOARD ELECTIONS .....	15
CORPORATE NOMINATIONS .....	16
PROPOSED BOARD RESOLUTION .....	18
<b>BOARD CHAIR &amp; PRESIDENT’S REPORT</b> .....	<b>19</b>
<b>COMMITTEE REPORTS</b> .....	<b>24</b>
FINANCE COMMITTEE REPORT .....	24
AUDIT COMMITTEE REPORT .....	27
LEADERSHIP COUNCIL REPORT .....	29
WOMEN’S ENTERPRISE FORUM REPORT .....	33
CORPORATE MEMBERSHIP & REVENUE GENERATION REPORT .....	36
US PROGRAMS COMMITTEE REPORT .....	38
GLOBAL COMMITTEE REPORT .....	40
MARKETING, COMMUNICATIONS & BRAND MANAGEMENT REPORT .....	42
NATIONAL CERTIFICATION COMMITTEE REPORT .....	44
<b>WBENC GOVERNANCE</b> .....	<b>50</b>
<b>REGIONAL PARTNER ORGANIZATIONS</b> .....	<b>52</b>
<b>WBENC STAFF</b> .....	<b>55</b>

## AGENDA

<b>9:00 AM</b>	<b>BOARD CHAIR'S REPORT</b> <ul style="list-style-type: none"><li>• Approval of Meeting Minutes (June 2019)</li></ul>	<b>BARBARA KUBICKI-HICKS</b>
<b>9:10 AM</b>	<b>NOMINATING COMMITTEE REPORT</b>	<b>CLINT GRIMES</b>
<b>9:30 AM</b>	<b>PRESIDENT &amp; CEO'S REPORT</b>	<b>PAMELA PRINCE-EASON</b>
<b>9:50 AM</b>	<b>TREASURER'S REPORT</b>	<b>PAMELA PRINCE-EASON</b>
<b>10:20 AM</b>	<b>BREAK</b>	
<b>10:35 AM – 11:00 AM</b>	<b>COMMITTEE REPORTS</b> <ul style="list-style-type: none"><li>• <b>LEADERSHIP COUNCIL UPDATE</b></li><li>• <b>WOMEN'S ENTERPRISE LEADERSHIP FORUM UPDATE</b></li></ul>	<b>EMILIA DIMENCO</b> <b>PATRICIA RODRIGUEZ-CHRISTIAN</b>
<b>11:00 AM – 11:40AM</b>	<b>WBENC PROGRAMS REVIEW</b>	<b>JILL SASSO</b> <b>LAURA TAYLOR</b>
<b>11:40AM – 11:50AM</b>	<b>OPEN – NEW ITEMS</b>	
<b>12:00 PM</b>	<b>CLOSING COMMENTS</b>	

**Minutes of the June 24, 2019  
WBENC Board Meeting**

**Submitted for Approval  
During the November 2019  
Board Meeting**

Women's Business Enterprise National Council  
Board of Directors Meeting  
June 24, 2019 – 4:00PM- 6:00PM  
Baltimore Convention Center  
Level 3, Room 301

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	Notified Absent
<b>Corporation Corporate Members</b>		
4. Accenture	Nedra Dickson	Notified Absent
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	Present
9. Capital One	Jim Gorzalski	Present
10. Chevron	Stephanie Beveridge	Authorized Designee
11. Comcast NBC Universal	Ajamu Johnson	Present
12. D.W. Morgan	David Morgan	Notified Absent
13. Dell Inc.	Piyush Bhargava	Notified Absent
14. ExxonMobil Corporation	Doug Fisher	Present
15. EY	Theresa Harrison	Present
16. FedEx	Sue Spence	Notified Absent
17. Ford Motor Company	Jacklyn Watt	Present
18. GM	Reggie Humphrey	Present
19. IBM Corporation	Michael Robinson	Present
20. Johnson & Johnson	Beverly Jennings	Present
21. JP Morgan Chase & Co.	William Kapfer	Present
22. Kellogg	Michele Van Treeck	Present
23. KPMG LLP	Barbara Carbone	Present
24. Macy's, Inc.	John Munson, Jr.	Present
25. ManpowerGroup	Paula Ratliff	Present
26. Marriott International, Inc.	Casey Oakes	Present
27. Microsoft Corporation	Fernando Hernandez	Present
28. Owens & Minor	Danniella Green	Notified Absent
29. Nationwide Inc.	Catherine Lanning	Present
30. Office Depot/Office Max	VACANT	
31. PepsiCo, Inc.	Mary McEvoy	Present

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

68. Magnum Group	Vivian Isaak	Absent	
69. ALOM	Hannah Kain	Present	
<b>Expert Members</b>			
70. Bristol-Myers Squibb	Farryn Melton	Present	
71. Past Chair Emeritus	Cheryl Stevens	Present	
72. ACT-1 Group	Janice Bryant-Howroyd	Present	
<b>WBENC Staff</b>			
VP, HR, Governance & Programs	Jill Sasso	Present	
VP, Marketing & Technology	Pat Birmingham	Present	
VP, Certification & Strategic Planning	Laura Taylor	Present	
Controller	Val Bunns	Present	
<b>Regional Partner Organizations</b>			
WBDC Florida	Nancy Allen	Present	
WPEO-DC	Sandra Eberhard	Present	
WBCS	Debbie Hurst	Present	
<b>Board of Director Guests &amp; Representatives</b>			
Chevron	Dave Feldman	Present	
ManpowerGroup	Nancy Creuziger	Present	
Raytheon	Crystal King	Present	
The Walt Disney Company	Leonard Spencer	Present	
W.I.P.P.	Candace Waterman	Present	

**CALL TO ORDER:** Board Chair Ms. Barbara Kubicki-Hicks called the meeting to order at 4:13pm ET.

*A Quorum was established – see Attendance sheet.*

**BOARD CHAIR’S REPORT**

**BARBARA KUBICKI-HICKS**

- Opened the meeting by welcoming everyone to Baltimore, MD and thanked all of the 2019 NCBF sponsors.
- Asked if there were any corrections to the March 2019 board meeting minutes. No changes were needed to the meeting minutes.

*Following a motion by Ms. Beverly Jennings and a second by Dr. William Kapfer the meeting minutes from the March 2019 board meeting were accepted and unanimously approved. There was no opposition; no further discussion.*

**NOMINATING COMMITTEE REPORT**

**JILL SASSO**

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

- Shared that Mr. Clint Grimes, Nominating Committee Chair, was delayed in arriving to the board meeting due to flight scheduling and therefore she would be sharing the Nominating Committee update with the board.
- Gave a brief update on Nominating Committee activities since March, including meetings held to work on updating the committee charter based on board approval to expand the scope of the Nominating Committee to include governance (Nominating Governance or NomGov Committee).
- Noted the Nominating Committee has also reviewed and put forward two candidates for election by the board to the existing corporate seats for KPMG and Office Depot, and asked nominees to please leave the room. Asked if there were any questions or comments on the candidates. There were none.

*Following a motion by Ms. Lori Billingsley and a second by Ms. Hannah Kain, the nominees for the two open, existing corporate board seats were unanimously approved; no opposition; no further discussion.*

**PRESIDENT & CEO’S REPORT**

**PAMELA PRINCE-EASON**

Full details can be found in the Board Chair and President’s Report distributed at June Board Meeting and on the Board Extranet site.

- Welcomed everyone to Baltimore, noting the 2019 NCBF is anticipated to be the best WBENC national conference yet.
  - Echoed Ms. Barbara Kubicki-Hicks’ thanks to all of the sponsors and all supporters of the 2019 NCBF, noting the WBENC team could not pull it off without them.
  - Thanked Ms. Michelle Richards for setting the bar high at the 2018 NCBF and stated the hope is to meet the same levels of attendance for the 2019 NCBF.
  - Also thanked WBENC leadership team members Ms. Patricia Birmingham, Ms. Jill Sasso, Ms. Valerie Bunns and Ms. Laura Taylor for their work and coordination to ensure the 2019 NCBF is a success.



- Asked Corporate Member, WBE and RPO Business Lab leaders in the room to stand and be recognized, and thanked each of them for their contributions to the NCBF Business Lab tracks.
- Continued by sharing that specific focus by the WBENC team had been ongoing on planned programming taking place at the 2019 NCBF, including the Industry-Based Trade Fair, MatchMakers, Student Entrepreneur Program, Women of Color Outreach & Development Program and Planet Mogul Program.
- Noted additional focus at on Hes4Shes recognition and thanked Mr. Doug Fisher for his work on the personas for the 2019 class of Hes4Shes.
- Shared that Ms. Lori Billingsley had just recently been promoted to Chief Diversity & Inclusion Officer at The Coca-Cola Company. Further shared Ms. Lori Billingsley will be stepping down from The Coca-Cola Company board seat and thanked her for her time and contributions to the board.
- Explained the 2018 audit was underway and had been postponed due to an issue with the interface between the CRM database and Great Plains accounting software. Further noted the audit was going well thus far and the Audit Committee met earlier today.
- Stated there had been a significant development with enforcement of the WOSB certification for government suppliers and government contract set-asides, both of which the Small Business Association (SBA) had promised they would begin enforcing over the course of the past 3 years. Explained WBENC would still be a certifier under the plan the SBA is now proposing, but others may also be allowed to certify, including the government. Further shared WBENC and all RPOs will be sending in a joint response currently in process and expected to be delivered to the SBA by 7/15/19 to express our consolidated opinion. Asked RPO leaders and Ms. Laura Taylor if they would like to add any comments.
  - Ms. Emilia DiMenco stated we might be faced with making a decision on whether to continue to provide the WOSB certification.
  - Ms. Laura Taylor confirmed the government will be doing away with “self-certifications” and in the current plan the SBA will be conducting certifications themselves. She further shared the SBA had regular phone calls scheduled prior to making a final decision to take input from the four current certifying agencies, which WBENC would take part in to ensure our feedback is heard.
- Ms. Pamela Prince-Eason thanked Mr. Rick Wertsching and Mr. Leonard Spencer of The Walt Disney Company for involving WBENC as a sponsor of the 2019 Disney Women’s Leadership Summit, noting WBENC would really like to partner with The Walt Disney Company on the program in a bigger way moving forward. Continued by sharing that Ms. Ann Ramakumaran was a guest speaker at the event and invited her to comment.
  - Ms. Ann Ramakumaran stated it was a magical experience to participate as a speaker at the Disney Women’s Leadership Summit.
- Noted the Student Entrepreneur Program (SEP) started yesterday and asked if any of the SEP mentors would like to stand and share their experiences.
  - Ms. Shelly Van Treeck stood and shared that the Kellogg Company team met with their student mentee the yesterday and she was very bright.
  - Mr. Eugene Campbell articulated that the capacity of the students to process even more sophisticated business models than previous classes was evident, and gave kudos to the WBENC team for the level of talent of the 2019 SEP student cohort.
  - Ms. Pamela Prince-Eason shared that the SEP Pitch Competition had become so popular it would be the only program running Thursday afternoon so all who wanted to attend would be able to.
- Ms. Pamela Prince-Eason recognized Ms. Mary McEvoy and PepsiCo for their sponsorship of the 2019 NCBF WBENC Pitch competition and explained that the decision to allow the Summit & Salute WBENC Pitch winner to participate in the NCBF competition was based on the larger prize offered for the NCBF competition.
- Described the Planet Mogul activation that happened today at the Baltimore YMCA, noting the first half of the day was programming for elementary-aged students and the second half of the day was programming targeted to a group of homeless high school students. Invited Planet Mogul sponsors to share their experiences with the board.
  - Ms. Farryn Melton shared that the high school students ranged in age from 14 to 19 years old. The program was very impactful for herself and the Bristol Myers-Squibb team and she encouraged all in the board meeting to get involved.
  - Mr. Reggie Humphrey shared that Planet Mogul is an amazing platform and gave credit to Ms. Rohena Miller for developing it. He noted the raw talent and energy of the students is inspiring to see.

