



25

YEARS OF

WBENC

2022 ANNUAL REPORT

JOIN FORCES.
SUCCEED TOGETHER.



WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

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Message from the Board Chair

DEAR FRIENDS,

It is hard to believe this is my final Annual Report letter as the Chair of the WBENC Board of Directors. It has been one of the honors of my career to serve in this capacity. As Board Chair throughout the pandemic, I was incredibly fortunate to have the entire WBENC Board of Directors, WBENC Executive Leadership team, and WBENC staff as we navigated new challenges with our WBEs and Corporate Members.



“COUNTLESS OPPORTUNITIES EXIST, ESPECIALLY WHEN WE ALL WORK TOGETHER FOR THE BENEFIT OF THE UNIQUE, INNOVATIVE IDEAS THAT EMERGE WHEN YOU HAVE MANY PERSPECTIVES, BACKGROUNDS, AND ENERGIES AT THE TABLE.”

This year was the 25th Anniversary of WBENC – a year to remember, thank, celebrate and invigorate our network for the next 25

years. WBENC also expanded on our 2021 rallying cry of “Focus on the Future” and looked ahead to how we could all BE BOLD and Innovate in 2022 and beyond.

The year started off fittingly with a number of firsts. A WBENC Open House was hosted for the WBENC network and anyone else interested in learning about the countless opportunities that WBENC was providing over the next year. We also created a new interactive, historical timeline of the history of WBENC, with milestones throughout the past 25 years.

In March, we celebrated Women’s History Month and International Women’s Day and kicked off our yearlong focus on “Innovate with WBENC” – a full year of education, programming, and pitch opportunities throughout various industries, which led to powerful new opportunities and connections for our network. The theme came to life in everything WBENC did, including expanding our Women

of Color and Women of Color Incubator programming, growing our WBENC LIFT Financial Center of Excellence program in major ways, adding valuable deeper dive professional development and connections in all of our industry areas, and much more.

Thanks to the leadership of our wonderful 14 Regional Partner Organizations, WBENC hosted our first ever network-wide WBENC Pitch “Innovate with WBENC” competition collaboration, which focused on identifying

and spurring innovation and collaboration throughout the national WBENC network.

Of course, 2022 would not be complete without finally being TOGETHER AGAIN for the WBENC National Conference in June. Our network was challenged to BE BOLD and join us in Atlanta, GA, as we showcased innovation, facilitated connections and celebrated the BOLD WBENC network.

As you review this 2022 WBENC Annual Report, I encourage you to consider how your company or organization can become more involved in what WBENC offers for diverse, women-owned businesses. Countless opportunities exist, especially when we all work together for the benefit of the unique, innovative ideas that emerge when you have many perspectives, backgrounds, and energies at the table.

Thank you for allowing me to serve as the WBENC Chair. Here’s to the next 25 years of WBENC!

Sincerely,
BARBARA KUBICKI-HICKS

2022 At A Glance

THE 25TH ANNIVERSARY OF WBENC AND THE 2022 WBENC RALLYING CRY: BE BOLD AND INNOVATE

WBENC celebrated our 25th Anniversary Year in full force, with BOLD and Innovative professional development, networking and business growth opportunities at every corner.

WBENC has played a significant role in fueling the powerful force that is women’s entrepreneurship during the past 25 years. WBENC, together with our full WBENC Network, is just getting started!



Network Growth

18,631 (+530)
WBEs CERTIFIED

513 (+84)
CORPORATE MEMBERS

98%
CORPORATE MEMBERS RENEWED FROM 2021

Reach

1,341,241 (+224,768)
WEBSITE PAGE VIEWS

417K (+17K)
NEW WEBSITE VISITORS

429%
INCREASE IN UNIQUE CERTIFICATION SECTION VISITS

166,342 (+106,606)
SOCIAL MEDIA FOLLOWERS

Educational Opportunities

40+ EXECUTIVE EDUCATION, OUTREACH & DEVELOPMENT AND NETWORK DEVELOPMENT PROGRAMS



OUR MISSION

Fuel economic growth globally by identifying, certifying, and facilitating the development of women-owned businesses.

About WBENC

The Women's Business Enterprise National Council (WBENC) is a leading non-profit organization dedicated to helping women-owned businesses thrive.

We believe diversity promotes innovation, opens doors, and creates partnerships that fuel the economy. That's why we provide the gold standard in certification and professional development for Women Owned businesses and provide opportunities, resources, and tools to spur on connections and success.

CORE Platform

Each year since WBENC was founded in 1997, we have broadened our reach and grown our network by delivering programs and services via our CORE platform.

C

CERTIFICATION WBENC Certification validates that a business is at least 51 percent owned, controlled, operated and managed by a woman or women. Our world-class certification standard is accepted by thousands of corporations representing America's most prestigious brands, in addition to many states, cities and government entities.

O

OPPORTUNITIES We provide best-in-class programming, events and networking opportunities for women-owned businesses, supplier diversity experts, government and corporate procurement professionals, and other industry and thought leaders throughout the U.S.

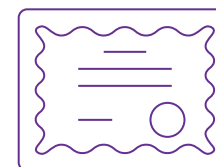
R

RESOURCES To address the challenges many women face in building and growing a business, we provide support and resources through the full life cycle of entrepreneurship. Our goal is to ensure women business owners have access to the education, support and tools they need to grow and succeed.

E

ENGAGEMENT Our theme is *Join Forces. Succeed Together.* because we know that success is only possible when we partner with our constituents toward a set of common goals. We foster healthy engagement through industry advisory councils, ambassador programs, and a robust recognition and awards program.

The WBENC Network



WOMEN'S BUSINESS ENTERPRISES (WBEs)

WBENC-Certified Women's Business Enterprises (WBEs) are companies that are at least 51% owned, controlled and operated by women. WBENC is the nation's leading advocate for WBEs as viable vendors and suppliers to its Corporate and Government Members.



CORPORATE & GOVERNMENT MEMBERS

WBENC Corporate Members are predominantly Fortune 500 companies with established Supplier Diversity programs. WBENC connects these corporations with WBEs to generate business contracts. Thousands of corporations and government agencies accept WBENC Certification at state and local levels.



REGIONAL PARTNER ORGANIZATIONS

WBENC is supported by 14 Regional Partner Organizations (RPOs), which administer and process certifications throughout the nation and provide regional programs, events, and training for women-owned businesses.

Certification

WBENC continues to set a world-class certification standard to validate that a business is at least 51 percent owned, controlled, operated and managed by a woman or women. WBENC Certification is the gold standard for and relied upon by thousands of corporations and government agencies. WBENC is also a third-party certifier for the Women Owned Small Business (WOSB) certification as part of the Small Business Administration (SBA) WOSB Federal Contracting Program. WBENC Certification unlocks countless business and professional development opportunities for WBEs.

WBENC works with 14 Regional Partner Organizations authorized to administer WBE and WOSB certification across the United States, including Puerto Rico, Guam and the Virgin Islands.

18,631
WBEs CERTIFIED

7,005
WOSB CERTIFIED

Revenue

\$206,519,687.00

TOTAL REVENUE

\$11,088,896.14

AVERAGE REVENUE

Employees

814,949 (+25,729)

TOTAL # OF EMPLOYEES

44.78

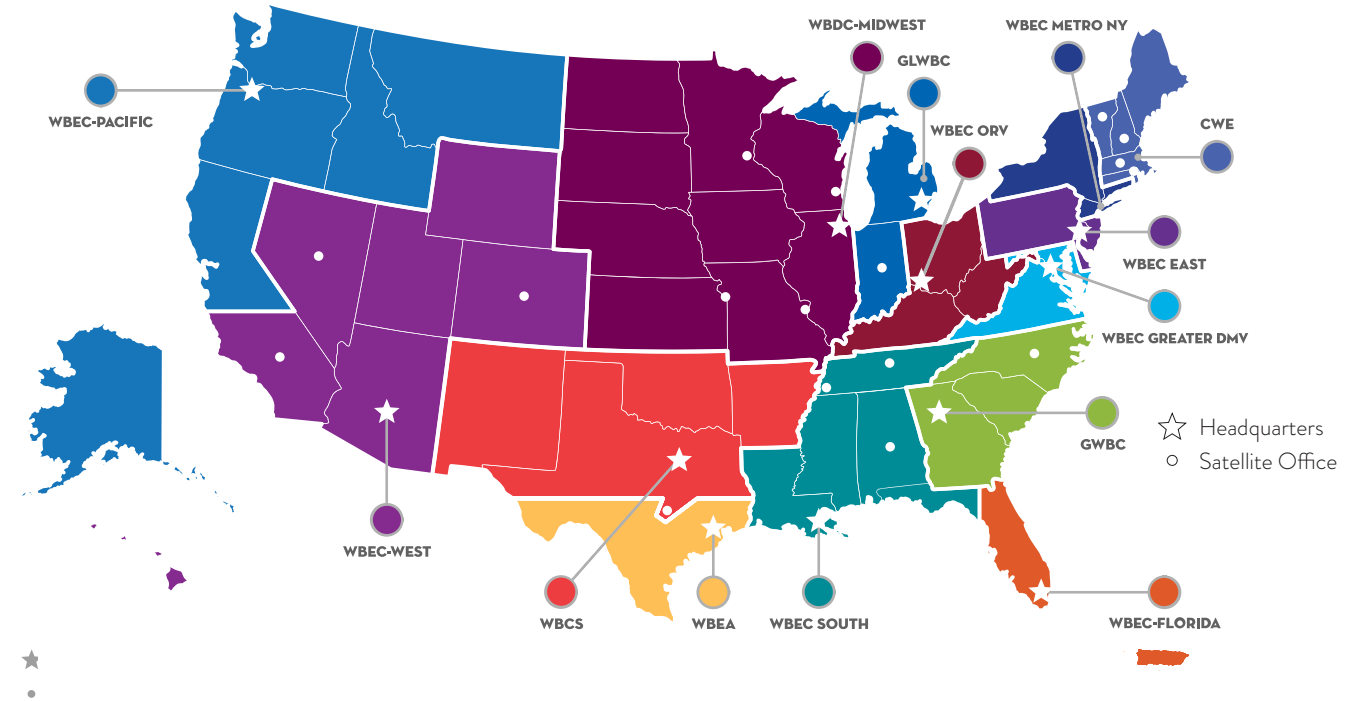
AVERAGE # OF EMPLOYEES

WBEs by Revenue

- < \$1 million **44%**
- \$1 million < \$5 million **31%**
- \$5 million < \$10 million **10%**
- \$10 million < \$50 million **12%**
- \$50 million or greater **3%**



Certified WBEs by Regional Partner Organization



CWE
Center for Women & Enterprise

533

GLWBC
Great Lakes Women's Business Council

1,521

GWBC
Greater Women's Business Council

1,259

WBEC-ORV
Women's Business Enterprise Council – ORV

1,101

WBEC GREATER DMV
Women's Business Enterprise Council Greater DMV

948

WBEC METRO NY
Women's Business Enterprise Council – Metro NY

1,690

WBCS
Women's Business Council – Southwest

1,305

WBDC-MIDWEST
Women's Business Development Center –Midwest

2,399

WBEC-FLORIDA
Women's Business Enterprise Council – Florida

1,001

WBEA
Women's Business Enterprise Alliance

782

WBEC-WEST
Women's Business Enterprise Council – West

2,239

WBEC-PACIFIC
Women's Business Enterprise – Pacific

1060

WBEC-EAST
Women's Business Enterprise Center – East

1,787

WBEC SOUTH
Women's Business Enterprise Council South

1,004

WBEs by Industry

Accommodation and Food Services	148	Metal Manufacturing	1,003
Administrative Support; Waste Management and Remediation Services	1,991	Mining, Quarrying, and Oil and Gas Extraction	41
Agriculture, Forestry, Fishing and Hunting	40	Other Services (except Public Administration)	273
Arts, Entertainment, and Recreation	130	Professional, Scientific, and Technical Services	6,432
Construction	2,362	Public Administration	7
Educational Services	529	Real Estate and Rental and Leasing	342
Finance and Insurance	217	Retail Trade	568
Food Manufacturing	771	Transportation and Warehousing	672
Health Care and Social Assistance	274	Utilities	47
Information	391	Wholesale Trade	1,640
Management of Companies and Enterprises	12	Wood Product Manufacturing	710

CERTIFICATION

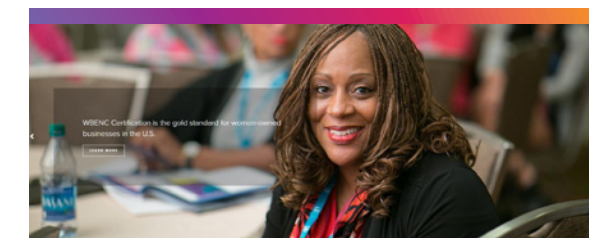
ONLINE RESOURCES



WBENCLink2.0

WBENCLink2.0 is our proprietary, exclusive digital certification tool and database that connects WBEs and Corporate and Government Members. WBENC provides monthly training for our constituents to help them get the most out of the tools within WBENCLink.

The WBENC Certification team provides regular Certification training and WBENCLink Monthly Training Sessions.



WBENC.org

WBENC.org is the dynamic, one-stop resource for timely WBENC updates, engaging success stories, opportunities, and inspiration. Our readership includes thousands of ambitious entrepreneurs, industry and thought leaders, diversity champions, and business experts across the U.S.

1,321,583

PAGE VIEWS

+140,650 **429%** INCREASE IN UNIQUE CERTIFICATION SECTION VISITS

WBENC SOCIAL MEDIA FOLLOWERS:

69,726
WOMEN-OWNED FACEBOOK

34,754
FACEBOOK

20,980
LINKEDIN

13,882
WOMEN-OWNED INSTAGRAM

10,923
INSTAGRAM

166,342

TOTAL FOLLOWERS +101.6%

SOCIAL MEDIA ENGAGEMENT:

79,125
ENGAGEMENTS

2,365,191
IMPRESSIONS

25th Anniversary

BE Bold + Innovate with WBENC

Throughout 2022, the WBENC network celebrated, honored, remembered and inspired one another as we celebrated the 25th Anniversary of WBENC.

On Wednesday, January 19, 2022, WBENC kicked off the WBENC 25th Anniversary and the new year with an Open House where we shared a sneak peek of 2022 programs and opportunities to help the network plan for our 25th year! More than 800 attendees heard directly from WBENC staff on new and returning opportunities for executive education, pitch opportunities, annual events, and outreach & development programs – and left motivated and ready to take full advantage of the WBENC network!

As part of our yearlong celebration, WBENC also launched an interactive WBENC historical timeline of our entire first 25 years. The timeline will continue to live on WBENC.org and is organized into five-year sections for ease of browsing. We'll be keeping this updated with new accomplishments and developments on an ongoing basis.



25th Anniversary Sponsors



Innovate with WBENC: Discover | March Series Sponsor

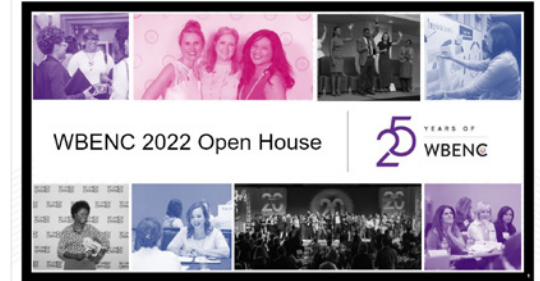


MORE THAN 800 ATTENDEES HEARD DIRECTLY FROM WBENC STAFF ON NEW AND RETURNING OPPORTUNITIES FOR EXECUTIVE EDUCATION, PITCH OPPORTUNITIES, ANNUAL EVENTS, AND OUTREACH & DEVELOPMENT PROGRAMS.

Innovate with WBENC

Innovate with WBENC was a year-long event and initiative to foster and empower innovation throughout our 25th year. The year-long series featured a variety of opportunities for both WBEs and Corporate Members to better share and understand the needs, opportunities, and challenges around innovation. WBEs also learned foundational knowledge needed for innovation.

The series launched in March during Women's History Month with the month-long series DISCOVER, designed to provide foundational knowledge on innovation needs within specific industries. The series culminated at the exclusive November in-person event where WBEs had the opportunity to pitch their innovative ideas directly to Corporate Members.



INNOVATE WITH WBENC WAS A YEAR-LONG EVENT AND INITIATIVE TO FOSTER AND EMPOWER INNOVATION THROUGHOUT OUR 25TH YEAR.

MARCH 2022 – WOMEN'S HISTORY MONTH and Innovate with WBENC: DISCOVER | March Virtual Series

During Women's History Month and throughout the entire year, WBENC recognizes the awe-inspiring, pivotal contributions of women and their impact via business and entrepreneurial developments in society.

The beginnings of WBENC 25 years ago were intertwined with what women throughout our country and the world had been advocating for. We are proud that the history and milestones through WBENC, our WBEs and our Corporate Members and their Supplier Diversity programs are part of women's history. Our network inspires women to execute their business goals and create opportunities through connections and support.

Our Women's Entrepreneurship & Supplier Diversity Leadership Timeline celebrates the milestones in the history of WBENC, which include:

1997 | Five women's business development organizations and several corporations meet in Dallas to form what would become the Women's Business Enterprise National Council (WBENC).

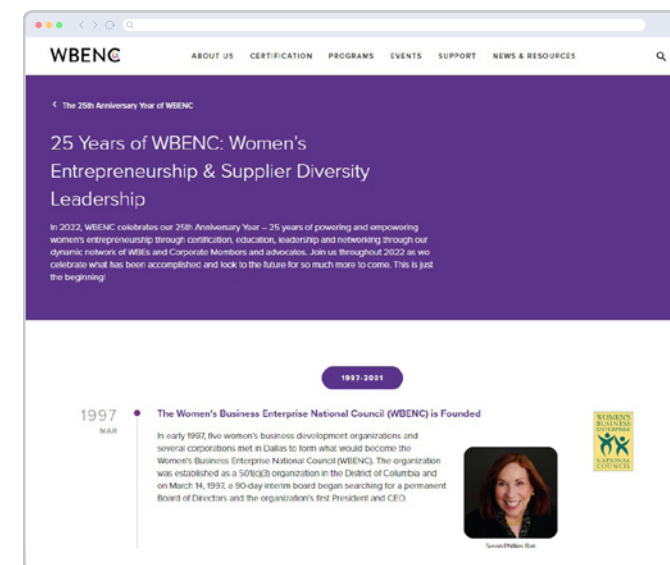
2000 | The first-ever Women in Business 2000: Sharing the Vision National Conference is held in Arlington, Texas, and WBENC partners with the North Texas Women's Business Council (currently WBCS).

2004 | A key advocacy year for WBENC, with WBEs from around the United States selected to testify before Congressional committees; meet with President George W. Bush in a roundtable discussion; and listen to the State of the Union address in the First Lady's box.

2010 | WBENC champions a groundbreaking initiative, The Roadmap to 2020, an exciting collaboration of 10 women's business organizations and 20 companies presenting key strategies for women's businesses to fuel economic growth and add six million jobs in 10 years.

2014 | The Women Owned logo debuts during the National Conference & Business Fair in Philadelphia.

2017 | The Women of Color Outreach Program launches.



2020 | WBENC leads the nation in women’s professional development expansion and innovation during the COVID-19 pandemic, adding significant new virtual programs including WeTHRIVE. This new era of professional development programming from WBENC has continued as the organization returned to in-person and hybrid offerings in addition to virtual programs and cohorts.



WBENC celebrates Women’s History Month by acknowledging all the efforts by women, and their advocates, throughout history. We also celebrate the space we’ve created for women-owned businesses and entrepreneurs to thrive. By getting involved in our events and programs, we fill the gaps with knowledge and information needed to succeed for women-owned businesses.

WBENC amplifies women’s voices by facilitating the networking and connections for women-owned businesses and entrepreneurs via digital and in-person programs. With more than 18,000 women-owned enterprises achieving WBENC Certification, we’ve created milestones of our own and continue to contribute to women’s history in the areas we impact.

For International Women’s Day, WBENC also shared insights from a number of highly engaged WBE leaders on their perspectives on how women’s entrepreneurship, leadership and the WBENC Network has evolved throughout the past 25 years.

<https://www.wbenc.org/news/wbenc-voices-celebrate-womens-entrepreneurship-on-international-womens-day/>

Innovate with WBENC: DISCOVER | March Virtual Series

<https://www.wbenc.org/events/march-2022/>

The March 2022 Innovate with WBENC: DISCOVER weekly series, brought to you by The ODP Corporations, focused on opportunities for innovation with four of the WBENC industry groups. This series offered an exclusive opportunity for WBEs to hear directly from Corporate Members from five central industry areas about their innovation needs: Healthcare, Chemical, Automotive, Cross-Industry Insights and Utilities.

Each Monday featured one industry’s unique innovation priorities. Leaders from the industry presented key challenges and trends to help WBEs discover innovation opportunities as part of the Innovate with WBENC program and laid the groundwork by providing foundational knowledge of their industry’s needs, priorities, and future direction.

THIS SERIES OFFERED AN EXCLUSIVE OPPORTUNITY FOR WBEs TO HEAR DIRECTLY FROM CORPORATE MEMBERS.

March Virtual Series

INNOVATE

with WBENC

DISCOVER

Presented by

THE ODP CORPORATION

photo by nullquote

March Virtual Series

INNOVATE

with WBENC

DISCOVER

wbenc.org/events/march-2022

HEALTHCARE INDUSTRY

Many challenges are facing the manufacturing segment of the Healthcare industry, from critical supply chain issues to the need for the development of innovative forward engineering designs. Subject matter experts from our Healthcare Advisory Board (Bristol Myers Squibb, Johnson & Johnson, Medtronic, Merck and Pfizer, Inc.) discussed the current environment, challenges and the innovation opportunities.

CHEMICAL INDUSTRY

Attendees joined leaders from the Chemical industry as they shared what the industry is really all about and learned about the complexities of their supply chains and how their product or service could be a solution.

AUTOMOTIVE INDUSTRY

On behalf of the Automotive Industry Advisory Board, Ford hosted “Charging WBEs... the Road to Electrification through BlueOval City Presented by Ford Motor Company,” where attendees learned about the latest industry trends, innovations, and challenges as well as interacted with subject matter experts.

CROSS-INDUSTRY SUPPLY CHAIN INSIGHTS

Expert Regenia R. Sanders, EY Consulting US-Central Supply Chain and Operations Leader, shared valuable insights about the state of supply chains across a broad range of relevant industries, trends, and leading practices.

UTILITIES

The WBENC Utilities Advisory Board presented the 2022 Utilities Industry Overview and Integrated Supply Chain Model and hosted a Fireside Chat Q&A for WBEs to learn more about how the utilities industry is infusing innovation and the opportunities that exist for WBEs.

The 2022 Utilities Industry Overview and Integrated Supply Chain Model, developed by the WBENC Utilities Industry Advisory Board, outlines both ongoing opportunities for WBEs and emerging opportunities due to the challenges raised over the last few years and those on the horizon.

Environmental changes, supply chain disruptions and bold new initiatives in the utilities industry, while challenging, have created many new opportunities for WBEs to partner with utility companies to meet the future head-on.

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Utilities Advisory Board
INDUSTRY OVERVIEW

Why Do Business With the Utilities Industry?

Utilities are essential services that play a vital role in driving economic and social development. In recent years the industry has experienced dramatic and rapid transformation resulting in changes to regulatory frameworks, ownership structures, business diversification and more. The following represents the perspectives of the Utilities Advisory Board (UAB) member companies from various regions across the United States.

CURRENT INDUSTRY CHANGE DRIVERS

- Customer Demands
- Environmental Factors
- Legislation / Regulation
- Technology & Innovation
- Supply Chain Disruption

HOTTEST TOPICS AND TRENDS IN THE UTILITIES INDUSTRY IN 2022

- Heavy Focus on Climate Change and the Environment**
 - Response to Disasters and Disease
 - Electrification of transportation sector
 - Clean Power
- A Reliable Grid**
 - Multiple generation sources and ability to meet customer demand
 - Grid modernization
- Sustainability**
 - Reliable, sustainable sources and practices
- Environmental Social Governance (ESG)**
- Demand for Affordability**
 - Self service and incentive programs and service provider options
 - Use of Wind, Solar, Hydropower and battery storage to maximize savings

THE MODERN ENERGY SECTOR

JUNE WBENC National Conference

The WBENC 2022 National Conference was nothing short of powerful for supplier diversity professionals, women business owners and key representatives of strategic partner organizations.