- Ms. Pamela Prince-Eason asked anyone interested in participating in the program or sponsoring the program to please reach out to herself or Ms. Jill Sasso.
  - Mr. Fernando Hernandez stood and offered a \$5,000 donation towards the program and Ms. Pamela Prince-Eason thanked him.
- Ms. Pamela Prince-Eason had one final update to share, which was to notify all board members that the planned bi-annual corporate member meeting scheduled for September 2019 had been postponed.
- Explained the National Student Future Ready Day planned for 9/9/19 would still take place at a school in Durham, NC. She asked anyone interested in participating to email herself or Ms. Jill Sasso as soon as possible to be included, and stated the WBENC team is excited to work with Ms. Roz Lewis, the local RPO leader in the NC area.

## **TREASURER'S REPORT**

**THERESA HARRISON**

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

- Reminded all that WBENC generates most of its revenue during the first six months of the year though there are some remaining membership dues, NCBF sponsorships and registration fees and revenue from other programs, such as the Tuck Program, to be recognized in the coming months.
- Further noted expenses appear low at this time of year but explained all remaining conference-related costs will be recorded in the two months following NCBF. WBENC is on track to meet expected year-end results.
- Shared YTD financials, noting WBENC's liquidity position remains strong; cash is slightly ahead of 2018; and, accounts receivable is slightly higher than it was at the same time in 2018. Further explained financial ratios continue to improve as WBENC's cash balance grows.
- Covered 2019 Summit & Salute financial performance noting revenue was slightly under budget due to the decision not to hold a silent auction fundraiser. This decision was made so the silent auction did not infringe on the Cheryl W. Snead Memorial Fundraiser which raised approximately \$70,000. Shared that WBENC has an additional \$50,000 to record in July for sponsorships due to sponsor requests to be billed in the month aligned with their fiscal year. Also shared Summit & Salute registration fees exceeded budget by approximately \$100,000 or 21%. Summit & Salute recorded record-breaking attendance with 1764 attendees in Houston, TX.
- Shared updated information on 2019 NCBF financial progress, noting an additional \$800,000 of revenue will be recognized in the May - July financials in addition to onsite registration fees and silent auction proceeds. Again, explained that the majority of the conference-related invoices will be received in June and July and therefore expenses appear low at this time.
- Gave a membership update stating 94% of the budgeted \$4.5mm goal was achieved with a total of 22 new members as of 4/30/2019.
- Noted the field work for the 2018 audit was completed during week of June 17th. The auditors are currently reviewing the audit file and expect to have a draft to WBENC management in the 3rd Quarter.
- Finally noted the 2020 Budget development will occur in August and September 2019 with a forecast being completed as part of the process. The 2020 budget will be proposed to the Finance Committee in early October, to the Executive Committee in late October and recommended to the full board for approval at the November 2019 board meeting.

## **AMBASSADOR UPDATE**

**DEBRA JENNINGS-JOHNSON**

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

- Asked all WBENC Ambassadors to stand, noting all WBENC board members are Ambassadors.
- Shared 2019 Ambassador Program activity and initiatives, including expanding and promoting the WBENC mission via Ambassador participation in industry-specific events. Used the example of Ms. Pamela Prince-Eason attending the 2019 Offshore Technology Conference.
- Further shared the WBENC Marketing & Communications blog initiative for corporate member Ambassadors, as well as the initiative around communicating the needs of RPOs for certification committee engagement by Ambassadors and their team members.
- Finally noted the Ambassador program was featured in the June edition of WE USA magazine and thanked all Ambassadors for their continued engagement and support.

## **LEADERSHIP COUNCIL UPDATE**

**EMILIA DIMENCO**

Full details can be found in the board book.

- On behalf of Ms. Phala Mire and herself, thanked all RPO leaders for their support.
- Noted there are 15,377 certified WBEs representing growth of 6% since May 2018; and 5,785 certified WOSBs, representing growth of 13% since May 2018.
- Shared that as of 5/15/19 there are 379 Regional only members, 174 National and Regional members, and 169 National only members
- Noted that between 2/1/19 and 4/30/19, 93 regional events were held with 4,380 total participants across the WBENC Network, representing a substantial combined engagement by RPOs. Further noted the RPO leaders are looking to bring complimentary programming to the local level that is based on the current WBENC national programming.
- Explained the Leadership Council (LC) brainstormed ideas to increase growth and engagement of corporate members nationally and regionally and will continue this work at their August 2019 LC meeting.
- Stated the LC is providing input to the National Certification Committee (NCC) on several proposed changes to certification, including virtual site visits. Further explained the LC wants to assist the NCC to make certification better while ensuring it remains the gold standard.
- Ms. Pamela Prince-Eason invited Ms. Susan Rittscher to share comments with the board on her upcoming retirement.
  - Ms. Susan Rittscher noted she would be staying on for the following 6 months, attending both the August LC meeting and WBENC November Board Meeting. She thanked all board members and LC members for their support over the years.

## **WOMEN'S ENTERPRISE LEADERSHIP FORUM**

**PATRICIA RODRIGUEZ-CHRISTIAN**

Full details can be found in the Board Book.

- Shared that the Forum is hosting a “Connections Walk” tomorrow and invited all in the board meeting to participate.
- Covered Forum meeting activities including the WBE2WBE Connections activity that included procurement opportunities and industry tables. Also noted Ms. Allison Maslan was the keynote speaker and her presentation was entitled “The Brains of High Performance Business Owners”.
  - Ms. Pamela Prince-Eason thanked Ms. Pamela Williamson for referring the Forum keynote speaker. Also congratulated Ms. Patricia Rodriguez-Christian and Ms. Patti Massey for the great job they’ve done as Forum Chair and Forum 1<sup>st</sup> Vice Chair thus far.
- Ms. Patricia Rodriguez-Christian shared that in June the Forum launched a call for nominations for open board seats as well as open Forum leadership positions as part of their governance and succession planning initiatives.
- Ms. Pamela Prince-Eason suggested the Forum be allowed a “Forum First” opportunity to participate in the 9/9/19 Planet Mogul National Student Future Ready Day in North Carolina.

## **OPEN ITEMS**

**BARBARA KUBICKI-HICKS**

- Asked if there were any questions or additional updates.
- Ms. Farryn Melton asked about the planned recognition of the Hes4Shes at the 2019 NCBF.
  - Ms. Pamela Prince-Eason noted in addition to the Hes4Shes persona meter boards, Mr. Doug Fisher would be conducting a “stand up” during one of the lunch sessions at NCBF to recognize the 2019 class.
- Ms. Debra Jennings-Johnson asked if a calendar had been created to note where Planet Mogul activations would take place in the U.S. over the upcoming year.
  - Ms. Pamela Prince-Eason explained the upcoming 9/9/19 National Student Future Ready Day was the only certain date/activation at that time.
- Ms. Debbie Hurst asked to confirm that the planned national bi-annual corporate member meeting could be removed from board member calendars.
  - Ms. Pamela Prince-Eason confirmed Ms. Jill Sasso would send an update to remove the meeting from board member calendars.
- Ms. Laura Taylor asked to address the board briefly on a survey she wanted to distribute to board members to gather feedback on WBENC potentially developing a Supplier Diversity Professionals program. The program would be designed to educate supplier diversity professionals in best practices with the objective of meeting the needs and demands of WBENC corporate members. She further noted there was a discussion on the need for this type of program with the Tuck School of Business, but the concern was that WBENC would not want to create a program if similar programs already in existence were meeting corporate member needs. Therefore, WBENC would like to collect feedback from board members via the survey.
  - Ms. Hannah Kain asked why a potential program would be limited to corporate members and added it should be offered to WBEs as well.
  - Mr. Reggie Humphrey noted he sent 2 of his team members to the program at Tuck and received excellent feedback, but also noted the program is not certificate-based.
    - Ms. Pamela Prince-Eason replied the potential WBENC program could possibly be built to provide continuing education units (CEU’s) or something similar for CPSD certification credit. She continued by stating the main question for board members is whether this type of program would be something corporate board members and their teams would participate in and whether it would be valuable.
  - Ms. Debra Jennings-Johnson asked if the potential WBENC program would be something new or would be the same as the existing Tuck program.
    - Ms. Laura Taylor noted it would be modeled after the program done previously at Tuck but would be updated.

- Ms. Pamela Prince-Eason added that WBENC is seeking the advice of board members as we do not want to provide it unless they feel it is needed and would be valuable.
- Mr. Eugene Campbell suggested an assessment of supplier diversity courses currently available to identify any gaps. Then, WBENC could create something better as a new standard. He further suggested WBENC consider issuing a request for proposal (RFP) and allow Tuck to compete to develop the curriculum.
- Mr. Michael Byron noted the course should be broader than just procurement as that is only one of the things supplier diversity professionals do.
- Mr. Fernando Hernandez added there is a need for updated programs based on what has been offered in the past.
  - Ms. Joan LaGrasse agreed there is a need for an updated program to keep up with changing needs.
  - Ms. Patti Winstanley added it is important to have consistency with all programs working together.
- Ms. Ann Ramkumaran stated if WBENC decides to move forward with developing a program, the board members will take the journey with WBENC and support the initiative.

#### **CLOSING COMMENTS**

**BARBARA KUBICKI-HICKS**

- Asked if there were any further items for discussion. There were none.
- Ms. Pamela Prince-Eason asked all new board members to stay after the board meeting for a few moments for introductions.

*Following a motion by Ms. Barbara Kubicki-Hicks and a second by Mr. Casey Oakes, the board meeting was adjourned.*

*The meeting ended at 5:48 PM ET.*

**Materials for November 20, 2019  
WBENC Board of Directors Meeting**

# Nominating Committee Report

Women’s Business Enterprise National Council  
 Report to the WBENC Board of Directors  
 November 20, 2019

**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.**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Committee met 2/21/19 to review nominations for new board members to existing corporate board seats using demographics to understand diversity impact to the board.</li> <li>• Committee finalized slate of 3 corporate candidates to recommend to the Executive Committee for election at March board meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee met 6/13/19 to review nominations for new board members to existing corporate including demographics.</li> <li>• Committee finalized slate of 2 candidates to recommend for open corporate board seats at June board meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee met 11/7/19 to review corporate nominations for existing seats, corporate scorecards for expiring seats and Forum and Leadership Council nominations. Committee approved and put forward a slate of candidates for approval by the Executive Committee on 11/11/19, and election by the full board at the 11/20/19 meeting.</li> </ul>

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

- Charter.
- Application.
- Committee Timeline.

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• At Executive Committee Meetings in February, a recommendation was made that the Nominating Committee take on an additional role around board governance.</li> <li>• During 2/21/19 meeting, discussed the change of Committee name and scope, pending board approval, and set initial meeting to begin work on new objectives in April.</li> </ul>	<ul style="list-style-type: none"> <li>• At 4/4/19 strategic planning meeting, Committee reviewed existing charter and made proposed changes based on expanded scope. Discussed Committee objectives through Q4 2019 as well as needed amendments to Committee Timeline to achieve objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee has reviewed and provided suggested revisions to the Nominating Committee Charter to align with WBENC by-laws and include expanded board governance scope. Once approved, the Committee Timeline will be amended to reflect updated objectives and deliverables.</li> </ul>

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

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

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• The Committee will update the corporate scorecard, and begin work on updating items that track Committee performance at the April meeting as part of the work around the redefined scope.</li> </ul>	<ul style="list-style-type: none"> <li>• Updated corporate member re-nomination scorecard to include board member service on a WBENC Industry Advisory board as equivalent to service on a board committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee meeting set for 11/20/19 to discuss updated goals and objectives as well as an annual committee self-assessment process.</li> </ul>



## Nominating Committee – Board Elections

### Corporate Re-nominations for Existing Board Seats (Term Ending 2022)

AT&T	Clint Grimes
Avis Budget Group	Lynn Boccio
Bank of America	Barbara Kubicki-Hicks
DW Morgan	David Morgan *
ExxonMobil	Doug Fisher
Ford Motor Company	Jacklyn Watt
Johnson & Johnson	VACANT (formerly Bev Jennings)
Kellogg Company	Michele Van Treeck
KPMG	Shaun Budnik *
ManpowerGroup	Paula Ratliff *
Microsoft Corporation	Fernando Hernandez
Robert Half	Kathleen Trimble
UPS	Kris Oswald

\*Board members in seat less than 1 year. Per the Nominating Governance Committee directives, a scorecard is not completed for directors in a corporate seat for less than 1 year.

### Nominations for Existing Corporate Board Seats (1)

The Coca-Cola Company	Quinton Martin	(term exp 2020)
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### Recommendations for New Corporate Board Seats (2)

AARP	Kimberly Marcus	(Replacing W.W. Grainger - term exp 2021)
Twitter	TBD	(Replacing Google – term exp 2022)

### Vacant Corporate Seats (5)

Google  
Johnson & Johnson  
Macy's  
Raytheon  
Verizon

### Open Corporate Board Seats (3)

(Formerly) Nokia  
(Formerly) Owens & Minor  
(Formerly) W.W. Grainger

### Forum Nominations (3)

Patricia Rodriguez-Christian (*re-nomination*) (term exp 2022)  
Lianne Lami, Bocci Engineering, Inc. (term exp 2022)  
Sharon Savoca-Mahin, Savoca Enterprises (term exp 2022)

### Leadership Council Nominations (4)

Debbie Hurst, WBCS (term exp 2022)  
Roz Lewis, GWBC (*re-nomination*) (term exp 2022)  
Michelle Richards, GLWBC (*re-nomination*) (term exp 2022)  
Nancy Allen, WBDC-Florida (*re-nomination*) (term exp 2022)



Kimberly Marcus  
Director, Supplier Diversity  
American Association of Retired Persons (AARP)

Mrs. Kimberly Marcus is the Director of Supplier Diversity for AARP and is responsible for redefining supplier diversity at the organization. Mrs. Marcus has over 19 years of combined experience in both the corporate and non-profit worlds. Prior to AARP, Mrs. Marcus was a presidential appointee for the Department of Commerce. She was appointed in July 2012 to serve as Associate Director for the Office of Legislative, Education & Intergovernmental Affairs (OLEIA) at the Minority Business Development Agency (MBDA). In this capacity, she led all Agency efforts in the areas of communications, public affairs, external relationships, outreach, research, and policy development.

Mrs. Marcus also worked for the Rainbow PUSH Coalition, serving as Executive Director of its Public Policy Institute's Government Relations office. Mrs. Marcus advocated on behalf of urban communities and minorities by interacting with members of Congress, the Executive Branch, and the Federal Communications Commission (FCC). She was responsible for the creation of public forums and the development of influential coalitions, as well as the publication of relevant policy analysis and research studies.

A native of Oakland, California, Mrs. Marcus holds a Bachelor of Arts degree in Marketing from Clark Atlanta University. Mrs. Marcus is a recipient of the 40 Most Influential Young Professionals Under 40 In Washington Award by IMPACT and The Loop, Top 25 Women in Power Impacting Diversity Award by DiversityPlus Magazine and Women of Leadership and Power Award by MEA Magazine and serves on the Honorary Advisory Board of The National Veterans Opportunity Coalition, the Capital Region Minority Supplier Development Council Board, and the Women Presidents' Educational Organization Board. Mrs. Marcus is happily married, with a twin son and daughter.



### Quinton Martin

Executive Assistant, Office of the President & VP Community Marketing  
Coca-Cola North America

Mr. Quinton Martin serves as Executive Assistant, Office of the President & VP Community Marketing. In his role, Quinton supports the projects and ongoing processes that are essential to the success of the executive leadership team. He advances the work needed for effective communications, planning and execution of strategic priorities for the Office of the President, CCNA. He also leads the Company's Community Marketing, Supplier Diversity and Alumni Relations. Quinton began his career with The Coca-Cola Company in 1988 as a market development manager working with bottlers in Virginia and West Virginia. In May 1992, he became account services manager for the Atlanta Account Group. He was named manager, Consumer Marketing for the Atlanta Account Group in January 1994, and then was appointed executive assistant to the president of Coca-Cola USA later that year. In February 1997, he was named region director, North Central Region responsible for bottler relationships and marketing in Michigan, Ohio, and Kentucky. In July 1998, he was named director, Independent Field Sales and Marketing Group-East. In March 2000, he was named vice president, region manager for the Independent Region with responsibility for 70 Independent Coca-Cola Bottlers in the United States. In October 2000 he was named vice president Community Marketing for Coca-Cola North America with responsibility for its nonprofit business relationships and the planning and execution of the 2002 Salt Lake Olympic Games. In July 2010 he was named Executive Assistant and vice president Community Marketing for the Office of the President, Coca-Cola North America. Prior to joining The Coca-Cola Company, he worked in a sales capacity with The Procter and Gamble Company and as an officer in The United States Army.

Mr. Martin attended The United States Military Academy at West Point and earned his BS in Applied Engineering Mechanics. He earned his Master of Business Administration from Emory University – Goizueta Business School.

## Nominating Committee – Proposed Board Resolution

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**RESOLUTION APPROVING COMBINING MEMBER SERVICES & PROGRAMS COMMITTEE AND  
MARKETING, COMMUNICATIONS & BRAND MANAGEMENT COMMITTEE;  
AND CHANGE OF RESPONSIBILITIES AND NAMES OF CERTAIN OTHER COMMITTEES  
WOMEN’S BUSINESS ENTERPRISE NATIONAL COUNCIL, INC.**

WHEREAS, the current standing committees of the board include the Member Services and Programs Committee, the Marketing, Communications and Brand Management Committee, the Nominating Committee, and the Corporate Membership and Revenue Generation Committee.

WHEREAS, the Bylaws of the Corporation (the “Bylaws”), Article V, Section 5.1, Paragraph A provide that the Executive Committee shall consist of the Chair; the Vice-Chair, and, at the option of the Chair, a second Vice-Chair; the Immediate Past Chair; the President, the Secretary and the Treasurer; and the chairs of each of the following committees or the successors to such committees: the Council, the Forum, the Certification Committee, the Nominating Committee, the Member Services and Programs Committee; the Corporate Membership and Revenue Generation Committee; and the Marketing, Communications and Brand Management Committee.

WHEREAS, the Board of Directors deems it desirable and in the best interests of the Corporation (i) to combine the Member Services and Programs Committee and the Marketing, Communications and Brand Management Committee into one committee to be known as the Marketing and Programs Committee, (ii) to add corporate governance to the responsibilities of the Nominating Committee and change the committee’s name to the Nominating and Governance Committee, and (iii) to change the responsibilities of the Corporate Membership and Revenue Generation Committee to include the recruitment and retention of corporate members and change the committee’s name to Corporate Membership and Retention.

NOW, THEREFORE, BE IT RESOLVED, that (i) the Member Services and Programs Committee and the Marketing, Communications and Brand Management Committee are now combined and named the Marketing and Programs Committee, (ii) Nominating Committee be henceforth named the Nominating and Governance Committee, (iii) the Corporate Membership and Revenue Generation Committee be henceforth named the Corporate Membership and Retention Committee, and (iv) each such committee shall have within its purview such matters and responsibilities as are consistent with its new name.

RESOLVED FURTHER that the first sentence of Article V, Section 5.1, Paragraph A is hereby deleted and replaced with the following: “The Executive Committee shall consist of the Chair; the Vice-Chair, and, at the option of the Chair, a second Vice-Chair; the Immediate Past Chair; the President, the Secretary and the Treasurer; and the chairs of each of the following committees or the successors to such committees: the Council, the Forum, the Certification Committee, the Nominating and Governance Committee, the Marketing and Programs Committee; and the Corporate Membership and Retention Committee.”

RESOLVED FURTHER, a copy of these resolutions be filed with the Minutes of the Meeting of the Board of Directors of the Corporation.

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

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

Jill Sasso led preparation for the November Board Meeting. Pamela Prince-Eason reviewed all materials and updated the Extended Executive Committee and Finance Committee in preparation for key votes to occur at the November Board Meeting. Barb Kubicki-Hicks led 3 Extended Executive Committee Meetings since the June Board Meeting and she attended all Finance Committee meetings.

Pamela Prince-Eason, Barb Carbone, Theresa Harrison and Barbara Kubicki-Hicks have had significant focus during this period on:

- Finalization of 2018 Financial Audit,
- Final implementation of expense reporting upgrade, and
- Creation and update of sponsorship and program opportunities for 2020, 2019 year-end Financial Forecast and 2020 Budget Proposal.

WBENC and RPO Leaders continue to monitor progress on the WOSB/EDWOSB rule proposal by SBA. Anticipating direction from SBA in early 2020. Laura Taylor and Lakesha White speak routinely to the SBA and provide responses to questions as needed.

1:1 Strategic discussions occurred this quarter with USHCC (President and Board Chair), NMSDC (Adrienne Trimble) and NGLCC (Justin Nelson). Additionally, EY has asked that WBENC engage with an EY study being led by Endeavor. Laura Taylor is leading this for WBENC.

### **Operational Excellence:**

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

- March Summit & Salute,
- June National Conference & Business Fair,
- Matchmaking and Pitch Planning for both events, (WEInnoPITCH)
- Women of Color Outreach,
- Women-Owned Governance, and
- 2020 SEP Planning.

Note: The entire WBENC team will do a mock walkthrough at the Gaylord Hotel in Nashville to conduct process testing to ensure successful implementation of 2020 Business Labs and new Pitch Competition resulting from selection of participants in our signature Meet & Greet program.

Execution of programs has been a priority during this reporting period:

- Laura Taylor and Jessica Yamas, along with Michael Robinson (IBM), completed yet another successful Advanced Tuck Program. This was the first year at the new Armonk facility which allowed for the additional participation of IBM leadership with our WBEs. This year's program had wonderful support from IBM, many of our Corporate Members and the Bank of America Scholarship Program.
- Lindsey All, Julie Rakes and Jim Gorzalski (Capital One) wrapped up this year's Capital One Catapult Program completing a 2<sup>nd</sup> successful program involving WBENC WBEs.
- Andrew Gaeckle supported Piyush Bhargava and the Dell team in delivering the Dell Women In Technology Program in Austin.
- Lindsey All, Audrey Awasom & Jill Sasso (WBENC) Ana Kopf & Brian Hall (Shell), Debra Jennings-Johnson & Kimberly Duck (BP), Joann Jordan, Nancy Swartout & Doug Fisher (ExxonMobil) and Dave Feldman (Chevron) planned and executed a 3<sup>rd</sup> year of the WBENC Energy Executive Program. This third cohort has reported yet another year of amazing impact.
- Lindsey All, Kathleen Trimble (Robert Half) and the Robert Half Executive Leadership trainers completed 2 cohorts (1 in Nashville in July and 1 in San Francisco in November) of Accelerated Leadership Training. Both cohorts reported positive impacts and feel the learnings from this program are already impacting their leadership style.

TEAM WBENC and Roz Lewis of GWBC, in conjunction with Niche Marketing, launched the first Planet Mogul Student Future Ready Day in North Carolina on 9-9-2019. Club Boulevard Magnet Elementary School turned over their 4<sup>th</sup> & 5<sup>th</sup> grade students to us for a full day of engagement with Corporate and WBE Leaders. We also had the great honor of having WBENC's first President & CEO, Susan Phillips-Bari attend the program. Impactful sessions were led by:

- Reggie Humphrey of General Motors focused on the Automotive Industry
- Clint Grimes of AT&T/Warner Media focused on the Entertainment Industry
- Sundari Pai and Prasanth Borugadda of BMS on the Healthcare Industry
- Barb Kubicki-Hicks of Bank of America on the Financial Services Industry
- Terri Quinton of Q2 Marketing Group and Betty Manetta of Argent Associates on the Technology Industry, and
- Farad Ali, while on vacation, supported the programming on the Telecomm Industry.

Special thanks additionally to sponsors from Kellogg, Johnson & Johnson, Chevron and Act One who provided event shirts and all food and activity items. (Hula Hooping was an amazing team building activity!)

We are committed to this program again in 2020 and Fernando Hernandez has made the first commitment to 2020 programming. We look forward to engaging with additional schools, WBEs and Corporate Members to execute programs across the US during the month of September for the 2<sup>nd</sup> Student Future Ready Day. A full presentation of the event will be provided during the Board meeting.