TOGETHER AGAIN in Atlanta, Georgia, the expansive network took full advantage of over 300,000 square feet of dynamic interaction and innovation sharing over the course of three days in the WBENC Arena. WBENC thanked the National Conference Co-chairs, Accenture, AT&T, The Coca Cola Company, UPS, Accel, ALOM, Ampcus, and Boldhaus immensely for contributing to the future-forward sessions, networking, and celebrations that occurred over the three-day event.

THE KICKOFF FEATURED A PLETHORA OF RESOURCES TO AID ATTENDEES.

On Tuesday, June 7th, the event began as Pamela Prince-Eason, President and CEO of WBENC, stood on stage and welcomed thousands of attendees that occupied the Georgia Ballroom at the Georgia World Congress Center. The crowd, zealous and eager, buzzed around the ballroom after completing their daily health screenings, as it'd been three years since they were able to attend a WBENC National Conference.

The kickoff featured a plethora of resources to aid attendees while navigating the all NEW WBENC Arena: an extensive layout of stages and halls and easily accessible applications to acquire the schedule over the course of the three-day event. Brimming with excitement, Prince-Eason honored the 14 Regional Partner Organizations and other strategic partners that contribute to executing certification and programming throughout the country.

WBENC NATIONAL CONFERENCE

BE BOLD

Atlanta, GA | June 7-9, 2022



The America's Top Corporations for Women's Business Enterprises: Resiliency Edition for 2021-2022 were officially announced at the opening ceremony. The WBENC Top Corporation award honors those corporations who have demonstrated a sustained commitment to the inclusion of women-owned businesses in their supply chains. Prince-Eason then welcomed James O. Etheredge, CEO of Accenture North America, on stage to officially launch the conference with the first Fireside Chat.

Soon after, thousands of attendees flooded the floor of the WBENC Arena ready to make connections and do business. The WBENC Arena reimagined the traditional expo booth format, allowing for connections in each hall throughout the three days of the conference. Meanwhile, stage sessions and table topics were held simultaneously, creating a dynamic ecosystem of networking, education, connection and inspiration at every moment.



The Re-Envisioned WBENC Arena

The 2022 WBENC National Conference featured more than 75 sessions of industry-specific topics from lead experts on stages and in table clusters. With more than 10 industry centers and groundbreaking speakers, innovative practices were highlighted at every turn, for every type of attendee.

Inspiring keynotes, including additional Fireside Chats with Kellogg's CPO Shelly Van Treeck and Kelley Cornish, EVP and Chief Administrative Officer for Diverse Segments, Representation, and Inclusion at Wells Fargo created learning opportunities for business owners and other professionals while instilling them with knowledge to develop as leaders and change-makers.



Business opportunity generation peaked with over 300 exhibitors for the 2022 National Conference. For exhibitors, the arena floor became an unparalleled opportunity to showcase their brand, identify potential suppliers or new purchasers, and expand their network. Not only did they create a lasting impression and generate brand awareness with corporate members and WBEs face-to-face but also had the opportunity to be inspired by similar businesses and speakers, right in their Arena area.

The 2022 National Conference also boasted the largest WBENC Meet & Greet ever, hosting over 1,000 WBEs and 181 corporations in a two-day networking event for WBEs and corporate members, which featured a series of 25-minute rotating sessions with companies of the WBEs' choice.

TRULY THE WBENC NETWORK WAS ABLE TO CELEBRATE THE 25TH ANNIVERSARY TOGETHER!

The Thursday celebration and dinner wrapped up the three-day event and thousands gathered in the ballroom to celebrate the first in-person 2022 WBENC National Conference in three years and the 25th Anniversary of WBENC!

This wasn't your typical conference closing dinner – it was a true celebration and party, complete with live entertainment of dueling pianos, hit songs, an American Song Contest contestant Alisabeth Von Presley and an exclusive guest appearance by award-winning country star, author and diversity and inclusion leader, Chely Wright.

The 25th Anniversary Women of Distinction, were honored and assembled on stage for a once-in-a-lifetime photo-op. These prestigious women leaders have demonstrated a deep commitment to WBENC and to breaking down barriers for women-owned businesses in the corporate and government supply chains, were also honored and assembled on stage for a once-in-a-lifetime photo-op.

Then, before turning to more entertainment, WBENC recognized and applauded America's Top Corporations for 2021-2022 Hall of Fame. These companies set the highest standards and a sustained commitment to leading practices and innovation in their support for women-owned businesses and have demonstrated exceptional leadership in the WBENC community.

The support and commitment of Corporate Members and WBEs created an unforgettable three-day event for attendees to gather and transcend virtual meetings and communication. Through the 2022 WBENC National Conference, all attendees were able to BE BOLD by doing business and connecting with a dynamic and diverse network.

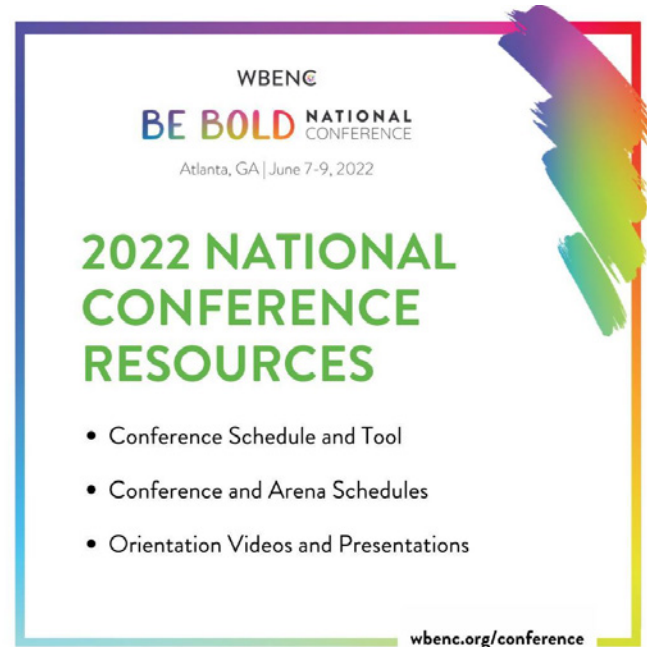


ORIENTATIONS

To ensure attendees were in the know before they arrived at the 2022 WBENC National Conference, WBENC hosted a new aspect of Conference planning – multiple in-depth and informative National Conference orientations targeted to both WBE and Corporate Member attendees.

WBENC Regional Partner Organizations also hosted sessions for their regions to aid in pre-conference connections and preparing to maximize their experience and on-site opportunities.

THE ORIENTATIONS WERE THE PERFECT LAST STEP TO THE JOURNEY TO FINALLY BE BACK IN PERSON!



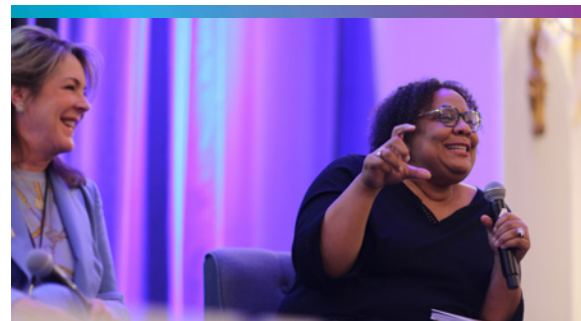
NOVEMBER 2022: INNOVATE WITH WBENC EVENT AND WBENC PITCH FINAL COMPETITION

The Innovate with WBENC event in Washington, DC, November 14-16, was the perfect setting for the culmination of the 25th Year of WBENC and the 2022 WBENC theme, Innovate with WBENC, when the MOMENTUM within the WBENC network of innovative, groundbreaking and impactful businesses and initiatives came together again.

The November event included three days of customized programming, meaningful connections and the live 2022 WBENC Pitch Final Competition.

Engaging and motivating Corporate Member panels focused on what Environmental, Social and Governance (ESG) metrics were important to Corporate Members and, in turn, WBEs in order to stay competitive and demonstrate innovation. The powerful discussions were the beginning of continued efforts and focus by WBENC to guide how WBEs can position themselves and consider what else they can be doing to contribute within the ESG framework.

The finals of the WBENC Pitch Competition was also held, where 12 dynamic WBEs pitched in front of a captivated audience, following regional competitions led by our Regional Partner Organizations and a virtual semi-final competition in October.



WBENC LIFT Financial Center of Excellence

WBENC LIFT is an integrated education and funding initiative for women entrepreneurs to provide comprehensive financial support and resources, including education, coaching, networking and funding opportunities.

WBENC LIFT

Financial Center of Excellence

Presented by



WBENC THRIVING

with **Capital One**

THRIVING WITH CAPITAL ONE

Made possible through the **Capital One Impact Initiative** and built with small business input, WBENC delivered the new Thriving with Capital One program beginning in 2022. Thriving with Capital One built upon the success of the WeTHRIVE program to deliver meaningful education and tools to assist business owners across the United States.

Thriving with Capital One delivered **17 sessions** throughout 2022 to assist business owners develop the business fundamentals to thrive. Sessions were held virtually and in-person at Capital One cafes in select markets.

Program components included:

- An educational series that addressed key current and emerging small business needs
- Small group discussions with Capital One executives and small business bankers
- Small business coaching sessions
- Exclusive educational workbooks and roadmaps, leave behind toolkits, and other takeaway resources



IN NOVEMBER 2022, THRIVING WITH CAPITAL ONE WAS HOSTED AT THE CAPITAL ONE CAFÉ GEORGETOWN IN DOWNTOWN DC.

Program topics focused on the challenges facing small businesses today. Sessions included Leadership & Communication, Financial Management, Business Strategy, Operations & HR, Marketing & Sales, as well as addressing systemic barriers in business that exist as small businesses align to serve large businesses including navigating today’s supply chain and Tech Strategies.

Virtual sessions included:

- Running Your Business for Growth
- Navigating Today’s Supply Chain
- Building the Right Team
- Attracting New Customers
- Essential Tech Strategies
- Managing Cashflow in Your Business
- Marketing Technology Strategies to Attract Customers (Parts 1 and 2)

In November 2022, Thriving with Capital One was hosted at the Capital One Café Georgetown in downtown DC. More than 100 small business owners and WBEs and industry leaders gathered to hear from Chala Dincoy, CEO and Founder of the Repositioning Expert, & Allison Kube, Supplier Diversity Manager Capital One, for an innovative session - 3 Elevator Pitch Mistakes According to Buyers, followed by a networking reception.



CHASE for BUSINESS®

CHASE FOR BUSINESS CURATING COACHING FOR ENTREPRENEURS

With WBENC as a national partner for the initiative, the Curated Coaching for Entrepreneurs program offered by Chase for Business connects WBEs with consultants on their schedule, and provides educational resources curated for their businesses. WBEs walk away with a personalized game plan and strategic tools they need to help grow their business on their terms.

By the end of 2022, thousands of WBEs participated in this valuable ongoing coaching program.



BRIDGE BUILT BY CITI

WBENC and Citi introduced Bridge built by Citi pilot program through “Access to Capital Fridays, brought to you by Bridge Built by Citi” in January and March 2022, beginning with WBENC-Certified WBEs in select geographic areas and quickly expanding nationwide.

Bridge built by Citi is a digital meeting place connecting small and medium-sized businesses looking for loans up to \$10 million with regional, local and community banks. Bridge built by Citi uses technology to improve access for WBEs to lenders in their region, enabling borrowers to interact with lenders beyond those that have a physical location nearby through a single, quick and easy online request.

By connecting borrowers with more lenders, the platform empowers WBE businesses with access, choice and convenience as well as capital to grow.

Webinar participants received an exclusive first-hand look at the Bridge built by Citi program, including how to access it, the scope, and its benefits. The webinar also included a banker panel to share advice on bank financing and allow WBEs to ask questions about access to capital and other related financial topics.

BRIDGE BUILT BY CITI USES TECHNOLOGY TO IMPROVE ACCESS FOR WBES TO LENDERS IN THEIR REGION

META (FORMERLY FACEBOOK) INVOICE FAST TRACK PROGRAM

Facebook provided all WBENC-Certified WBEs the ability to apply for immediate payments for the goods and services they’ve invoiced your customers for — but would otherwise have waited months to get paid.



Bridge built by Citi provides:

- **Diverse and efficient access to capital including Minority Depository Institutions (MDIs) and various community banks**
- **Reach to many banks with just one loan request, at no cost**
- **A financial technology experience with relationship banking at its core**
- **Connect to multiple banks with regional & community relationship banks**



WBENC Programs

WBENC-Certified WBEs share that WBENC Executive Education programs catapult new growth and development for WBEs as leaders and for their businesses and organizations.

Executive Education



Title Sponsor



The WeTHRIVE executive education program supports WBEs today and positions their companies for future growth and success. Created in 2020, WeTHRIVE continued in 2022 to help business owners not only survive the uncertainties lingering from the COVID-19 pandemic, but grow and thrive into the future through 3 tracks: Rise, Grow and Thrive.

Graduates of the program rave about the knowledge, insights and networking that they received in WeTHRIVE. It's an essential program for all WBEs looking to boldly grow, sustain and thrive in their business for the long term, and provides foundational knowledge for WBEs looking to grow.

Through our network of business leaders and industry experts, the virtual program helps WBEs to:

EVALUATE | the sustainability of their business today

LEARN | strategies to sustain their business in times of crisis and to build in recovery

PRACTICE | skills targeted at alternative strategies for growth

ENGAGE | with WBE peers on the impact of global business challenges to find and share solutions to critical issues

BUILD | a community of WBEs that will serve to support growth into the future

WeTHRIVE Participants attend virtual learning sessions with their track across five disciplines:

LEADERSHIP & COMMUNICATION

OPERATIONS & HUMAN RESOURCES

FINANCIAL MANAGEMENT

MARKETING & SALES

BUSINESS STRATEGY

WeThrive Winter 2022 Supporters



WeThrive Fall 2022 Contributors



“EVERY SINGLE WETHRIVE SESSION HAS BEEN FULL OF VALUABLE INSIGHTS, AND I COME AWAY FROM EACH ONE FEELING

INSPIRED AND MOTIVATED TO TAKE MY BUSINESS TO THE NEXT LEVEL. NOT TO MENTION, THE GENEROUS SPIRIT OF SHARING KNOWLEDGE AMONGST THE WBEs IS SIMPLY ICING ON THE CAKE.”

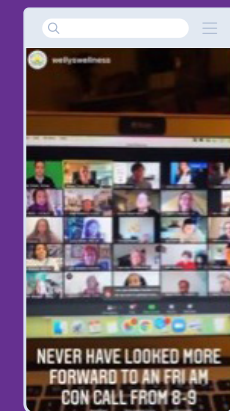
VIOLA SUTANTO

FOUNDER | CREATIVE DIRECTOR M A I K A

In 2022

WeTHRIVE
Survive.Grow.Thrive.

ENGAGED



387
WBES

14
Corporate Member Supporters

38
WBE and Corporate Member Instructors

44 COURSES ACROSS 5 PROGRAM DISCIPLINES:

Leadership & Communications, Financial Management, Business Strategy, Operations and Human Resources, and Marketing and Sales

CONNECTIONS:

6
sets of Peer Groups

10,000+
Messages in the Chat

Countless Shared Experiences



WeTHRIVE Digital launched in Winter 2021 through January 2022. WeTHRIVE Digital is a virtual executive development program designed to elevate WBE understanding of the importance of innovation in business with a specific focus on digital transformations and building a strong digital presence for their businesses through effective online marketing strategies.

WBENC-Certified WBEs who had completed the WeTHRIVE Executive Education Program or the WBENC Executive Education Program/WeIGNITE, powered by EOS®, the Entrepreneurial Operating System®, were eligible to participate to elevate their company's digital strategy and presence.



Over the 6-week program, WBEs attended highly interactive, virtual learning sessions across the spectrum of essential digital business operations and marketing, including digital transformation, branding for an online audience, building a digital marketing playbook, digital tools and data, digital customer service, and digital protection and security.

In addition to WBE expert speakers, the program also featured the Founder and CEO of C-Suite Coach, Angelina Darrisaw, a WBENC-Certified WBE who leads Grow with Google's Digital Coaches Program.



IGNITE YOUR BUSINESS

WeIGNITE, powered by EOS®, the Entrepreneurial Operating System®, is a highly interactive, virtual WBENC executive education program, brought to you by Wells Fargo. EOS® is a set of simple, practical, real-world tools that help entrepreneurs and leadership teams improve the operational value of their businesses.

During this program, Certified EOS Implementers® help WBEs achieve TRACTION in their businesses through self-implementing the Entrepreneurial Operating System® described in the book **Traction: Get a Grip on Your Business by Gino Wickman**.

In each session, participants review components of the EOS Model®, present and discuss the various tools worked on that week in peer groups. Participants have the opportunity to share their experiences with one another, ask questions of the EOS Implementers® to assist them in self-implementing EOS® with their individual leadership teams.

In May 2022, more than 100 WeIGNITE graduates built traction in their businesses.

On May 27th, 2022, WeIGNITE alumni, new and old alike were invited to welcome the new cohort into the alumni network with the Wells Fargo Master Class and Fireside Chat led by Wells Fargo Senior Economist & Managing Director, Sarah House. Based in Charlotte, N.C., House covered the U.S. macro economy, including the labor market, inflation trends, and monetary policy.



“THE EOS® PROCESS IN THE WEIGNITE PROGRAM PROVIDED THE NECESSARY STEPS

WOMEN BUSINESS OWNERS NEEDED TO BUILD A STRONGER TEAM AND PROCESS. NO MATTER WHERE YOU ARE IN YOUR BUSINESS JOURNEY THE LESSONS LEARNED WHEN APPLIED WITH LONG-TERM COMMITMENT WILL MAKE US SUCCESSFUL BUSINESSWOMEN. THANK YOU WBENC AND WELLS FARGO! FOREVER GRATEFUL!”

TERRY BELTRÁN
CEO, VISTA LATINOS LLC



“FOR A BUSINESS EXPERIENCING GROWTH LIKE OURS, IT IS ESSENTIAL TO HAVE THE PROPER

FRAMEWORK AND TOOLS IN PLACE. THE WEIGNITE PROGRAM CAME AT THE PERFECT TIME TO HELP WITH REFINING OUR PROCESSES AND PROVIDING ACTIONABLE, RELEVANT TAKEAWAYS TO SUPPORT OUR COMPANY AND OUR TEAM. THANK YOU FOR THIS OPPORTUNITY!”

LEANDRA NISBET
OWNER, STINGRAY ADVISORY GROUP

WeIGNITE WBEs were selected from a competitive pool of applicants. Once selected participants engaged in weekly sessions to understand how to implement the Entrepreneurial Operating System® into their business.



In 2022, the Tuck program from WBENC was taken to the next level with the new WBENC-Tuck Capstone Program, brought to you by IBM – a reimagined, immersive in-person learning experience for WBE executives who have mastered foundational principles through WBENC virtual and traditional development opportunities and are poised for growth or have experienced measurable results in growing their business and are seeking next-level performance. Topics focus on financial management, marketing, entrepreneurship, and operations skills needed to pursue next-level growth.

Building upon the fundamentals taught in Tuck-WBENC Executive Program (Tuck I), Tuck-WBENC Strategic Growth Program (Tuck II), WeTHRIVE, and WeIGNITE, powered by the Entrepreneurial Operating System®, the WBENC-Tuck Capstone Program curriculum guided 52 WBE executives to:

Design a strategic plan for sustained future **SUCCESS**

Develop advanced capabilities for business **GROWTH**

Analysis and interpretation of financial information for **DECISION-MAKERS**

Assess supply chain performance in terms of creating customer value and increasing **COMPETITIVENESS**

Prepare leaders, using innovative teaching techniques, to recognize and communicate their **VALUE**

Develop marketing strategies to **SCALE**

Create opportunities for peer learning and networking with faculty and fellow **PARTICIPANTS**

WBENC again partnered in 2022 with Dartmouth College's highly regarded **Tuck School of Business** for coursework development and content delivery by faculty. The program includes peer group sessions, access to Tuck faculty, IBM executive speakers, and WBE panels. WBE attendees also form a close network that continues to provide a source of support, expertise, opportunities, and strategic alliances long after graduation. The program takes place at the IBM Learning Center in Armonk, NY.



The WBENC Energy Executive Program is a highly interactive and immersive executive education experience focused on driving development of Women's Business Enterprise (WBE) leaders within the Energy Industry.

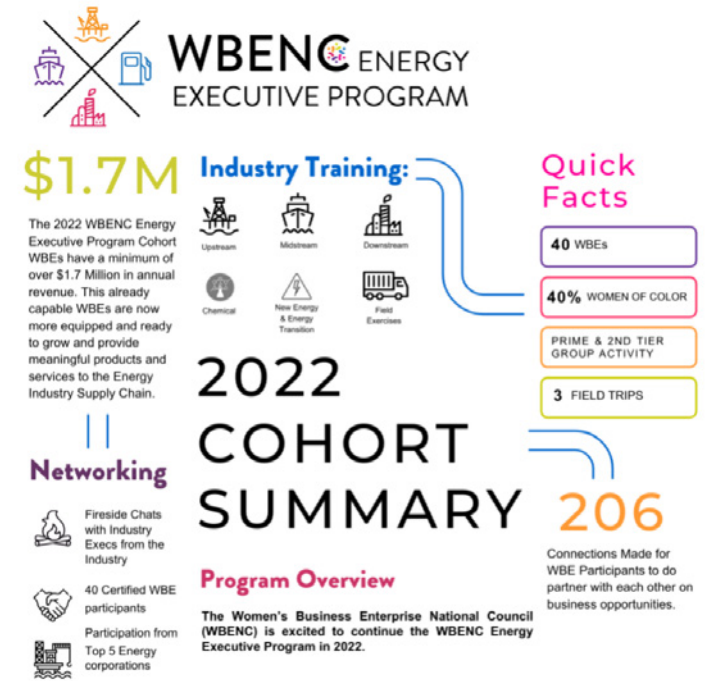
In 2022, WBENC was proud to present the fifth annual cohort of the WBENC Energy Executive Program, a highly interactive and immersive WBENC executive education experience focused on driving development for 40 WBE leaders within the Energy Industry. The 2022 Energy Executive Program culminated in November onsite in Houston, TX, following weekly virtual sessions over the past two months.

The goal of the Energy Executive Program is to help women-owned businesses grow their industry knowledge and relationships, increase their competitive advantage, and enhance their capabilities within the Energy Industry, securing their place as a critical part of the global energy supply chain.

The training, skill development and networking throughout the program demonstrate a commitment towards impacting the long-term success of diverse businesses that are critical to the global energy supply chains.

Participating Corporations again this year included BP America Inc., ExxonMobil Corporation, Chevron, and Shell USA, Inc., as part of a sustained effort by major oil and gas companies to enable women-owned businesses to become valued partners in the global energy supply chain.

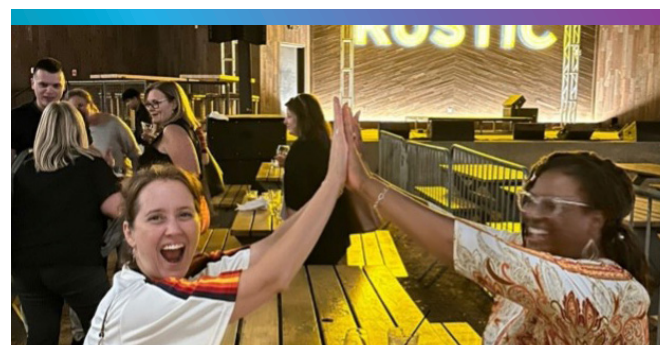
THE INTENSIVE CURRICULUM FOR THIS PROGRAM IS TAUGHT BY INDUSTRY EXPERTS AND INCLUDES KEY TOPICS IN NEW ENERGIES, SUPPLY CHAIN DYNAMICS, CHEMICALS AND MORE. SELECTED PARTICIPANTS WILL COMPLETE THE PROGRAM WITH A DEEPER UNDERSTANDING OF ALL SEGMENTS OF THE ENERGY INDUSTRY, ENGAGE WITH TOP CORPORATE MEMBERS OF THE ENERGY INDUSTRY, BUILD RELATIONSHIPS WITH OTHER WBES IN ENERGY, EXPLORE THE ENERGY TRANSITION AND HOW BUSINESS IS CHANGING AS A RESULT, AND LEARN HOW TO IMPACT ENERGY CORPORATIONS' CUSTOMERS.