Capital One has brought forward an opportunity for women-owned businesses to buy into a marketplace that will pass-on preferred discounts on various items of spend. This capability exists on their SPRING Portal and does not require WBEs to be Capital One cardholders to participate. The Executive Committee discussed testing this capability with a Memorandum of Understanding in place. Corporate members who deal with WBEs and may have discounted offerings of interest for WBEs or WBE businesses that would like to be considered for offering deals of significant value to other entrepreneurial businesses are able to work with the Spring Team to provide an offering that qualifies as a "best deal" for the platform.

Finally, planning is underway for the February 2020 Launch of the Wells Fargo Growth Program. Locations are being finalized, however, WBENC is working with 4 RPOs to locate the program across the United States to open this opportunity to even more WBEs while reducing travel costs for their participation. This program will focus on the EOS Program identified in the Traction book used previously by WBENC to establish our company goals.

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. Thank you to Debbie Hurst for participating in the Austin, TX roundtable.

### **Meetings & Events across the WBENC Network and with Partner Organizations**

Due to having to concentrate on new capabilities (Business Lab) in late 2018 and first half of 2019, Team WBENC spent considerable time in the second half of 2019 ensuring we connected with our network partners and supported the many great events across the network. Partner events allowed us to connect with many of our WBEs and Corporate Members as well:

#### **July**

- **WBEC South** - Women of Color event – Jade Melvin
- **Nissan** – Planning session included Pamela Prince-Eason, Pat Birmingham, Laura Taylor and Jill Sasso

#### **August**

- **Leadership Council In Person Session in Dallas** – Laura Taylor, Lakesha White (Pamela Prince-Eason by phone during key segments)
- **5<sup>th</sup> Third Bank** – Pamela Prince-Eason, Mia Delano
- **NGLCC Annual Conference** – Tampa, Florida – Mia Delano and Jillian Schneeberger
- **Grainger** – Pamela Prince-Eason, Jill Sasso
- **Marriott** – Pamela Prince-Eason

#### **September**

- **WBEC West** – Mia Delano
- **WBEC South – WESummit & Awards Gala** - Pamela Prince-Eason, Lindsey All
- **ExxonMobil** – Pamela Prince-Eason, Lindsey All
- **Great Lakes Women's Business Council** – Jade Melvin
- **Johnson & Johnson** – Retirement of Beverly Jennings – Laura Taylor
- **KPMG** – Successful transition on KPMG Board Seat and Audit Committee Chairmanship

## October

- **Twitter** – Pamela Prince-Eason
- **WPEO (NY & DC)** – Barb Kubicki-Hicks represented WBENC
- **SCE** – Jill Sasso
- **Accenture** – Jill Sasso and Lindsey All
- **CHEP** – Mia Delano
- **NMSDC Annual Conference** – Atlanta, Georgia – Jill Sasso, Jade Melvin, Mia Delano, Lindsey All, Jillian Schneeberger
- **Merck** – Pat Birmingham
- **Coca-Cola Community Engagement** – Candace Waterman represented WIPP and WBENC
- **CVS** – Laura Taylor

## November

- **Federal Reserve Bank of Atlanta** – Pamela Prince-Eason and Roz Lewis
- **Caesar's** – Jillian Schneeberger
- **AIDC Hall of Fame** – Jill Sasso and Cheryl Stevens supported the induction of new members into the Hall of Fame. I wish to bring to your attention the inductions of:
  - o **Farryn Melton**
  - o **Candace Waterman**
  - o **Michelle Robinson**
  - o **Marriott International**
- **WBEC Pacific** – Andrew Gaeckle
- **Barclays** – Laura Taylor
- **NGLCC committee** – Jillian Schneeberger
- **NGLCC Dinner** – Jillian Schneeberger, Amanda Zack

I am pleased to share that the WBENC Network received a very humbling recognition from the **National Veterans Business Development Council (NVBDC)**. In this special month where we recognize the sacrifices of our Veterans, Michelle Richards and the Great Lakes Women's Business Council received the Regional Resource Partner of the Year Award and Pat Birmingham accepted for WBENC the National Resource Partner of the Year Award. Additionally, board member, Dr. Bill Kapfer of JP Morgan Chase received the President's Award for his service and dedication to advancing Veteran Owned Businesses. Congratulations to all!

### Meetings Planned for 1Q-2020

- Hilton – Pamela Prince-Eason and Jillian Schneeberger (Jan 2020)
- Women's Business Council Southwest – Pamela Prince-Eason, Jill Sasso, Nettie Teter to honor and celebrate 25 years of serving WBEs and Corporate Members.



## WBENC and Planet Mogul host National Student Future Ready Day

To educate and inspire the next generation of entrepreneurs, the Women's Business Enterprise National Council (WBENC) partnered with Planet Mogul, an entrepreneurship educational program for children, to host the inaugural National Student Future Ready Day on 9/9/2019.

Hosted at Club Boulevard Magnet Elementary School in Durham, North Carolina, National Student Future Ready Day brought together 150 fourth- and fifth-grade students and immersed them in a daylong entrepreneurial educational program, with a special focus on team-building and collaboration. The event featured a mix of interactive learning activities, weaving business, entrepreneurship and industry-specific education into lessons that sought to challenge and expand student thinking.

"Investing in the next generation of entrepreneurs is a critical part of our overall mission," said Pamela Prince-Eason, WBENC president and CEO. "National Student Future Ready Day marked a special opportunity for us to educate and inspire future leaders in business, particularly in STEAM [science, technology, engineering, arts and mathematics] fields."

WBENC Corporate Members rallied behind the effort, as well. National Student Future Ready Day was sponsored by General Motors and Bristol-Myers Squibb, who not only provided financial support for the program, but were also on-hand to lead sessions with students.

"At GM, we have worked closely with WBENC over the years to build and nurture a pipeline of diverse and innovative suppliers," said Reginald Humphrey, Senior Manager of Supplier Diversity at General Motors. "The Planet Mogul program and National Student Future Ready Day allow us to share our wisdom, but also take in inspiration from future leaders and changemakers."

Farryn Melton, SVP and Chief Procurement Officer at Bristol-Myers Squibb, explained that it's important for young people to see leaders who look like them. "Our involvement with Planet Mogul and National Student Future Ready Day is really an extension of our commitment to diversity and inclusion, and that starts with the youngest generation," she said. "Helping young students broaden their horizons and see a future through the eyes of current leaders is incredibly powerful."

WBENC extends a huge thank you to 2019 National Student Future Ready Day sponsors General Motors and Bristol-Myers Squibb, as well as Corporate Members and WBEs who stepped up to support, including The ActOne Group, Chevron, Kellogg Company, Johnson & Johnson, Warner Media, Argent Associates Inc. and Q2 Marketing. 🍷

➔ [WWW.WBENC.ORG/](http://WWW.WBENC.ORG/)  
PLANET-MOGUL.



GM's Reginald Humphrey and students at Club Boulevard Elementary School strike a pose after finishing a team activity.



Students learned the ins and outs of various industries and presented their own innovations and inventions to the class.



A core value of Planet Mogul is hands-on participation. Students were enthusiastic and ready to learn how they can be future leaders and changemakers.

# Finance Committee Report

Women’s Business Enterprise National Council  
Report to the WBENC Board of Directors  
November 20, 2019

**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:

2019 Progress to Goal		
March 2019	June 2019	November 2019
<p>The Finance Committee meeting is scheduled for March 2019 to review the preliminary, unaudited 2018 Financial Statements and 2019 Financial Progress.</p>	<p>The Finance Committee met on March 11<sup>th</sup> to review the preliminary, unaudited 2018 Financial Statements and 2019 Financial Progress. Key points from this meeting include:</p> <ul style="list-style-type: none"> <li>• WBENC’s unaudited net income for 2018 was approximately \$89,200.</li> <li>• Total Revenues for 2018 were approximately \$12.50MM.</li> <li>• Total Expenses for 2018 were approximately \$12.41MM.</li> <li>• WBENC continues to have good liquidity with a cash balance of \$5.00MM which is \$392k higher than at 12/31/17.</li> <li>• Accounts Receivable at 12/31/18, net of the allowance for doubtful accounts, was approximately \$1.36MM.</li> <li>• The 2019 Summit &amp; Salute net income was projected to be lower than budgeted, approximately by \$150k.</li> <li>• The 2019 National Conference &amp; Business Fair is on track to meet its revenue goal and expects to keep expenses in line with 2019 budget.</li> <li>• The committee met again on 6/17/19 receiving update of 2018 Audit progress and April YTD financials. This information is being covered in detail in the Board Meeting so not re-documented here.</li> </ul>	<p>The Finance Committee had a conference call on June 17<sup>th</sup> to review April 2019 Financials. Key points from this meeting included:</p> <ul style="list-style-type: none"> <li>• Total revenues as of 4/30/19 are \$9.89MM. This represents 79% of the total 2019 revenue budget of \$12.58MM.</li> <li>• Total expenses as of 4/30/19 are \$3.67MM. This represents 29% of the total 2019 expense budget of \$12.46MM. It is normal for the expenses to be low at this point in the year because WBENC’s largest expenses will be incurred in June and July as a result of the National Conference &amp; Business Fair.</li> <li>• The cash balance at 4/30/19 was \$7.40MM, which is \$276k higher than at 4/30/18.</li> <li>• The balance in Accounts Receivable at 4/30/19, net of the allowance for doubtful accounts, was approximately \$2.02MM.</li> </ul> <p>The Finance Committee meeting is scheduled was held October 28, 2019 to</p>

		<p>review September 2019 Financial Statements and 2019 Forecast. Key points from this meeting included:</p> <ul style="list-style-type: none"> <li>• Total revenues as of 9/30/19 are \$11.94MM. This represents 98% of the total 2019 revenue forecast of \$12.17MM.</li> <li>• Total expenses as of 9/30/19 are \$9.56MM. This represents 79% of the total 2019 expense forecast of \$12.05MM.</li> <li>• The cash balance at 9/30/19 was \$4.78MM, which is \$165k lower than at 9/30/18.</li> <li>• The balance in Accounts Receivable at 9/30/19, net of the allowance for doubtful accounts, was approximately \$1.03MM.</li> </ul>
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**GOAL 2:** Build a 2020 budget/finance plan that account WBENCS' short-term and long-term strategic goals.

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• Nothing to report at this time. This process will occur during the 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2019. The final budget will be recommended to the Board at the November 2019 meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing to report at this time.</li> </ul>	<ul style="list-style-type: none"> <li>• The Finance Committee was updated on the 2020 budget at the October 28, 2019 meeting.</li> <li>• The Finance Committee presented the 2020 recommended budget to the Extended Executive Committee on November 11, 2019.</li> <li>• The 2020 Recommended Budget by the Extended Executive Committee will be distributed to the Board at the November 20, 2019 meeting.</li> </ul>

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>Nothing to report at this time. This process will occur during the 2<sup>nd</sup> half of 2019.</li> </ul>	<ul style="list-style-type: none"> <li>Nothing to report at this time.</li> </ul>	<ul style="list-style-type: none"> <li>WBENC utilized the 8 + 4 months forecasting methodology to meet the board of directors approved budget. The first number represents months of actual results while the second number represents the months remaining until the accounting year end.</li> </ul>

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>WBENC maintains \$3.0MM in an investment account (PNC Investment) and an interest-bearing account (Bank of America).</li> </ul>	<ul style="list-style-type: none"> <li>WBENC continues to manage its treasury operations and to ensure any excess cash balances are invested appropriately.</li> </ul>	<ul style="list-style-type: none"> <li>Nothing to report at this time</li> </ul>

# Audit Committee Report

Women’s Business Enterprise National Council  
Report to the WBENC Board of Directors  
November 20, 2019