“LAST FALL, PARTICIPATION IN THE WBENC ENERGY EXECUTIVE PROGRAM WAS PIVOTAL FOR MY BUSINESS. HEARING FROM ENERGY INDUSTRY COMPANIES ABOUT PLANS FOR NEW ENERGY, COMPLETE WITH ESG GOALS, ENABLED ME TO DEVELOP CONGRUENT GOALS FOR CALIBER SOLUTIONS,” SAID KELLYE BADON, PRESIDENT OF CALIBER SOLUTIONS, AN INSTRUMENTATION AND ELECTRICAL CONSTRUCTION CONTRACTING BUSINESS. “ADDITIONALLY, NETWORKING WITH LEADERS FROM WBENC, PROGRAM SPONSORS, AND OWNERS OF OTHER BUSINESSES ENCOURAGED ME TO PURSUE FURTHER ENGAGEMENT AND RELATIONSHIPS WITH ALL OF THE LEADERS I MET. THE ENERGY EXECUTIVE PROGRAM HAS NO DOUBT PROVEN POSITIVE FOR CALIBER SOLUTIONS.”

The on-site programming included networking, classroom, and field-based activities around the Greater Houston area, including excursions to:

- **Chevron’s Technology Ventures**
- **The “Ion” Houston**
- **BP’s US Headquarters**
- **Shell Deer Park Chemical Plant**



Corporate and Site Leadership from all of the Participating Corporations facilitated the presentations and were special guests, engaging with the participants throughout the week. Immediately following the graduation ceremony, Shell USA, Inc. hosted a Community Impact Event for local entrepreneurial students to learn the “Ingredients for Success” and network with the Energy Executive Program group.



12 Top Tier Women Business Enterprises (WBEs) Celebrate the Completion of the First WBENC Chemical Industry Accelerator Cohort

In Nashville, TN, as a part of the 2023 WBENC National Conference, the inaugural 2022 WBENC Chemical Industry Accelerator cohort, brought to you by BASF, Dow, Ecolab, culminated their guided experience through the intricacies of how to accelerate their company’s involvement within the Chemical Industry. This program consisted of seven virtual sessions, including a virtual Match & Meet opportunity and optional in-person on-site visits. Over the course of eight months these businesses participated in an immersive experience with our corporate members.

The virtual programming comprised of expert lead sessions including but not limited to:

- ESG & Sustainability: Reducing your Carbon Footprint
- Innovation: Being a Disrupting Factor in the Chemical Industry
- Business Tactics: Perfecting your Pitch
- Financial Planning Strategies for the Growth of your Business, led by Morgan Stanley and fellow WBE, CEO Success Community.
- And more!

A signature component of the Chemical Industry Accelerator is its emphasis on relationship-building between WBE suppliers and the sponsored corporate members.

Participants in the Chemical Industry Accelerator are selected and welcomed into the cohort through one of the three respective sponsor pods. Sponsor pods are hand-picked WBEs chosen to embark on this chemical industry journey through one of three corporate sponsors: BASF, Dow, and Ecolab. Each corporation selected four WBEs to sponsor throughout the duration of the program, making up the 12-cohort participants.



Every WBE has the same experience during the virtual education sessions and the culmination event; however, the sponsor pod provided optional engagement opportunities for further involvement between the WBE and their respective corporation.

Sponsor pod engagement opportunities varied throughout the cohort's eight-month term.

With invitations to exclusive supplier diversity events involving Dow's procurement team members, virtual meetings with specialized buyers through Ecolab, or even an **on-site meet-up with BASF's leadership team** at one of their chemical plants, each sponsor pod offered a unique experience to their respective attendees.



“WITH DOW AS MY MENTOR, OUR BUSINESS INCREASED TO MAKE DOW OUR 4TH LARGEST CUSTOMER IN LESS THAN A YEAR! THAT BUSINESS CONTINUES TO GROW, AND I HAVE BEEN PUT IN TOUCH WITH DOW PERSONNEL AT ADDITIONAL SITES TO NETWORK AND GROW OUR DOW FOOTPRINT EVEN MORE.”

REBECCA MOUK

PRESIDENT, ASCENSION ROOFING & FABRICATION



Congratulations to the following women business owners for successfully completing the inaugural cohort of the Chemical Industry Accelerator:



Mila Evans, Evans Industrial

Judith Sikorski, Xena International

Charu Jain, Gasochem

Kellye Badon, Caliber Solutions



Meg Cook, Painters USA

Rebecca Mouk, Ascension Roofing and Fabrication

Lela Mae Wilkes, Brown Eagle

Julie Van Brunt, Lintech



Tracey Felder, 5 Star Enterprise Inc.

Marilyn FitzGerald, Transchemical

Linda Boasmond, Cedar Concepts

Anna Milantoni, Stone Environmental

Network Engagement

WBENC PITCH

WBENC Pitch and WBENC Pitch Academy

WBENC Pitch is a signature WBENC program featuring a series of pitch competitions and educational sessions to help WBEs hone their business pitch, gain meaningful exposure, and compete for grants and other prizes to invest in their business.

The WBENC Pitch Academy is the education and pitch training activation under the WBENC Pitch program umbrella. WBEs are able to elevate their communication skills and master the art of delivering captivating and persuasive presentations with expert guidance.

In 2022, valuable WBENC Pitch Academy sessions were held to help our WBEs continue to prepare to earn a pitch and to hone their pitch skills, and also for many to prepare for pitch competitions, including the WBENC Pitch Competition in Fall 2022.

APRIL AND JULY SESSIONS: PITCH TRAINING WORKSHOP

This session offered an interactive environment for WBENC-Certified WBEs to hone their business pitch and prepare to maximize pitching opportunities. WBEs gained actionable resources for successful pitching across all mediums, access expertise and insights from coaches, and received feedback from fellow business owners.

MAY AND JULY SESSIONS: PERFECTING YOUR CAPABILITIES STATEMENT WORKSHOP

The sessions focused on helping WBEs develop capabilities statements that stand out and effectively communicate a company's strengths, as a strong capabilities statement is key to being ready to secure contracts and grow businesses.

July Session Presented by



WBENC PITCH ACADEMY

SPRING SHOWCASE

The 2022 WBENC Pitch Spring Showcase promoted WBEs with the most innovative solutions across the network. The showcase was provided to all WBENC National Corporate Members and highlighted the most cutting-edge products and services – particularly important for WBEs to showcase their business before the 2022 WBENC National Conference!

Applications requested submissions from business solutions that met the following Innovation Criteria:

- Were ready for market or currently in market (not a future idea or endeavor seeking an investment)
- Disrupts the current market
- Differentiates from standard offerings within their industry
- Solves a problem in a new/inventive way

150+

WBEs were showcased in the 2022 Spring Showcase.

Spring Showcase Presented by



2022 WBENC PITCH COMPETITION

The 2022 Fall WBENC Pitch competition, focused on “Innovate with WBENC” and identifying and spurring innovation and collaboration throughout the national WBENC network. WBENC teamed up with our Regional Partner Organizations (RPOs) to find the most innovative solutions around the country. Hosted by the RPOs, WBEs applied for a chance to participate in the Regional First Round Competitions held throughout summer 2022.

Nearly 500 WBEs pitched their business concepts through regional competitions and then through the WBENC Semi-Final virtual competitions, and finally the top 12 pitched live at the November event.

WBENC Pitch Finalists had the chance to win up to \$20K in prize money to invest in their business, thanks to our amazing program sponsors, FedEx and PepsiCo. And during the winner announcements, WBENC Pitch Presenting Sponsor representatives, Mary McEvoy of PepsiCo and LeTonya Cooper of FedEx, announced to the entire crowd that ALL of the WBENC Pitch Finalists were going to receive \$1,000 each!

Each of the 2022 WBENC Pitch Finalists wowed the audience at the Mayflower Hotel in Washington, DC. Dive into more about the top three winners.

WBENC PITCH FIRST PLACE WINNER: ACCEL UNITE

Born out of the need for reliable and sustainable PPE, Accel Unite's reusable isolation gowns are more affordable, increase safety against cross-contamination, and are less damaging to the environment. Instead of being thrown away, Accel Unite's gowns can be washed at home or by a commercial launderer, reducing cost, reliability on supply chains, and impact to the single-use plastic epidemic.

Accel Unite believes in being united toward the common goals of improving health and wellness for ourselves, our patients, our coworkers, and our community, while always focusing on what is best for humanity and the environment. Accel Unite combines its love of science and sustainability to create textiles and garments that positively impact the wearer and the world.

Part of what impressed the judges and the audience was the truly life-changing yet seemingly simple innovations that Founder & CEO Megan Eddings and Accel Unite developed, including a snap on the back instead of the standard tie, which removed the risk of spreading germs and bacteria from exposure when the user would reach up and untie the gown. Additionally, the ability to wash the gowns in commercial washers, up to 100 times, is a sustainability dream, severely reducing the volume of isolation gowns being thrown away.

SECOND PLACE WINNER: PANIC PANTIES

Panic Panties is "arming every woman with a fresh pair of panties – whenever, wherever she needs them." Panic Panties believes that women have enough to worry about without having to chase after a decent pair of panties every time life strikes. Their mission is to make premium-quality, affordable panties accessible where & when women need them most.



"BEING PART OF THE WBENC NETWORK HAS BEEN TRULY A GIFT. THE IMPACT OF MEETING STRONG, COURAGEOUS, BOLD, GENEROUS AND KIND WOMEN HAS BEEN PROFOUND.

INNOVATION AND ESG WERE PRIMARY FOCUSES OF THIS YEAR'S "INNOVATE WITH WBENC" AND I HAVE NO DOUBT THAT, COLLECTIVELY, THE WORLD WILL CONTINUE TO SHIFT AS WE CONTINUE TO BUILD PROFITABLE BUSINESSES THAT PUT HUMANITY AND THE ENVIRONMENT AT THE FOREFRONT."

MEGAN EDDINGS

FOUNDER & CEO | ACCEL UNITE

Co-founders, Maria-Nicole and Alexandra Tartell, have a vision to make high-quality, affordable panties available in convenient places wherever a person may need them – convenience stores, airports, big box stores, and, of course, each person's travel bag or purse!



"WE ARE STILL PINCHING OURSELVES. AS A SELF-FUNDED SMALL BUSINESS, THE \$10K FROM THIS WIN IS INSTRUMENTAL IN HELPING US CATAPULT TO THE NEXT LEVEL

BY LAUNCHING AT ONE OF THE BIG THREE DRUG STORES IN Q1 OF 2023. BUT THE REAL PRIZE IS THE FRIENDSHIPS THAT WE'VE

FORMED WITH THE OTHER FINALISTS. WE WERE TOTALLY AND COMPLETELY BLOWN AWAY BY THE KINDNESS, ENCOURAGEMENT, AND BRAVERY OF THESE WOMEN. I CAN'T WAIT TO WATCH THEM ALL CHANGE THE WORLD IN THEIR OWN WAY."

MARIA MARINO

CO-FOUNDER | PANIC PANTIES

THIRD PLACE WINNER: NEOWASTE

Neowaste is decentralizing waste management through chemical recycling. By establishing a distributed network of small, modular units, Neowaste can manage waste at or near the source of generation, ultimately reducing the cost of transporting and managing that waste.

Their sustainable mission is three-fold: reduce waste disposal costs, divert waste from landfills and generate fuel from alternative sources. Put simply by Neowaste: "A clean, circular alternative to landfilling, incineration and mechanical recycling."



"I CAN HONESTLY SAY THAT WBENC HAS SET US UP FOR MORE OPPORTUNITIES THAN NEOWASTE COULD HAVE EVER ACCESSED ON ITS OWN. AND THE BEST

PART ABOUT THOSE OPPORTUNITIES—

INCLUDING OPPORTUNITIES TO WORK WITH ALL THE OTHER WBES AND CORPORATE PARTNERS—IS THE GENUINE SUPPORT AND ENCOURAGEMENT WE RECEIVE FROM EVERYONE IN THE ECOSYSTEM ALONG THE WAY. WE FEEL THE LOVE, TO SAY THE LEAST. AND WHILE IT'S AMAZING TO HAVE OTHERS CHEER YOU ON AND SHARE IN THE EXCITEMENT OF THE WINS, NOTHING IS MORE ENCOURAGING THAN HAVING THESE FOLKS IN YOUR CORNER FOR THE INEVITABLE TOUGH DAYS AND LOSSES THAT COME WITH ENTREPRENEURSHIP. ON GOOD DAYS AND TOUGH DAYS, WBENC LIFTS US UP, EQUIPS US AND MOTIVATES US TO KEEP PLUGGING AWAY."

JESSICA FINDLEY

CO-FOUNDER & CEO | NEOWASTE

Congratulations to all of the WBE Finalists, all of the WBEs that participated and the RPOs for hosting the First Rounds, and thanks again to our presenting sponsors, FedEx and PepsiCo, and to all of our dedicated Corporate Members and WBEs.

The WBENC Pitch 2022 competition included three (3) rounds of pitching:

- Regional First Round Competitions, hosted by Regional Partner Organizations
- Live Virtual Semi-Finals: 10/24 and 10/25
- Live In-Person Finals: 11/15 at "Innovate with WBENC" event in DC

WBENC Pitch Participant Innovation Criteria included:

- Existing innovative product, service, or business solution that is ready for market or currently in market (not a future idea or endeavor seeking an investment)
- Disruptor in their current market
- Differentiation of their business from standard offerings within their industry
- Innovative solution that solves a problem in a new/inventive way

Amazon WBE Wednesday

In May, Amazon shared an insider look at what four different divisions of Amazon had on their procurement radar. With 300 million active users buying from them, Amazon posed the question “do you ever wonder what Amazon buys?”

WBEs heard from Amazon Corporate Procurement, Amazon Grocery, Amazon Transportation Services and Amazon Global Procurement Operations about their supply chain needs.

(The Amazon logo and all related logos are trademarks of Amazon.com, Inc. or its affiliates.)



SPEAKERS



CARLA TRACI PRESTON
Amazon.com Services Director
Global Corporate Procurement
Supplier Diversity

Carla Traci Preston has amassed extensive leadership and expertise in supply chain management

and product development with assignments in manufacturing operations, quality, product planning, strategy and business planning, global purchasing and supplier diversity, development and risk.

She is currently Amazon.com Services LLC’s (Amazon) Director Global Corporate Procurement Supplier Diversity and Inclusion (SD&I). In this newly created position at Amazon, Carla leads the development as well as successfully launch and manage Amazon’s SD&I initiative. This role and the SD&I Team is an integral component of Amazon’s commitment to foster diversity and inclusion as well as to identify ways to amplify underrepresented voices and empower the diverse communities which we work, live and do business.

WBES HEARD FROM AMAZON CORPORATE PROCUREMENT, AMAZON GROCERY, AMAZON TRANSPORTATION SERVICES AND AMAZON GLOBAL PROCUREMENT OPERATIONS ABOUT THEIR SUPPLY CHAIN NEEDS.

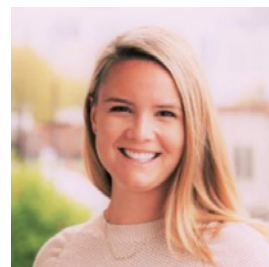


CASONDRA DEVINE
Amazon Global Procurement
Organization Director of Supplier
Diversity & Inclusion

CaSondra Devine is the Director of Supplier Diversity & Inclusion (SD&I) for Amazon’s Global Procurement

Organization in support of the company’s Worldwide Operations. In this role, CaSondra is responsible for the design and implementation of a SD&I strategy that drives economic impact through increased utilization, development, and scale of diverse suppliers across the Global Customer Fulfillment network.

CaSondra most recently served as Senior Vice President, Chief of Staff and Treasurer of the Wells Fargo Foundation where she led the development and execution of the company’s Social Impact & Sustainability strategy including a focus on diversity, equity and inclusion.



KAIT PAYNE
Amazon Transportation Services
(ATS) Senior Program Manager

Kait Payne leads the Supplier Diversity, Equity, and Inclusion (DEI) programs at Amazon Transportation Services (ATS). In this role, Kait builds

and manages programs to support diverse and small transportation suppliers, with a focus on freight carriers. Prior to joining Amazon in April 2021, Kait worked for ExxonMobil for nine years in various environmental, sustainability, and project management roles in Anchorage, London, and Houston. Originally from Maryland, Kait holds a Bachelor of Science degree in Biosystems Engineering from Clemson University in South Carolina and now lives in Seattle.



JESSICA TURNER
Amazon Fresh Principal of
Supplier Diversity

Together with critical partners in our Amazon Fresh organization, Jessica partners to build strategy, programs, and processes that increase inclusivity and diversity

across our supply chain ecosystem to maximize impact in our communities and better meet the expectations of our Fresh customers.

Jessica brings over 15 years of experience spanning consulting, finance, marketing, economic development, and supplier diversity. She’s successfully built Supplier Diversity strategies and functions from the ground-up in two global organizations and has been recognized as one of the Top 25 Women in Power Impacting Diversity by Diversity Plus magazine. Prior to joining Amazon Fresh, Jessica served as the Director of Supplier Diversity and Sustainability for Jones Lang LaSalle (JLL), a global real estate and investment management firm.

Corporate Member Sessions

WBENC provides valuable continued education sessions for Corporate Member supplier diversity professionals. In 2022, that included the WBENC Building a Business Case series, which first took place at the November 2021 meeting, and virtual Supplier Diversity Journey sessions.

WBENC BUILDING A BUSINESS CASE SERIES

The 2022 Build a Business Case Series was a six-part discussion for WBENC National Corporate Members that examined Supplier Diversity as a business imperative. Led by Chuck Hendrix, Vice President of Network Engagement, attendees discussed key takeaways from the introductory session held in November 2021, shared best practices, and continued the conversation across key topics to support this initiative. The majority of this series was held virtually, with two in-person sessions at the WBENC National Conference in Atlanta.

Sessions included:

- Inclusive Diversity 101
- Aligning with your Corporation's Mission & Business Imperatives
- Supplier Diversity & Procurement: Building Strong Partnerships
- Let's Talk Strong Tactics
- Leveraging the Network of Expertise
- It's Important: Measuring Results and Impact

THE SUPPLIER DIVERSITY JOURNEY

The Supplier Diversity Journey added valuable insight and processes geared toward starting or improving supplier diversity initiatives, with content intended to help and support supplier diversity leadership and collaboration with diverse, women’s business enterprises.

The session was a compliment to the ongoing Build Your Business Case series.

The presentations included:

- Supplier Diversity Definition
- History
- Impact
- MWBEs/Certifying Agencies
- Best Practices

Outreach and Development

1408

women business owners participated

17

Subject Matter Experts

4.5+

star ratings for every 2022 sessions

Women of Color Feature article and insights series

2022 WOMEN OF COLOR SESSIONS

- Branding Basics
- The Great Resignation Era: Effectively Managing Your Business While Leading Employees
- Building Generational Wealth presented by JPMC
- Cultivating an Entrepreneurial Spirit – The Energy of Innovation
- Closing The Sale, Presented by P&G
- Elevate Your Brand for Growth
- 2022 End of Year Celebration



Founding Sponsors



Women of Color Supporters



Women of Color

Thanks to the generous support of the 2022 Women of Color Program Founding Sponsors, Altria, JPMorgan Chase & Co., Southern California Edison, and Walmart Inc., the **Women of Color program** continued its momentous expansion and impact in 2022, with monthly content sessions, featured articles and highlight opportunities for WBEs, a summer long focus series, “Conversations that Count,” with national author and speaker Cheryl Pelote-Williamson, three WOC Incubator programs and pitch competitions at HBCUs, and much more.

The Women of Color Program was established to create multi-tiered programming to aid women of color entrepreneurs in increasing their competitive advantage and capacity for inclusion in corporate supply chains. As an Outreach and Development program, the WOC program is open to all women business owners, both WBENC-Certified Women’s Business Enterprises and those not yet certified.

The mission is to strengthen an ecosystem designed to engage, advise, retain and drive growth forward for Women of Color entrepreneurs.

SUMMER 2022 WOMEN OF COLOR SERIES: CONVERSATIONS THAT COUNT WITH DR. CHERYL POLOTE-WILLIAMSON

The WBENC Women of Color Program was pleased to bring Conversations that Count, a self-development series facilitated by Dr. Cheryl Polote-Williamson. The series was designed for business leaders and entrepreneurs who were eager to improve their mindset to effectively execute their visions while building a purpose filled personal brand and balanced life.

Mindset Matters: The Mindset Matters session kicked off the Conversations that Count Series and took attendees on a journey through mastering mindsets to live the life of your dreams both personally and professionally. Individuals who attended this session will receive the book Affirmed by Dr. Cheryl Polote-Williamson after the session.

Dream, Plan, Do 2022 Vision Board: During the Dream, Plan, Do 2022 Vision Board workshop participants created effective vision boards. Participants walked away with not only a vision board but a vision board that gets results.

Build Your Personal Brand as a Business Leader: During the Build Your Personal Brand as a Business Leader workshop, attendees learned 3-key components of building a solid

personal brand and received a personal brand template.

Standing in Your Purpose: During the Standing in Your Purpose workshop, participants received 3-Keys to help you discover your purpose.

Self-Care Matters: During the Self Care Matters workshop, participants received the 5 Keys to Self -Care and how to implement a self-care plan. By the end of the workshop, attendees learned to create and implement a self-care plan that works and gets results.

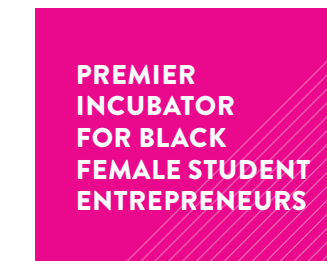
FACILITATOR: CHERYL POLOTE-WILLIAMSON Soul Reborn | Founder and CEO

Dr. Cheryl Polote-Williamson is a highly sought-after transformational speaker, nationally acclaimed multi best-selling author, award winning executive producer and filmmaker, global business leader, visionary, philanthropist, brand influencer, purpose connection coach, editor-in-chief of Cheryl Magazine and most importantly, a true servant leader. As a transformational speaker with unbelievable transparency and candor, Williamson’s speeches captivate and motivate audiences to release self-doubt, walk in power and thrive in purpose.

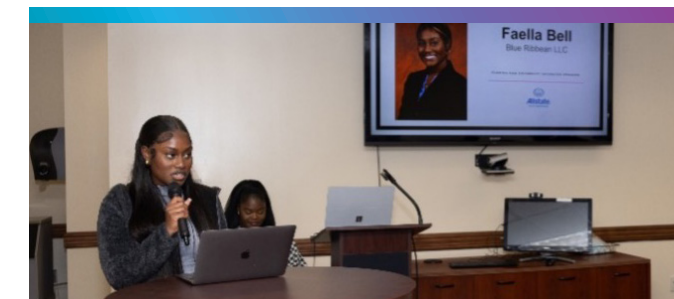
WBENC Women of Color Incubator

The Women of Color Incubator continued to grow in 2022 to include three Historically Black Colleges and Universities (HBCUs) by adding an in-person incubator onsite at Florida A&M, after launching the premier Women of Color incubator for Black female student entrepreneurs in 2021 with two HBCUs – Howard University and North Carolina A&T State University.

The WBENC Women of Color Incubator is a six-week program designed for Black female student entrepreneurs at HBCUs supported by Marriott International and The ActOne Group. This incubator provides the next generation of Black women entrepreneurs with the resources, community and support they need to strengthen their idea and grow their early-stage ventures.



Presented by





The WOC Incubator at Florida A&M University

The WOC Incubator at Howard University

The WOC Incubator at N.C. A&T State University

Upon program completion, graduates continue their engagement with WBENC via programs such as NextGen, the Collegiate Accelerator Program and continued participation in the Women of Color Program.

The 2022 Incubator Pitch Competition winners earned the opportunity to attend the WBENC Conference in Nashville, TN, in March 2023 at no cost to access a network of 4,500+ attendees.

2022 PROGRAM HIGHLIGHTS:

89

Black female entrepreneurs across 3 HBCUs

Awarded

\$34,500+

in seed funding

2

paid summer 2023 internships

Feature articles on each of the HBCU Winners

The 2022 Women Owned in Retail program series began in March with the 2022 Kickoff Session, when Title Sponsor Target and Macy's participated as speakers and panelists to present on the State of the Retail Industry, and The Home Depot and Lowe's shared videos that provided insights into their impact on supplier diversity. The session also previewed what was to come for the rest of the year with the program.

THE SUBSEQUENT VIRTUAL SESSIONS FROM ALL OF THE WOMEN OWNED IN RETAIL SPONSORS THROUGHOUT THE REMAINDER OF 2022 WERE HIGHLY ATTENDED AND PACKED FULL OF VALUABLE INSIGHTS AND IMMEDIATELY ACTIONABLE TAKEAWAYS FOR ATTENDEES LOOKING TO GROW IN RETAIL.