**GOAL 1: Oversee completion of the 2018 audit.**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Preliminary audit fieldwork was performed on December 3 - 4, 2018.</li> <li>• An Audit Committee meeting is scheduled for March 2019 to prepare for the 2018 audit. This meeting will include Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager from Councilor, Buchanan, and Mitchell (CBM).</li> <li>• The remainder of the audit fieldwork is scheduled to occur April 15 – 19, 2019.</li> <li>• A draft of the audit report is expected in 3<sup>rd</sup> Quarter 2019.</li> </ul>	<ul style="list-style-type: none"> <li>• WBENC Staff and Lisa Drummond, Audit Manager from CBM is scheduled to meet the week of June 10<sup>th</sup> to discuss preparation for the fieldwork.</li> <li>• The remainder of the audit fieldwork is scheduled to begin the week of June 10<sup>th</sup>.</li> <li>• A draft of the audit report is expected in 3<sup>rd</sup> Quarter 2019.</li> </ul>	<ul style="list-style-type: none"> <li>• An Audit Committee meeting was held on June 24, 2019 to discuss and plan for the 2018 audit. The meeting included Holly Caporale, Audit Partner, and Lisa Drummond, Audit Manager, from Councilor, Buchanan, and Mitchell (CBM). In addition, the Audit Committee (without WBENC Staff) met in Executive Session with CBM.</li> <li>• An Audit Committee phone conference was held on September 4, 2019 to review and discuss the draft of the Audited Financial Statements and Governance and Management Letters. The meeting included Holly Caporale, Audit partner, and Lisa Drummond, Audit Manager, from Councilor, Buchanan, and Mitchell (CBM).</li> <li>• The 2018 audited financials were issued with a report date of September 20, 2019. WBENC received an unmodified (clean) opinion. A Management Letter was issued.</li> </ul>

**GOAL 2: Oversee completion of the 2018 Form 990.**

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>The 2018 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 satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return.</li> <li>WBENC plans to file the 2018 Form 990 by August 31, 2019 which is the due date when a 3-month extension is requested.</li> </ul>	<ul style="list-style-type: none"> <li>Nothing to report at this time.</li> </ul>	<ul style="list-style-type: none"> <li>The 2018 Form 990 will be completed by WBENC’s audit firm, reviewed by the WBENC staff, and then reviewed by the Audit Committee. The process of having the Audit Committee review the Form 990 before submission to the IRS satisfies the compliance element of having the Board of Directors review the Form 990 before the organization files the return.</li> <li>WBENC plans to file the 2018 Form 990 by November 15, 2019 which is the deadline to file.</li> </ul>

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

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>This will be assessed by WBENC’s audit firm as a part of the 2018 audit. Any deficiencies identified by the auditors will be address by WBENC management and the Audit Committee in a timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>Nothing to report at this time.</li> </ul>	<ul style="list-style-type: none"> <li>Completed through the 2018 audit report review in September 2019. Nothing to report.</li> </ul>

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

- 2019 Goal to increase the number of certified WBE firms by 8% with a stretch goal of 10%
- To work with WBENC to ensure delivery of a successful WOSB Certification Program
- Document the growth of “dues paying” corporate and government members at the regional level
- To document the formal RPO MoUs with government and quasi-government agencies that recognize/accept WBENC Certification

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• As of 12/31/18                             <ul style="list-style-type: none"> <li>○ 14,890 certified WBEs, growth of 7% over 2017.</li> <li>○ 5,385 certified WOSBs.</li> </ul> </li> <li>• As of 2-15-2019, there were 15,076 certified WBEs.</li> <li>• As of 2-15-2019, there were 5,559 certified WOSBs.</li> <li>• As of 2-15-2019, there 385 Regional only members and 332 Regional/National and/or National only members.</li> <li>• The annual compliance review now includes a request for all RPO MOU’s. The WBENC staff is in the process of consolidating a list from the RPOs.</li> </ul>	<ul style="list-style-type: none"> <li>• As of 5/15/19                             <ul style="list-style-type: none"> <li>○ 15,377 certified WBEs, growth of 6% versus May 2018.</li> <li>○ 5,785 certified WOSBs, growth of 13% versus May 2018.</li> </ul> </li> <li>• As of 5-15-2019, there are 379 Regional only members, 174 National and Regional members, and 169 National only members.</li> <li>• The WBENC team is working to consolidate the RPO compliance responses in preparation for the Auditors and for 2019-2020 compliance review planning.                             <ul style="list-style-type: none"> <li>○ Elements reviewed for compliance include items such as the timeliness and completeness of certification file reviews in accordance with the Service Agreement, information on programs delivered by the RPO, review of site visits, and training compliance for Committee members.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• As of September 30, 2019, there were 15,684 WBEs and 6,191 WOSBs. This is an increase over September 30, 2018, of 6.2% and 16.7% increase respectively.</li> <li>• Corporate Members as of September 30, 2019 - Regional only 387, Regional and National 177, National only 174.</li> <li>• MoU’s were requested and collected from the RPOs.</li> </ul>

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

- 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.
- To work with WBENC to identify new industry segments for WBE recruitment.

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• Between October 1, 2018 and January 31, 2019, there were 180 regional events held with 9031 total participants across the WBENC Network. This number is a combination of in person and online events across all RPOs.</li> <li>• In full year 2018, 591 events were held with 29,104 registrants. This number is a combination of in person and online events across all RPOs.</li> <li>• The Leadership Council is meeting March 14<sup>th</sup> to review outcomes of the Executive Committee Planning meeting which includes a request for industry segment focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Between February 1, 2019 and April 30, 2019, there were 93 regional events held with 4,380 total participants across the WBENC Network. This number is a combination of in person and online events across all RPOs.</li> <li>• At the March meeting, the LC brainstormed ideas to increase growth and how to engage corporate members regionally &amp; nationally. The Leadership Council suggested that the 2014 WBENC data on Corporate Members regarding engagement (sponsorships, events, RPO memberships, etc.) be refreshed to identify new opportunities to growth relationships with existing members. The group will continue its work on growth at the August LC meeting.</li> </ul>	<ul style="list-style-type: none"> <li>• In January, the RPOs provided a list of their signature events to WBENC and those were posted to the WBENC site along with a link to the RPO sites for more information on programming. RPOs may provide additional signature events to WBENC for posting throughout the year.</li> <li>• Year to date September 2019 there were 263 Regional Events in person and online with 14,033 total attendees.</li> <li>• Strategic Growth - Results and insights from the EY-WBENC Digital Technology Survey were presented in the Business Labs at NCBF. A follow up review was conducted with the Leadership Council in August, and a blog is being developed. In addition, we will share RPO results one-on-one with RPO leaders. Insights from the survey are being used to influence national and local programming for WBEs.</li> <li>• Strategic Growth - WBENC South, along with several other RPOs, hosted a Women of Color (WoC) program in July 2019. The Leadership Council discussed several ideas to activate the WoC program regionally. There is a follow up with the WBENC program manager in November to discuss ideas and create a plan for 2020.</li> </ul>



		<ul style="list-style-type: none"> <li>• Strategic Growth – At its August planning meeting, the Leadership Council discussed collaborative actions to drive growth including; a WoC: C-Suite Affaire, coordinated participation at Major Industry Tradeshows (Co-Op Booths), and cross registration/support of RPO events. The Leadership Council will work with WBENC to build these ideas into 2020 plans.</li> </ul>
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**GOAL 3: To collaborate with WBENC in implementing its Strategic Plan: Roadmap to Growth & Sustainability**

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• At the November LC meeting, each RPO director shared information about their own best practices and upcoming events.</li> <li>• At the November LC meeting, Pat Birmingham, VP WBENC Marketing, Events, and IT, reviewed WBENC Marketing Strategy, branding, and reviewed how RPOs can engage to assess use of the new WBENC branding.</li> <li>• In 2019, the Leadership Council will focus on the following:           <ul style="list-style-type: none"> <li>○ Growth.</li> <li>○ Elevated Programming.</li> <li>○ Marketing Alignment.</li> </ul> </li> <li>• The Leadership Council created subcommittees to focus on key areas and use smaller team to accelerate progress. Charters are in process and we will want to align those with direction of the EC.           <ul style="list-style-type: none"> <li>○ Strategic Growth (Chairs – Phala Mire &amp; Pamela Williamson).</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• In Q2, The Leadership Council (LC) provided S&amp;S feedback on Certification Lab experience and other programming.</li> <li>• The LC also provided feedback to NCC on several proposed process changes including virtual site visits, unanimous consent guidelines, and national file criteria. The LC feedback has been reviewed with the NCC leadership.</li> <li>• May Programs Subcommittee updates:           <ul style="list-style-type: none"> <li>○ WBE Onboarding – complete.</li> <li>○ How to Do Business with the Government - transitioned to a WIPP offering.</li> <li>○ Integrating Supplier Diversity Value Proposition topic with How to Get Certified and Corporate Onboarding.</li> <li>○ Business Plan – no update.</li> <li>○ Corporate Performance Scorecard – reviewing intent and audience.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• RPO Standardized Programming           <ul style="list-style-type: none"> <li>○ Your Business Plan – The Leadership Council agreed that each RPO will provide resources as a basic minimum requirement for Business Plan programming.</li> <li>○ Regional Corporate Member Onboarding (Corporate Orientation) – Common content agreed to in August 2019 includes: 1) RPO Overview; 2) WBENCLink2.0 access and training dates; 3) Glossary of abbreviations used by RPO/WBENC and affiliate orgs (i.e. WIPP); and 3) A list of RPO corporate members and contact information.</li> <li>○ Why and How to Get Certified – Common components agreed to in August 2019 include: 1) What is WBE Certification and why is it valuable?;</li> </ul> </li> </ul>

**2019 Progress to Goal**

<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>○ Revenue &amp; Allocation Process Review Task Force (Co-Chair – Michelle Richards &amp; Marsha Firestone).</li> <li>○ Programs (Chair – Sandra Eberhard &amp; Debbie Hurst).</li> <li>○ Leadership Development (Chairs - Susan Rittscher &amp; Sheila Mixon).</li> <li>● In 2019, the Leadership Council is modifying mix of in person and phone meetings, increasing face-to-face time together to drive progress. Four in person and four phone meetings throughout the year. In person meetings will focus on discussion and decision making. Phone meetings will focus on operational updates.</li> <li>● The Leadership Council provided feedback to the NCC in November on the Virtual Site Visit criteria. A subcommittee of the NCC was formed to revisit and revise the VSV criteria. Debbie Hurst and Phala Mire represented the LC on that subcommittee. The subcommittee reviewed its recommendations with the NCC on 2/1.</li> <li>● The RPO scanning of hard copy documents as part of the WBENCLink2.0 transition was complete as of December 2018. The second phase, a review by WBENC staff, is underway. Once each RPO is successfully reviewed, they are given approval to destroy paper documents.</li> </ul>	<ul style="list-style-type: none"> <li>● March Leadership Development Subcommittee updates:               <ul style="list-style-type: none"> <li>○ Committee will provide a survey then determine objectives based on responses.</li> <li>○ Identify SMEs and EnCORE reps.</li> <li>○ Deliver 1 face-to-face and 1 online session each year</li> </ul> </li> <li>● March Strategic Growth Subcommittee updates:               <ul style="list-style-type: none"> <li>○ Look at opportunities to work more synergistically together and work with WBENC to grow together and goals need to be in alignment with WBENC strategy.</li> <li>○ Formed a committee -Emilia, Roz and Michelle.</li> <li>○ Create assessment to identify areas to work on.</li> <li>○ Is there any expertise that can be leveraged from the Board and/or EnCORE group?</li> </ul> </li> <li>● At the May LC meeting, WBENC staff joined the call to share information about upcoming national programs to increase awareness and encourage promotion. WBENC Staff also shared the expansion of the Business Lab concept for NCBF.</li> <li>● RPO Scanning of historical files – As previously reported, all scanning was complete by year end. As of the end of May, WBENC has completed the scanning audit of 50% of the RPOs. As audits are successfully completed, RPOs are given approval to shred documents based on guidelines outlined in the Scanning and Shredding Policy.</li> </ul>	<p>2) RPO structure and relationship within WBENC Network; 3) Getting Certified; and 4) Other Certifications provided (i.e. WOSB, HUB, etc.). These will be offered by RPOs monthly.</p> <ul style="list-style-type: none"> <li>▪ WBENC will investigate creating a training resource for components 3-4 to place on WBENC website for RPOs to utilize.</li> <li>● Operational Excellence – The Leadership Development sub-committee is preparing a survey to solicit development interests of RPO leaders.</li> <li>● Operational Excellence – The audit of scanned historical documents is nearing completion. Expected completion is December 15, 2019.</li> <li>● Best Practices – RPO WBENC Forum appointees will share Regional Forum best practices at the November WBENC Forum meeting.</li> </ul>