2022 Women Owned in Retail Program Calendar

January	February	March 2022 Kickoff Session WOMEN OWNED	April Her Bookbox Countdown SUPPLIER DIVERSITY	May	June WBENC NATIONAL CONFERENCE
July Target 101	August Macy's Bootcamp I A Product Showcase macy's inc	September Lowe's Accelerator	October Macy's Bootcamp II macy's inc	November Supplier Showcase	December Marketing 2022 CPG with Target

At the WBENC National Conference, powerful retail-focused sessions took place in the Retail Industry area of the WBENC Arena. Topics included:

- **5 Steps to Scaling Your Company: Multiply Your Growth, Impact and Profits**
- **Assessing Retail Readiness**
- **Selling Your Women Owned Products with Walmart**
- **A Discussion with Walmart Marketplace: How I've Grown My Women Owned Product Business**
- **Journey into Retail**

Women Owned in Retail

Women Owned in Retail is an education and outreach program designed to help women-owned business with consumer goods scale and thrive in the retail space. This program is open to ALL women-owned businesses with consumer products.

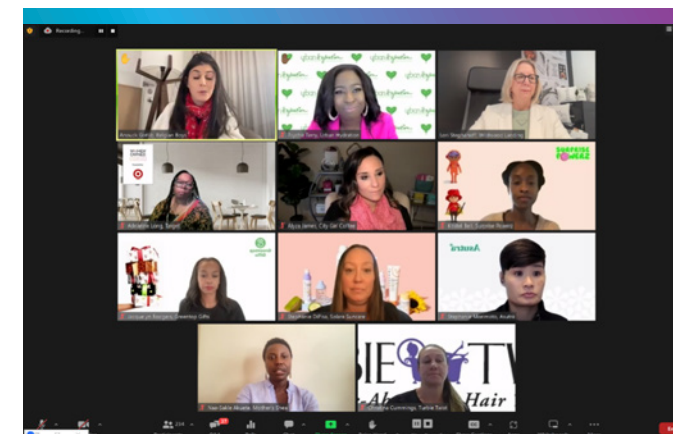
Women Owned in Retail hosted a dynamic series to accelerate WBE preparation and involvement with big retail, culminating with an extra special Women Owned Wednesday showcase on the Wednesday after Black Friday, Cyber Monday and Giving Tuesday – the ultimate “Women Owned Wednesday” supporting Women Owned businesses.



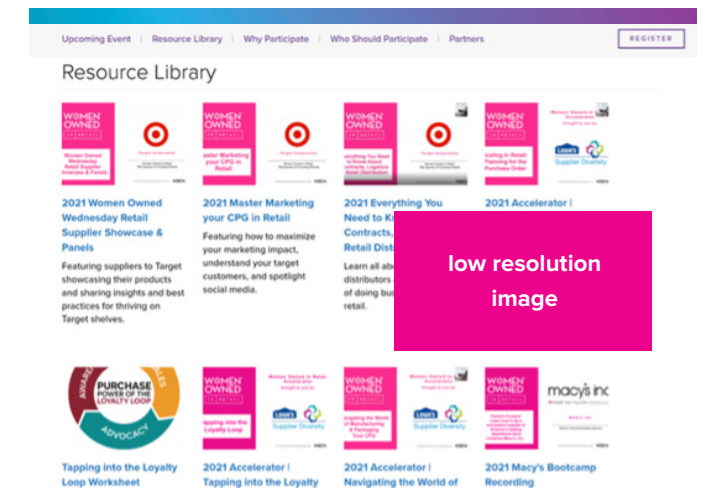
Title Sponsor



Presenting Sponsors



The program wrapped up 2022 with a powerful showcase featuring retail suppliers to Target sharing products, insights and best practices for thriving on big retail shelves. Attendees heard product spotlights and fast-paced panel discussions from women who are rocking it in big retail.



Women Owned in Retail also expanded the program Resource Library in 2022. As an outreach and development program, the session recordings and resource materials are available after each session on WBENC.org.

WBENC AND WALMART MARKETPLACE MENTORING SESSIONS

WBEs joined WBENC and Walmart for three Walmart Marketplace mentoring sessions to learn how Women Owned businesses big and small have the chance to put their amazing products in front of millions of Walmart customers.

In these sessions, members of the Walmart Marketplace team spent time discussing the community of professional sellers and how they can tap into an ecosystem of innovative solutions designed to help them grow a successful business on Walmart.com.

Speakers included:

JONATHAN GREER
General Manager, Hardlines, Walmart U.S. Marketplace

JEFFREY LEE
Principal Product Manager, Walmart U.S. Marketplace

MIKE GREENBERG
Head of Marketplace at Walmart Connect

NIVEDITA NAGARE
Product Manager, Offer Listing Quality and Business Mentor Products



APARNA TIPIRNENI
Head of Go-to-Market, Strategy & Operations, Walmart Fulfillment Services, at Walmart eCommerce

All certified and non-certified product-based Women Owned Businesses were encouraged to attend these Walmart Mentoring Sessions. They learned valuable tips and tricks about resources available to them for selling their products on the Walmart Marketplace.

Walmart experts also shared an [article on "4 Essentials for Running a Successful Woman-Owned Business in 2022."](#)

WBENC Allyship and Women & Pride

WBENC Allyship and the Women & Pride programs gather WBEs and Corporate Members to tackle cultivating inclusion that promotes innovation, opens doors, and creates partnerships that fuel the economy.

In 2022, Allyship and Women & Pride partnered to present "LGBTQ+ Allyship as a Business Imperative," through a two-part series focused on the importance of LGBTQ+ inclusion within corporate supply chains. Women & Pride is a WBENC Outreach & Development program and all were encouraged to attend.

The series educated women-owned businesses and corporate professionals alike on the value of investing in the LGBTQ+ community. Attendees learned how to activate LGBTQ+ allyship through tools and resources in order to optimize revenue, LGBTQ+ spend, and attract diverse talent.



Presented by
FedEx
Corporation

PART 1 – SEPTEMBER 29

Part 1 focused on the WHY – why is it important to be an LGBTQ+ Ally? The session dove deep into common barriers for folks within the LGBTQ+ community, engaged different perspectives from a panel of diverse experts, and discussed the importance of allyship in order to thrive as an inclusive organization.

PART 2 – DECEMBER 1

Part 2 focused on the HOW – how can individuals and businesses become more activated in their allyship of the LGBTQ+ community? The session shared tools, resources, and important conversations to help galvanize the workforce into more intentional and inclusive allyship.

Collegiate Accelerator

The WBENC Collegiate Accelerator, previously the Student Entrepreneur Program (SEP), is a premier startup program for collegiate female founders and recent graduates. Being selected for the WBENC Collegiate Accelerator is an honor and unlocks benefits and opportunities within the WBENC network and beyond.



Presented by



These founders learn to grow and scale their businesses through a tailored entrepreneurship curriculum, focused on the fundamentals of growth, marketing, business strategy, leadership, and the essentials for an effective pitch. They receive mentoring from some of the most successful women-owned businesses and America's largest Fortune 500 companies, while also participating in a showcase of their product or service and pitch competition awarding \$20,000 in seed capital grants at the WBENC Conference.

COLLEGIATE ACCELERATOR AT THE WBENC NATIONAL CONFERENCE

At the WBENC National Conference in Atlanta this June, all founders, including five 2021 program alums, had the opportunity to participate in the Collegiate Accelerator Showcase on the WBENC Arena floor.

which they competed for \$20,000 in seed capital cash prizes. First Place received \$10,000, Second Place received \$6,000, and Third Place received \$4,000. Round 1 was an individual competition where each founder presented their 90 second elevator pitch to a live audience and judges on a WBENC Arena Stage. Finally, five finalists were selected to compete onstage during Thursday's Celebratory Dinner.

The Collegiate Accelerator Pitch Competition at National Conference also showcased the 2022 cohort of amazing founders through a two-round elevator pitch competition, during

MEET THE 2022 COLLEGIATE ACCELERATOR COHORT

15 Female Founders from across the U.S.
70% Women of color

INDUSTRIES REPRESENTED

CONSUMER PRODUCTS AND F&B
TECHNOLOGY
PROFESSIONAL & TECHNICAL SERVICE
HEALTHCARE



- ALLISON STRICKLAND** | ATStudy Buddy
- CANDICE BLACKNALL** | GABA Inc.
- DAL-NESHA STEVERSON** | The Pink Briefcase, LLC
- JERRICA BARKSDALE** | HER L.I.P.S.LLC
- JORDYN TURNER** | ed(you)
- KATELYN WILLIAMS** | The Curly Scientist, LLC
- KRISTEN DUNNING** | Gently Soap
- MADISON BARSE** | Full Herizon



- MARIA VASCO** | Uvida Shop
- MIA THORNTON** | Mainsail Technologies LLC
- MONAEL-GHARBY** | CURLē
- RACHEL DOMB** | Rooted Living
- SABRINA GRECO** | Meld
- SOFIA VISCUSO** | Rize
- TIFFANY GIL** | Shezza

NextGen

NextGen is an outreach program dedicated to nurturing the next generation of the WBENC network – millennial and Generation Z Women’s Business Enterprises (WBEs) and supplier diversity professionals.

Throughout the year, the NextGen program provides targeted opportunities, education, and community building to help young women entrepreneurs and those who support them continue to grow and thrive.

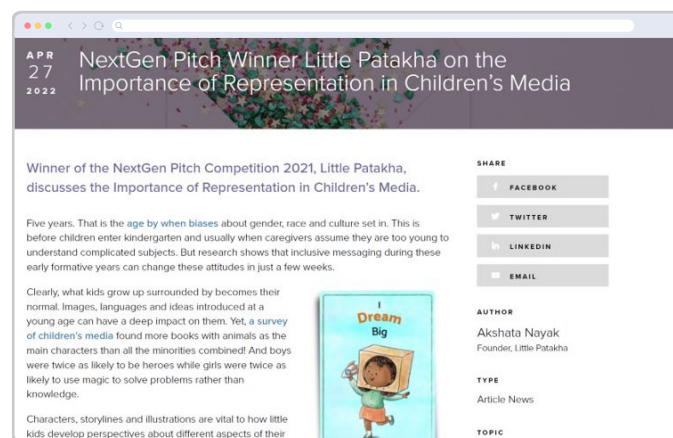
NextGen’s focus is to build a community of certified and non-certified business owners ages 18-44 through targeted programming, peer grouping, and collaborative learning to build the future of the WBENC Network.

A NEXTGEN HAPPY HOUR WAS HOSTED VIRTUALLY IN OCTOBER 2022.

NextGen also featured innovative WBEs through articles and news.



Presented by



Planet Mogul

In 2022, WBENC also celebrated our first Planet Mogul program after a two-year hiatus of in-person student programming. WBENC, in partnership with Planet Mogul and Bristol Myers Squibb, held National Student Future Ready Day, a daylong immersive learning event designed to inspire the next generation of entrepreneurs and business leaders, on September 22, 2022.



Presented by



Planet Mogul was designed to help cultivate a diverse pipeline of educators, innovators, and workforce leaders starting at the elementary to middle-school level. Since 2018, WBENC has partnered with Planet Mogul and Bristol Myers Squibb, with support from other WBENC Corporate Members, to develop an equitable ecosystem path for the future.

Hosted at Riverside Elementary School, a mighty team of industry experts, entrepreneurial enthusiasts, and corporate executives traveled to Little River, SC, to educate and inspire more than 150 fifth-grade students through hands-on educational programming, with a special focus in STEAM (science, technology, engineering, arts, and mathematics).

With the generous support of Bristol Myers Squibb, each fifth-grade student received a Planet Mogul proprietary Moguls-In Training Workbook, which weaved business, entrepreneurship, and industry-specific education into interactive activities that challenged and expanded student thinking.

Following a lively kickoff in the school’s gymnasium, students rotated through activations in which they explored a multitude of career opportunities within the industries of Healthcare, Energy, and Advertising & Branding. Students were encouraged to harness their creativity through storytelling during Creativity Corner, and were also educated on the importance of Data Analytics through Bristol Myers Squibb’s **Dropping Knowledge** initiative, a movement dedicated to sparking the imagination of young people to invent the future with STEM.

National Student Future Ready Day culminated with student presentations, in which students eagerly shared major takeaways and learnings from the day. Many expressed feelings of excitement towards the unveiled possibilities of the future, while some even described having that “aha” moment all entrepreneurs experience.