# Women’s Enterprise Forum Report

Women’s Business Enterprise National Council  
 Report to the WBENC Board of Directors  
 November 20, 2019

**GOAL 1: WBE Participation and Diversification.**

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• The Membership Team is coordinating the March NO HOST Dinner for Sunday, March 10<sup>th</sup>, to allow time for WBEs to socialize with each other the night before the Forum Meeting. We expect (40+) WBEs to participate at the dinner.</li> <li>• The Forum will also host its second WBE2WBE Connections at the March meeting with an elevated format that better promotes WBE to WBE procurement and industry networking. Forum Leadership Team Members are hosting Industry networking tables.</li> </ul>	<ul style="list-style-type: none"> <li>• The Forum WBE Engagement Team is hosting a “Connections Walk” on Tuesday, June 25<sup>th</sup>. The walk will meet at 7:00 AM by the registration area in the Baltimore Convention Center. This year’s route is in the convention center (with air conditioning!). The route takes about 30-45 minutes depending on your pace. WBENC Board members are invited to join!</li> <li>• Due to very positive feedback on our March 2019 event, the Forum will be hosting another WBE2WBE Connections session as part of the June Forum programming. It will feature WBE Procurement Opportunities and Industry tables. The session will follow the keynote and run from 2-4pm ET on June 24<sup>th</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• The WBE Engagement Team coordinated the November Forum Networking Dinner on Monday, November 18<sup>th</sup>. As of October 25<sup>th</sup>, there are 55 WBEs signed up for the dinner.</li> <li>• The June 2019 Forum meeting hosted approximately 250 WBEs and welcomed speakers Lindsey Poole, EY Ripples Program and Elizabeth Sara, Chair of the National Women’s Business Council.</li> <li>• The Forum hosted a WBE2WBE Connections session featuring Procurement and Industry tables following the Forum meeting in June. Roughly 100 WBEs participated.</li> </ul>

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

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Surveyed the Forum in December as input to 2019 planning.</li> <li>• The March Forum meeting agenda was built based on survey feedback. During the March meeting Forum Representatives will have two opportunities to learn and engage: 1) Forum Luncheon Keynote Erica Dhawan will present <i>Get Big Things Done: The Power of Connectional Intelligence</i>, and 2) Chala Dincoy will present <i>Pitch Me Your Solution</i>.</li> <li>• In February, the Forum formed a working group led by Forum 2<sup>nd</sup> Vice Chair Peggy Del Fabbro and comprised of Forum Team 2<sup>nd</sup> Vice Chairs to assess a document for WBE Disaster Recovery &amp; Business Continuity which will serve as a resource guide for WBEs during and after a catastrophe. The goal is to provide services and support to WBE affected in a disaster, mobilize a solutions network, and generate the utilization of WBE to WBE business. Goal for release is Fall 2019.</li> </ul>	<ul style="list-style-type: none"> <li>• At the March Forum meeting, Pam Prince-Eason provided a preview of the 2019 National Programs.</li> <li>• The June Forum meeting will feature, Allison Maslan. The focus topic is “Brains of High-Performance Business Owners”               <ul style="list-style-type: none"> <li>○ There will be numerous examples that WBEs can relate to – things that go wrong, fall through, lose top employees, lose big accounts – it’s about their response.</li> <li>○ She will give them strategy and tools, while inspiring them, largely through stories and provide ways to look at their business. Looking for the multiplier / how do we leverage our time, money, and actions.</li> </ul> </li> <li>• WBE Disaster Recovery &amp; Business Continuity               <ul style="list-style-type: none"> <li>○ The sub-team met in Q2 to discuss goals described in the Q1 update on the left.</li> <li>○ The sub-team discussed the possible collection of information on the needs of those impacted by natural disasters and providing proactive resources that focus on preparedness.</li> <li>○ The sub-team will brief the Forum Leadership in June and develop next steps.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• The Forum welcomed Allison Maslan, CEO Pinnacle Global Network as their keynote speaker at the 2019 NCBF Forum event. The topic was “Brains of a High-Performance Business Owner” and there were numerous examples that WBEs could relate to including things that go wrong, fall through, etc. Allison taught them that it’s about their response and she provided strategies and tools for success.</li> <li>• The Forum meeting in November will feature insights from the EY/WBENC Digital Technology Survey, a Townhall Government session hosted by WIPP, and a team strategy session to work on activities and focus areas for 2020.</li> </ul>

**GOAL 3: Goals: Governance/Communications.**

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

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• The Forum kicked off their Q1 Forum meetings in January and February with three calls: Leadership of the Forum, Forum Leadership Team, and Forum Representatives. The Leadership of the Forum has ensured smooth transition of leadership positions as the Global and Government Team have each welcomed a new 2<sup>nd</sup> Vice Chair. The Marketing Team has welcomed a new 1<sup>st</sup> and 2<sup>nd</sup> Vice Chair. Additionally, in 2018 the call for Forum RPO Appointees resulted in 38 New Forum Team Representatives who have received an onboarding orientation and were invited to join the November Meeting. They will be officially recognized during the March Meeting.</li> <li>• A New Forum Directory has been published along with a 2019 Forum Calendar, outlining all Forum related activities. As the Forum creates more awareness around events and activities like application process for the Forum WBE Board Seats, and Forum Leadership positions, it is the goal to encourage a diverse and inclusive Forum.</li> <li>• Forum members were invited early to apply for an opportunity to participate in the WBENC pitch competition at Summit and Salute.</li> </ul>	<ul style="list-style-type: none"> <li>• The Q2 Forum Leadership team call was held on April 9<sup>th</sup> and the Q2 Forum Representatives call was held on May 7<sup>th</sup>.               <ul style="list-style-type: none"> <li>○ Shared current Forum leadership structure.</li> <li>○ Reviewed leadership positions and WBE board seats expiring at the end of 2019.</li> <li>○ Share highlights of Summit and Salute programming.</li> <li>○ Provided a preview of NCBF activities.</li> <li>○ Laura Swenson from WBENC joined the call to share the expansion of the Business Labs at NCBF.</li> <li>○ Provided highlights of upcoming national educational and development programs.</li> </ul> </li> <li>• Launching WBE self-nominations application process for Forum Leadership roles and WBENC WBE board seats the first week of June.               <ul style="list-style-type: none"> <li>○ WBENC Board – Two seats (3-year term).</li> <li>○ Forum Leadership:                   <ul style="list-style-type: none"> <li>▪ Forum Leadership, 2nd Vice Chair.</li> <li>▪ WBE Engagement Team, 2nd Vice Chair.</li> <li>▪ Domestic Programs Team, 2nd Vice Chair.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Forum Leadership call held on October 8<sup>th</sup> and All Forum call held October 15<sup>th</sup>.               <ul style="list-style-type: none"> <li>○ Announced leadership extensions and shared November meeting agenda.</li> </ul> </li> <li>• Forum Leadership Term Extensions - To realign with terms of other WBENC Board leadership roles, board of directors, certain Forum leaders with terms expiring December 31, 2019, have been asked to extend their terms by 1 year.               <ul style="list-style-type: none"> <li>○ Leadership Positions Impacted: 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.</li> <li>○ All Forum Leaders, and all Team Leaders above for impacted teams have agreed to extend. Positions will reopen in 2021.</li> <li>○ Due to the need to resync terms of leadership roles, the following positions will not open until 2021.                   <ul style="list-style-type: none"> <li>▪ Forum Leader 2nd Vice Chair, Domestic Programs Team 2nd Vice Chair, WBE Engagement Team 2nd Vice Chair.</li> </ul> </li> </ul> </li> </ul> <p>NOTE: This does not impact the 2 open WBE BOD Board positions.</p>

# Corporate Membership & Revenue Generation Report

Women’s Business Enterprise National Council  
Report to the WBENC Board of Directors  
November 20, 2019

**GOAL 1: Value Proposition & Retention: Increase Retention of Existing Members and Maintain 300+ Members Overall. 2019 Membership Goals - \$4.4M, 330 Members. Continue to remain relevant in the benefits offered to National Members.**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• \$4,092,450 2019 Renewals invoiced, 96% Retention.</li> <li>• \$4,248,450 Total 2019 Membership invoiced = 96% of Goal achieved.</li> <li>• Working with Ambassadors to leverage renewals; engage New/Rejoined Members; and, seek to expand ROI for Members.</li> <li>• Ongoing relationship management/engagement by BD team/CRMs to better understand their needs.</li> <li>• Work with CMRG Committee to create offerings from a solutions-based perspective for National Members. <i>*possible focus group</i></li> <li>• Need to address needs of mid-range Members (\$8,500-\$16,000) <i>*large opportunity for growth.</i></li> </ul>	<ul style="list-style-type: none"> <li>• \$4,162,950 2019 Renewals invoiced, 97% Retention <b><i>*97% is what we strive for each year – this is our sweet spot!</i></b></li> <li>• \$4,370,075 Total 2019 Membership invoiced = 99% of Goal achieved <b><i>*Only \$29,925 to Goal!</i></b></li> <li>• 324 Current National Members – goal is 330 by the end of 2019.</li> </ul>	<ul style="list-style-type: none"> <li>• \$4,198,500 2019 Renewals confirmed/invoiced, <b>we achieved a 98% (97.6%) Retention Rate in 2019!</b></li> <li>• \$4,444,708.33 Total 2019 Membership confirmed/invoiced, <b>101% of \$4.4M Goal Achieved!</b></li> <li>• <b>335 Current WBENC National members</b></li> <li>• 2020 Renewal Notices were sent by each WBENC CRM to their accounts on November 1, 2020. Retention Goal is always 97% or higher.</li> <li>• CRMs are working with each of their accounts on their respective 2020 Goals, with the objective of aligning WBENC funding opportunities with each Member’s programmatic growth, and as solutions to any of their current challenges.</li> <li>• Corporate Membership Committee to continue its work towards WBENC Membership Growth, Retention and Value Proposition.</li> </ul>

**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 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• 15 New Members.</li> <li>• 1 Rejoining Member.</li> <li>• Ongoing assignment of WBENC CRMs with every Member, broken out by Industry.</li> <li>• Ongoing assignment of Ambassadors with New Members, as needed.</li> <li>• CRMs working to identify companies with SD programs within their industries.</li> </ul>	<ul style="list-style-type: none"> <li>• 22 New Members.</li> <li>• 1 Rejoining Member.</li> <li>• Current Targeted Prospect List of 50+ companies that we are engaging with currently, with the assistance from the CMRG Committee &amp; the WBENC Ambassadors.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>30 New Members – great year!</b></li> <li>• 2 Rejoining Members – both large and longtime Members – <b>HP and HPE.</b></li> <li>• Each WBENC CRM tracks their ongoing prospecting efforts throughout the year, and these lists remain strong. Letter to 2020 Prospects went out from each CRM November 4, 2019 detailing WBENC’s 2019 Accomplishments.</li> <li>• Expanded supplier diversity program assistance efforts this year to include in-person educational efforts at both WBENC National events through the implementation of the Supplier Diversity Summit and the Supplier Diversity Business Lab.</li> </ul>

**GOAL 3: Fund Diversification & Development: Increase Engagement of Members through all WBENC Sponsorships, with a focus on funds from departments outside of supplier diversity (2019 S&S Goal \$1.350M, 2019 NCBF Goal \$2.7M).**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• 2019 Summit &amp; Salute Sponsorships \$1,253,000, 93% of Goal <i>*This is the largest amount of sponsorship funding ever achieved for this event, and \$78,000 over our 20<sup>th</sup> Anniversary year.</i></li> <li>• 2019 National Conference &amp; Business Fair \$1,917,500 – 71% of Goal.</li> <li>• CRMs working to identify interest in all WBENC programs.</li> </ul>	<ul style="list-style-type: none"> <li>• 2019 National Conference &amp; Business Fair Sponsorships \$2,815,000 – <b>104% of Goal Achieved! Exceeded Goal by \$115,000.</b></li> <li>• Increased efforts around funding for additional WBENC funding streams continues.</li> <li>• 2020 Event Sponsorship planning is underway with meetings planned in July 2019.</li> <li>• CRM 2020 Goals to be set in August 2019.</li> </ul>	<ul style="list-style-type: none"> <li>• 2019 Summit &amp; Salute achieved its highest sponsorship funding since WBENC’s inception, breaking the \$1.25M mark</li> <li>• 2019 National Conference &amp; Business Fair surpassed its sponsorship goal by \$115,000 – bringing in a total of \$2.815M in commitments.</li> <li>• 2020 Sponsorship efforts are well under way with each CRM working directly with their respective accounts</li> </ul>

# US Programs Committee Report

Women’s Business Enterprise National Council  
 Report to the WBENC Board of Directors  
 November 20, 2019

## GOAL 1: Support Summit & Salute/NCBF Programming.

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Evaluation plan modified to better fit the new programming model.</li> <li>• Programs Committee agreed to include their team members as evaluators for better coverage.</li> <li>• Engaged Forum Programs Team to help with Summit &amp; Salute evaluations.</li> </ul>	<ul style="list-style-type: none"> <li>• New programming survey strategy for National Conference – Business Lab feedback will be captured in post-event survey and in app, streamlining the feedback process and being more sustainable.</li> <li>• Introducing online feedback forms for programming evaluators at NCBF.</li> </ul>	<ul style="list-style-type: none"> <li>• Successfully planned and implemented new Business Lab survey format. Feedback was collected on all NCBF Business Labs by assigned evaluators with many utilizing the online option.</li> <li>• A deep dive on all Business Labs is planned for the November committee meeting to gather input from committee members on all aspects of the NCBF Business Lab execution.</li> </ul>

## GOAL 2: Develop Tier II webinar as a training resource for our WBEs and Corporate Members.

- Develop individual topic outlines for the module within the Tier II webinar.
- Draft story board and assign webinar presenters.
- Roll out webinar and track metrics/feedback.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• WBENC approved proposed webinar outline per the Tier II survey results.</li> <li>• Topics within outline assigned to teams for completion.</li> <li>• Dates set for finalization.</li> </ul>	<ul style="list-style-type: none"> <li>• Closing goal to better align based on new programming models.</li> </ul>	<ul style="list-style-type: none"> <li>• Goal closed.</li> </ul>



**GOAL 3: Develop blog posts to accompany Tier II webinar for Tier II success stories.**

- Blog posts will accompany webinar to increase engagement.
- Blog posts will be developed to highlight industry specific experiences and success stories.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"><li>• Will be discussed in S&amp;S Programs Committee meeting.</li></ul>	<ul style="list-style-type: none"><li>• Closing goal to better align based on new programming models.</li></ul>	<ul style="list-style-type: none"><li>• Goal closed.</li></ul>

**NOTE: The EC approved the merging of the US Programs Committee and Marketing Committee, which will be confirmed with the Board at the November meeting. The goals will be revised after the approval. This is one of the items we will memorialize in the “bulk” By-Laws resolution in November.**

**GOAL 1: Continue education process with WBEs on the prospect of going global.**

- Provide educational workshops for WBEs (focus within the NCBF & S&S).
- Continuous review and updates to the Global International Guide.
- Provide content to WBENC marketing platforms on Global initiatives.
- Publish “Lessons Learned” blogs to from WBEs who have developed International Businesses.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• The GC is reviewing the 2014 Global Expansion Needs Assessment Summary Report for relevance. The Committee members are providing feedback on the relevancy of the information in the report and will determine if a new survey is needed. This survey serves as a light post for GC workshops.</li> <li>• The GC is currently assessing new ways to present information based on the new WBENC Business Lab model. The Forum Leadership Global Programs Team is leading the effort to provide a proposal of workshops for NCBF in June. This includes assessing a number of unique experts that can provide elevated content to WBEs.</li> <li>• The GC is identifying WBEs that have stories related to global expansion. Working with the WBENC Marketing Dept. the GC’s goal is to feature on the blog stories of 12 WBEs that will provide a case study/blueprint for global business.</li> </ul>	<ul style="list-style-type: none"> <li>• At its March meeting, UPS presented their Women Exporters program to the Global Committee as a potential program for NCBF. UPS will sponsor the Global Lab and offer beginner and intermediate content regarding exporting. They will bring with them several internal and external experts.</li> <li>• The Global Committee will conduct a Pulse Survey on global programming needs at the June NCBF. There will be an interactive board in the Global Lab to collect information from WBEs doing business or thinking about doing business globally. The Pulse Survey is a quick way to increase awareness of the Global Committee and collect basic feedback.</li> <li>• In Q3, the Global Committee will issue a more comprehensive survey to update direction on programming needs for WBEs. The survey will help the Global Committee to: (1) better understand the needs of WBENC WBEs who are currently working or interested in working globally, (2) use data to fine tune current initiatives, (3) use data to create strategic programs.</li> <li>• The Global Committee agreed at its March meeting to post quarterly blogs. The Global</li> </ul>	<ul style="list-style-type: none"> <li>• Educational Workshops – “Women Exporters” was presented as a Business Lab at NCBF 2019. The Business Lab was sponsored and executed by UPS. In advance of the lab, UPS interviewed WBEs for their experiences and insights in preparation for the program.</li> <li>• Blog - Cathy Koch, Founder, CEO and President of K-Tec Systems authored a Guest Post: Are You Really a Global Company? See link for the post: <a href="https://www.wbenc.org/blog-posts/6/17/2019/guest-post-are-you-really-a-global-company">https://www.wbenc.org/blog-posts/6/17/2019/guest-post-are-you-really-a-global-company</a></li> <li>• The Global Committee conducted a Pulse Survey at NCBF 2019. At their November meeting, the Global Committee will determine if a more comprehensive survey is needed to update direction on programming needs for WBEs.</li> <li>• The Global Forum Team actively shares experiences and best practices on their quarterly team calls. The Global Forum team will share an update on their activities and topics of interest at the November Global Committee meeting.</li> </ul>

2019 Progress to Goal		
March 2019	June 2019	November 2019
	Committee will feature its first blog in June 2019. Cathy Koch, CEO K-Tech Systems is writing the first blog.	

**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.**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>The GC is beginning to build a survey framework that will be sent to WBENC Corporations on purchasing requirements from corporations and identify specific geo for expansion.</li> </ul>	<ul style="list-style-type: none"> <li>No action taken in Q2. The Global Committee will evaluate ways to survey member corporations for input on global opportunities in Q3.</li> </ul>	<ul style="list-style-type: none"> <li>The Global Committee will evaluate ways to survey member corporations for input on global opportunities at their November 2019 meeting.</li> </ul>

**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.**

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>The Global Committee and WEConnect International have identified opportunities for strategic inclusion which includes identifying global ready WBEs and assisting them with preparing for opportunities. The Committee is preparing a plan for review.</li> </ul>	<ul style="list-style-type: none"> <li>For the June Global Lab, two WBEs are being interviewed to contribute to the LEARN session materials on Women in Exporting. Their experiences will be used to educate other WBEs.</li> <li>In March, the Global Committee agreed it wanted to focus efforts on increasing coordination with WEConnect. The following actions have been taken in Q2 to increase coordination with WEConnect               <ul style="list-style-type: none"> <li>WEConnect is hosting tables at the WBE2WBE Connections session being held at the June Forum meeting.</li> <li>WEConnect is hosting a table in the Certification Lab Coach room at NCBF.</li> <li>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.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>WEConnect hosted tables at the WBE2WBE Connections session held at the June Forum meeting.</li> <li>WEConnect hosted a table in the Certification Lab Coach room at NCBF 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.</li> </ul>

# Marketing, Communications & Brand Management Report

Women’s Business Enterprise National Council  
Report to the WBENC Board of Directors  
November 20, 2019

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

- Review existing collateral and communications channels – identify gaps and make recommendations for improvement.
- Coordinate with the Government Committee to provide support as needed to accommodate the increased scope of WOSB certification.
- 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.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Revising and updating wbenc.org web pages and collateral with Committee input.</li> </ul>	<ul style="list-style-type: none"> <li>• Revising CORE brochure to be debuted at NCBF.</li> </ul>	<ul style="list-style-type: none"> <li>• Completed CORE brochure.</li> <li>• Web redesign in progress and will be completed by January 2020 (target date).</li> </ul>

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

- 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
- Create a clear call to action to increase two-way engagement with measurable results
- 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 next gen team).
- Utilize the Marketing Committee as “Brand Ambassadors” to enhance WBENC’s promotions and campaigns.

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>• Continue to coordinate with the Forum Marketing Team on success stories and blog posts.</li> <li>• Building marketing strategy for 2019 events programs and campaigns, including tools to engage our constituents to broaden the reach of our event promotion.</li> </ul>	<ul style="list-style-type: none"> <li>• Success stories received will be published in Q3/4.</li> <li>• Marketing for NCBF encompassed newsletter, blog posts, social media, targeted email blasts and ads, advertorials and articles with several of our media partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Completed event marketing.</li> <li>• Completed post card campaign with Forum.</li> <li>• Received 4 Forum success stories to be featured on web, blog and social media.</li> </ul>

	<ul style="list-style-type: none"> <li>Engaged Forum marketing team for postcard campaign at NCBF which will promote 2020 events.</li> </ul>	
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**GOAL 3: Resources & Engagement Tap the wealth of knowledge in our community evolving WBENC as a thought leader in marketing.**

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>Based on EEC feedback from February meeting develop approach and timeline.</li> </ul>	<ul style="list-style-type: none"> <li>Waiting on full Board approval for the new joint Marketing and Programs Committee. Once received we will proceed with recruiting the CMO advisory board members and begin a pilot focusing on B2C marketing efforts.</li> </ul>	<ul style="list-style-type: none"> <li>Approval of new committee anticipated at November meeting.</li> <li>New committee will work on CMO and ERG engagement.</li> </ul>

**NOTE: The EC approved the merging of the US Programs Committee and Marketing Committee, which will be confirmed with the Board at the November meeting. The goals will be revised after the approval. This is one of the items we will memorialize in the “bulk” By-Laws resolution in November.**

# National Certification Committee Report

Women’s Business Enterprise National Council  
 Report to the WBENC Board of Directors  
 November 20, 2019

**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.**

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

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• WBENC Staff completed and distributed the updated WBENCLink2.0 Manual and RPO Certification Team Manual to RPOs at the end of Q4. Change summaries were reviewed with the RPO certification teams as part of the update. The RPO team have been utilizing the new manuals in 2019 Q1.</li> <li>• In November, the WBENC Board approved the creation of a Subcommittee whose purpose was to assess offering WBENC Veteran Certification on behalf of the USVCC. The Subcommittee charter and leadership were finalized in December. Board members expressing interest to participate were contacted in December. The Subcommittee was very active in January and delivered its recommendations to the EC at their early February planning meeting.</li> <li>• NCC leadership calls were held in December and January.</li> <li>• A virtual NCC meeting took place on February 1, 2019.                             <ul style="list-style-type: none"> <li>○ Discussed Virtual Site Visit Charter.</li> <li>○ Discussed proposed update to the National Files Criteria.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• In March, the Veteran Certification Assessment Subcommittee delivered its recommendations to the Board of Directors, communicating that it did not recommend moving ahead with providing certification services to veterans on behalf of the USVCC.</li> <li>• At its March meeting the NCC heard from the Virtual Site Visit Subcommittee on its recommendations for revised criteria. The Leadership Council members on the NCC requested to collect further input from the broader LC team at their March meeting.</li> <li>• The NCC also discussed proposed modifications to the National files criteria. This topic was also referred to the full Leadership Council for comment.</li> <li>• Another open topic, a potential change to the Unanimous Consent guidelines was reviewed with the NCC. The NCC requested an overview of the meaning behind each of the Unanimous Consent Guidelines as it relates to Certification before making any decisions. This item was also referred to the full LC for input.</li> </ul>	<ul style="list-style-type: none"> <li>• WBENC Staff completed and distributed the updated WBENCLink2.0 Manual and RPO Certification Team Manual to RPOs and implemented with the RPO teams effective January 2019.</li> <li>• Following a thorough assessment process, the Veteran Certification Assessment subcommittee delivered its recommendations to the Board of Directors, communicating that it did not recommend moving ahead with providing certification services to veterans on behalf of the USVCC.</li> <li>• A potential change to the Unanimous Consent guidelines was reviewed with the NCC. The NCC requested an overview of the meaning behind each of the Unanimous Consent Guidelines as it relates to Certification before making any decisions.                             <ul style="list-style-type: none"> <li>○ Upon further consideration, the Leadership Council subsequently removed its request for a change to the Unanimous consent Guidelines.</li> <li>○ A Unanimous Consent Guidelines “primer” is planned for the</li> </ul> </li> </ul>

2019 Progress to Goal		
March 2019	June 2019	November 2019
	<ul style="list-style-type: none"> <li>Initial feedback from the LC on Virtual Site Visits, National Files Criteria, and Unanimous Consent have been reviewed with NCC leadership. We will convene an NCC meeting in June to brief the Committee and define next steps.</li> <li>In Q3/Q4 the NCC will further explore the “Future of Certification” and bring Committee insights and recommendations to WBENC Leadership and the Executive Committee.</li> </ul>	<p>November NCC meeting to ensure the NCC understands the impact of changes to the Unanimous Consent Guidelines on the WBENC certification standards.</p> <ul style="list-style-type: none"> <li>Updates to the National Files Criteria documenting what constitutes a complex file were reviewed with the Leadership Council and shared with the NCC in March 2019.</li> <li>Initial discussions regarding the “Future of Certification” were opened at the March 2019 NCC meeting. A follow up is planned for November’s NCC meeting to brainstorm ideas and assess competitive practices. 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 to the NCC and EC by Q2 2020.</li> </ul>

**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.**

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

2019 Progress to Goal		
March 2019	June 2019	November 2019
<ul style="list-style-type: none"> <li>Candace Waterman, President of WIPP presented the jointly developed WIPP/WBENC Engagement Strategy to the Government Subcommittee at the November meeting. All members of the NCC were invited to attend as</li> </ul>	<p>WIPP is partnering with WBENC to offer Government programming at NCBF in the form of a Government Circuit. Learn sessions are:</p> <ul style="list-style-type: none"> <li>• Demystifying GSA Schedules.</li> <li>• Ignoring Cybersecurity Can Cost You Contracts and Time.</li> </ul>	<ul style="list-style-type: none"> <li>The jointly developed WIPP/WBENC Engagement Strategy focusing on Advocacy and a Procurement Education Platform was implemented in 2019. WIPP partnered with WBENC to offer Government programming as part of the Business Labs at NCBF on</li> </ul>

**2019 Progress to Goal**

<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<p>well. Candace reviewed the components of the engagement which include:</p> <ul style="list-style-type: none"> <li>○ Advocacy.</li> <li>○ Procurement Education Platform.</li> </ul> <ul style="list-style-type: none"> <li>● Members of the Forum Government team who sit on this Subcommittee took this information back to the Forum and offered help.</li> <li>● Benita Fortner, ENCORE group and current leader of the Government Subcommittee, Candace Waterman, President of WIPP, and WBENC leadership met in January to discuss and outline 2019 plans for the Subcommittee. <ul style="list-style-type: none"> <li>○ In 2019, WIPP will partner with WBENC to offer programming initially focused on high level advocacy issues which are larger than WOSB, then the WIPP Procurement Landscape, Building Capacity, and Building Wealth Series.</li> </ul> </li> <li>● Benita Fortner, Candace Waterman, and Laura Taylor will assess Subcommittee’s future status and return to the NCC in Q3.</li> </ul>	<ul style="list-style-type: none"> <li>● Women’s Business Advocacy: It’s Policy...Not Politics, What Every Woman Business Owner Should Know.</li> </ul> <p>Goals of this circuit are:</p> <ul style="list-style-type: none"> <li>● Understand GSA schedules.</li> <li>● Understand Cybersecurity requirements in contracting and business.</li> <li>● Understand the importance of using your voice to impact women’s business policy on Capitol Hill and in your hometown.</li> </ul>	<p>“Demystifying GSA Schedules”, “Ignoring Cybersecurity Can Cost You Contracts and Time”, and “Women’s Business Advocacy: It’s Policy...Not Politics - What Every Woman Business Owner Should Know”. Additional WIPP programs have been held at several Regional Partner Organizations throughout 2019 addressing high level advocacy issues, the WIPP Procurement Landscape, Building Capacity, and Building Wealth.</p> <ul style="list-style-type: none"> <li>● Following an assessment of the Government Subcommittee and how best to meet the needs of WOSBs and WBEs 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 March 2020. The NCC and Government Sub-Committee leadership thanks the members for their efforts in support of the sub-committee.</li> <li>● WOSB - WBENC provided the SBA with a formal response in July 2019 to proposed rule RIN 3245 AG75 regarding WOSB certification. <ul style="list-style-type: none"> <li>○ In its current form, the proposed rule does not include a requirement for Third Party Certifiers (TPC’s) to certify for EDWOSB.</li> <li>○ The SBA implemented monthly calls with the Third-party Certifiers earlier in 2019. WBENC staff is actively participating and has shared insights on TPC best practices and lessons learned.</li> <li>○ The SBA expects rule RIN 3245 AG75 to be implemented in June 2020.</li> </ul> </li> </ul>



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

- Update and finalize the Site Visit forms.
- Finalize the criteria for use of technology on recertification site visit and implement across all RPOs.
- Develop, finalize and complete work the WBENCLink2.0 Phase 2 Enhancement list.

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• A Subcommittee was formed at the November NCC meeting to review the existing suggested Virtual Site Visit criteria and provide additional input to the NCC. The team was very active in January and reviewed suggested updates with the NCC on February 1<sup>st</sup>. NCC also leadership obtained input from the Executive Committee regarding the use of virtual site visits and that will be reviewed with the NCC at the March meeting.</li> <li>• In 2019 Q1, WBENC reviewed the comments from the NCC on the proposed National Files Criteria, made changes, and presented those changes to the NCC on February 1, 2019. An updated draft will be distributed to the Committee in advance of the March NCC meeting.</li> <li>• WBENC continues to work with B2Gnow to identify potential enhancements to replace the need for system customization and reduce cost of future changes.               <ul style="list-style-type: none"> <li>○ WBENC submitted configuration changes at the end of 2018 to improve understanding and efficiency for users. Updates were made to improve the online application experience for WBEs, to clarify documentation required, ownership information, and interest in the Women Owned logo, and to facilitate updates to the WBE profile. Further improvements included enhanced flagging, searching, and</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• See Goal 1 for an update on Virtual Site Visit criteria and National Files Criteria.</li> <li>• WBENCLink2.0               <ul style="list-style-type: none"> <li>○ WBENC is holding monthly calls with B2GNow to identify potential enhancements to replace the need for system customization and reduce cost of future changes.</li> <li>○ Due to a growing trend in WBENC corporate members with base of operations outside of the U.S., WBENC has requested a more permanent solution to system access.</li> <li>○ B2GNow is starting up a Customer Advisory Council to engage clients in discussions around current needs and future design. WBENC will participate on the council.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Site Visit Forms based on number of years certified were drafted and will be shared with the Leadership Council for input in November.</li> <li>• Virtual Site Visit criteria was re-assessed and rewritten in Q1 2019 by a new sub-committee. General input was gathered from Executive Committee in February 2019. Revised criteria were reviewed by the Leadership Council and feedback shared with NCC leadership in Q2. The revised criteria will be presented to the NCC at their meeting in November.</li> <li>• WBENCLink2.0 Enhancement list progress               <ul style="list-style-type: none"> <li>○ Configuration changes were implemented in early 2019 to improve understanding and efficiency for users. Updates were made to improve the online application experience for WBEs, to clarify documentation required, ownership information, and interest in the Women Owned logo, and to facilitate updates to the WBE profile. Further improvements included enhanced flagging, searching, and exporting capabilities for RPOs. Finally, updates were made to RPO logos, names, and addresses throughout the site.</li> <li>○ An enhancement was approved in February which will improve quality of Primary NAICS code data collected by making it a required field when</li> </ul> </li> </ul>

2019 Progress to Goal		
March 2019	June 2019	November 2019
<p>exporting capabilities for RPOs. Finally, updates were made to RPO logos, names, and addresses throughout the site.</p> <ul style="list-style-type: none"> <li>An enhancement was approved in February which will improve quality of Primary NAICS code data collected by making it a required field when processing the application. This will have a positive impact on both standard and ad hoc reporting, where today, fields are missing and require significant manual effort to look up individual records.</li> </ul>		<p>processing the application. This will have a positive impact on both standard and ad hoc reporting where today fields are missing and require significant manual effort to look up individual records.</p>

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

2019 Progress to Goal			
Process	March 2019	June 2019	November 2019
	<ul style="list-style-type: none"> <li>In 2018, the National Certification Review Committee received 110 files (7 new, 103 recertification where revenue is more than \$500million or business have complex business structures). Fees are retained by the RPO for roughly one-third of those files. Overall, NCRC approved 78, denied 1, and 31 were still in process by the end of 2018.</li> <li>In 2018, the National Appeals Committee received 16 files (upheld 12 and overturned 3 and 1 still in process by the end of 2018).</li> <li>Between 1/1/2019 – 2/15/2019 the National Certification Review Committee received 1 file (recert) (revenue more than \$500million or complex business structures).</li> <li>Between 1/1/2019 – 2/15/2019 the Appeals Committee received 2 files.</li> </ul>	<ul style="list-style-type: none"> <li>Between 2/15/2019 – 5/15/2019 the National Certification Review Committee received 23 recertification files; all were recertified. (revenue more than \$500million or complex business structures).</li> <li>Between 2/15/2019 – 5/15/2019 the Appeals Committee received 1 file that is currently pending. Any in process prior to this latest update are now closed.</li> </ul>	<ul style="list-style-type: none"> <li>YTD September 30, 2019 the committee reviewed and approved 1 new certification (3 others are in process) and 96 recertifications. The National Certification Appeals Committee completed 2 appeals (1 upheld and 1 overturned). 4 other appeals are in process.</li> </ul>

**GOAL 5: Continue to deliver Certification Training for RPO Certification Committee Members and deliver WBENCLink2.0 Training to WBEs and all Corporate Members.**

- a. Develop on-demand WBENCLink2.0 Training and maintain on Insights.

<b>2019 Progress to Goal</b>		
<b>March 2019</b>	<b>June 2019</b>	<b>November 2019</b>
<ul style="list-style-type: none"> <li>• RPO Certification Team calls held monthly.</li> <li>• Certification Committee Training – January 2019 - February 15, 2019, there was 1 session with 22 RPO Certification Committee Members represented from 9 RPOs.</li> <li>• In all of 2018 there were 10 Certification Committee Training sessions, with a total of 202 attendees.</li> <li>• Ongoing WBENCLink2.0 training for WBEs and Corporate Members. Online registration offers at least one session per month except in June due to NCBF.                             <ul style="list-style-type: none"> <li>○ January 2019 – February 15, 2019 - 1 WBE sessions held, total of 24 attendees.</li> <li>○ January 2019 – February 15, 2019 – 2 Corporate sessions held, total of 3 attendees.</li> </ul> </li> <li>• WBENCLink2.0 training for all 2018:                             <ul style="list-style-type: none"> <li>○ WBEs 12 sessions and 295 attendees.</li> <li>○ Corporate members 9 sessions and 23 attendees.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• RPO Certification Team calls held monthly.</li> <li>• Certification Committee Training –February 15, 2019-May 15, 2019, there were 2 sessions held with 44 RPO Certification Committee Members represented from 13 RPOs.</li> <li>• Ongoing WBENCLink2.0 training for WBEs and Corporate Members. Online registration offers at least one session per month except in June due to NCBF.                             <ul style="list-style-type: none"> <li>○ February 15, 2019 – May 15, 2019: 3 WBE sessions held, total of 40 attendees.</li> <li>○ February 15, 2019 – May 15, 2019: 1 Corporate session held, total of 2 attendees.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recorded WBENCLink2.0 Training available on Insights, but earlier in 2019 Insights was suspended.</li> <li>• YTD September 30, 2019 delivered monthly WBENCLink 2.0 training for WBEs (97) and Corporate Members (24).</li> <li>• YTD September 30, 2019 delivered monthly Certification Committee training to 95 committee members.</li> </ul>

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