“WE HAVE LOVED HOW WBENC’S COLLABORATION WITH PLANET MOGUL HAS GROWN. THROUGH THIS PARTNERSHIP, WE CONTINUE TO BRING AWARENESS OF STEAM EDUCATION AND CAREERS TO CHILDREN FROM FAMILIES ACROSS UNDERREPRESENTED AND UNDERSERVED COMMUNITIES AND HELP TO DEVELOP THE NEXT GENERATION OF ENTREPRENEURS. ALSO, BEING BACK IN PERSON AFTER 2.5 YEARS HAS BEEN WONDERFUL, ESPECIALLY WHEN YOU SHARE IDEAS ON HOW THEY CAN BE CHANGE MAKERS AND SEE THE JOY AND CURIOSITY FROM CHILDREN WHO ASK PROBING QUESTIONS.”

SUNDARI PAI LUTS, SENIOR MANAGER
GLOBAL SUPPLIER DIVERSITY, BMS

The 2022 Cummins Women of Color Business Accelerator & Grant Program

WBENC and Cummins Inc. teamed up again in 2022, following grant programs in 2021 and 2022, through the **WBENC 2022 Collegiate Women of Color Grant Powered by Cummins Inc.**, a funding initiative to support emerging minority female entrepreneurs with innovative companies focused in the areas of **STEM** and sustainability.

WBENC and Cummins Inc. are working to address the disparity that minority and female business owners often experience greater difficulties in securing access to capital and receiving funding to grow their businesses.

The program provided three educational sessions on topics designed to launch a business owner into success along with an opportunity to be awarded one of five financial grants. Applicants were required to complete all three educational sessions to be considered for the grants.

2022 Collegiate Women of Color Business Accelerator & Grant Program



MODULE #1:
Building Your Brand and Owning it

MODULE #2:
Protecting Your Brand –
Understanding Intellectual Property Rights

MODULE #3:
The Importance of a Business Pitch

Grant Winners:

- BEONEFITNESS LLC**
- EM2 TECH GLOBAL**
- JMT FINANCIAL & TAX SERVICES LLC**
- LUXARMI INDUSTRIES LLC**
- MITCHELLS TRANSPORT LLC**



PODCAST: WOMEN WHO OWN IT

7,198

Episode Downloads

46%

Increase YoY

Campaigns



www.BuyWomenOwned.com launches to further reinforce the national rallying cry of **#BuyWomenOwned**

WBENC continued to expand the Women Owned initiative in 2022, with increased focus on creating awareness of the connection between WBENC and Women Owned.

Women Owned is an initiative from the WBENC and WEConnect International to create a movement of support for Women Owned businesses. We support female entrepreneurs and those who do business with them by raising awareness for why, where and how to buy Women Owned.

The Women Owned Directory also was fully revamped in 2022, allowing the directory to stay current, expand and stay an easy to use resource for anyone looking to support more women-owned businesses.



THE INITIATIVE HAS GROWN BEYOND ONLY BEING A LOGO THAT WBES CAN USE AS A BENEFIT OF BEING WBENC-CERTIFIED TO BECOMING A

RALLYING CRY OF #BUYWOMENOWNED YEAR-ROUND AND INCREASED AWARENESS BY CONSUMERS IN KNOWING ABOUT THE WOMEN OWNED LOGO AND LOOKING FOR THE WOMEN OWNED LOGO WHEN SHOPPING.

NATIONAL WOMEN'S SMALL BUSINESS MONTH: MAKE ONE SWITCH

For the National Women's Small Business Month campaign, WBENC and Women Owned called on consumers to take **everyday essentials they use and consciously choose to instead source it from a women-owned business – put simply #MakeOneSwitch.**

In 2022, the impact of the pandemic, shortages and current economic turmoil had further widened the disparity between women-owned businesses, particularly those owned by women of color, and other businesses. Closing the revenue and employment gap by supporting and revitalizing women-owned businesses would not only help to fuel economic growth and recovery, but also would empower women as leaders and bring about a more diverse, balanced and sustainable economy.



So we asked consumers to take the #MakeOneSwitch movement one step further during the holiday season and year-round by encouraging friends, family and coworkers to discover a new favorite Women Owned brand by gifting an essential that will help them make the switch to

sourcing more of their everyday needs from Women Owned businesses. Practical gifting (always a winner in our book) meets supporting women entrepreneurs – what is not to love?

Through increased conscious consumerism this fall and holiday season, guided by the Women Owned Directory, we made a measurable impact on Women Owned businesses.

Awards & Recognitions



2022 America's Top Corporations for Women's Business Enterprises

WBENC was pleased to honor 18 corporations and 63 corporations respectively with the America's Top Corporations for Women's Business Enterprises Hall of Fame and the prestigious America's Top Corporations for Women's Business Enterprises: Resiliency Edition awards, for their dedicated commitment to the survival and success of women-owned businesses during 2020 and 2021.

The Top Corporations Hall of Fame honorees successfully implement world-class diversity and inclusion programs that enable growth and innovation, while breaking down barriers for women entrepreneurs. The WBENC Hall of Fame distinction of the Top Corporations for Women's Business Enterprises exemplifies exceptional leadership in corporate supplier diversity programs and supply chains. These companies set the highest standards and a sustained commitment to leading practices and innovation in their support for women-owned businesses.

Additional recognition goes to the America's Top Corporations: Resiliency Edition, which have shown an intensified commitment to supporting and working with women-owned businesses throughout the COVID-19 pandemic, despite the ongoing challenges that the world has faced.

Supplier diversity leadership efforts by the Top Corporations Hall of Fame and Top Corporations: Resiliency Edition throughout 2020 and 2021 include:

- Involvement and contributions to WBENC COVID-19 initiatives, such as focused problem-solving sessions around the crisis related to Supplier Diversity, procurement and supply chains.
- Support for enhanced WBENC virtual programming, including WeTHRIVE, an executive education and development program through the COVID-19 pandemic and beyond, and participation in industry-specific engagement opportunities with WBEs.
- Commitment to the development of a Financial Resource Center, the WBENC Financial Center of Excellence, providing financial support and educational resources.
- Grant programs through WBENC Women of Color, WBENC Pitch, NextGen, and WBENC Certification providing much-needed funds to women entrepreneurs, particularly Women of Color.

- Increased engagement with WBENC-Certified suppliers where possible, through a WBENC COVID-19 Suppliers and Resource Center, for products and/or services needed ranging from supplies and testing services, to PPE and sanitation and cleaning

All of the Top Corporations Hall of Fame and Top Corporations: Resiliency Edition were honored during the 2022 WBENC National Conference June 7 – 9, 2022 in Atlanta, Georgia, the first large scale event for the WBENC network since 2019.



THE AMERICA'S TOP CORPORATIONS HALL OF FAME FOR WOMEN'S BUSINESS ENTERPRISES

Listed in alphabetical order

Accenture	Chevron	Marriott International
AT&T	Exxon Mobil	Shell USA
Bank of America	EY	TOYOTA
BP	IBM	UPS
Bristol Myers Squibb	General Motors Company	Walmart
Capital One	JPMorgan Chase & Co.	Wells Fargo

THE AMERICA'S TOP CORPORATIONS FOR WOMEN'S BUSINESS ENTERPRISES: RESILIENCY EDITION

Listed in alphabetical order

AARP	Ford Motor Company	Procter & Gamble
Accenture	General Motors Company, LLC	PepsiCo, Inc.
Adient	Google (Alphabet Inc.)	Pfizer Inc.
Allstate Insurance Company	GSK	Pacific Gas and Electric Company
Altria Group, Inc.	Hilton	Pitney Bowes Inc.
AT&T	The Home Depot, Inc.	Raytheon Technologies
Bristol Myers Squibb	Honda Development & Manufacturing of America, LLC.	Robert Half
Bank of America	IBM Corporation	Southern California Edison
BP America, Inc.	Johnson & Johnson	Shell USA, Inc.
Caesars Entertainment	JPMorgan Chase & Co.	Target Corporation
Capital One	Kellogg Company	The Coca-Cola Company
Chevron	Lowe's Companies, Inc.	T-Mobile US Inc.
Cummins Inc.	Macy's Inc.	TOYOTA
Cushman & Wakefield	ManpowerGroup	UPS
CVS Health	Marriott International	Verizon
Dell Technologies	MassMutual	VISTRA
Delta Air Lines, Inc.	Medtronic	Walmart Inc.
DTE Energy	Merck & Co.	The Walt Disney Company
Exxon Mobil Corporation	Meta Platforms, Inc.	Waste Management
EY	Nissan Group of the Americas	Wells Fargo
FedEx	Office Depot, Inc.	
Stellantis		

ARNICE LAMB SUPPLIER DIVERSITY PROFESSIONAL EXCELLENCE AWARD: MICHAEL ROBINSON

Michael Robinson received the Arnice Lamb Supplier Diversity Professional Excellence Award, a new WBENC Award that will be given from time to time by this network to individuals who demonstrate the highest levels of excellence as Supplier Diversity professionals. Michael Robinson recently retired from his position as Program Director of Global Supplier Diversity with IBM, a Hall of Fame Top Corporation, as well as Second Vice Chair & Chair, Global Services & Programs Committee of the WBENC Board of Directors.

WILLIAM J. ALCORN AWARD

WBENC presented the William J. Alcorn Award to Debbie Hurst, President & CEO of Women's Business Council Southwest from 1997 until December 2021, for exemplary leadership contributions in support of the WBENC mission to open the doors of opportunity in corporate contracting to certified Women's Business Enterprises (WBEs). Debbie's leadership, creativity, and determination to achieve success for WBEs and corporations has been and continues to be a force in the growth and development of the Women's Business Council Southwest and WBENC.

WBE Stars

In 2022, WBENC continued to honor the 2020 WBE Stars through major recognition at the 2022 WBENC National Conference, where the Stars were recognized and celebrated on stage and throughout the event.



2022 WBENC National Members

AARP	<i>Beam Suntory</i>	ConocoPhillips	FedEx
Abbott	Becton Dickinson, and Company (BD)	<i>Constellation Brands, Inc.</i>	Fender Musical Instruments Corporation
AbbVie Inc.	Best Buy	<i>Constellation Energy Group, Inc.</i>	Fidelity Information Services (FIS)
Accenture	<i>BIC Corporation</i>	<i>Consumers Energy</i>	Fidelity Investments
<i>ACRT Services</i>	<i>Bimbo Bakeries Inc.</i>	Continental AG	Fifth Third Bank
Adient	<i>BioMarin</i>	Convoy	Corning Incorporated
Adobe	Black & Veatch Corporation	Corteva Agriscience	Fluor
ADP	Black, Mann & Graham, LLP	Covestro LLC	<i>FMC Corporation</i>
<i>Advance Auto Parts</i>	<i>Blackstone Group</i>	Cox Enterprises Inc.	Foodbuy
AEG	Blue Cross Blue Shield Association	<i>Crisis Prevention Institute</i>	Ford Motor Company
Aflac	BlueCross BlueShield of Tennessee	Crown Castle	<i>Fortinet, Inc.</i>
Agilent Technologies, Inc.	BMC, Inc.	<i>Cruise, LLC</i>	Freddie Mac
ALG	BMO Harris Bank	CTDI	GE Appliances, a Haier Company
<i>Alaska Airlines, Inc.</i>	BMW Manufacturing Co., LLC	Cummins Inc.	Genentech, Inc.
Alkermes, Inc.	BNSF Railway	Cushman & Wakefield	General Electric Company
Allegion	BNY Mellon	CVS Health	General Mills
Allstate Insurance Company	Boeing	Darden Restaurants	General Motors Company, LLC
Altec Industries, Inc.	Booz Allen Hamilton	Dell Technologies	Genpact LLC
Altria Group, Inc.	Boston Consulting Group (BCG)	Delta Air Lines, Inc.	<i>Gilead Sciences</i>
Amazon	Boston Scientific	Denny's Corporation	Global Payments Inc.
American Airlines	BP America, Inc.	<i>Dentsu</i>	GM Financial
<i>American Cancer Society</i>	Brasfield & Gorrie	Dexcom	Goldman Sachs
American Express	Brighthouse Financial	<i>DHL Express (USA), Inc.</i>	Google, Inc.
American Family Mutual Insurance Company S.I.	Bristol Myers Squibb	Dick's Sporting Goods	Grady Health System
<i>American Red Cross</i>	<i>Brookfield Properties Development</i>	<i>Digital Realty</i>	Grosvenor
<i>American Tire Distributors (ATD)</i>	Bunn-O-Matic Corporation	Diversified Maintenance	GSD&M
American Tower Corporation	Burns & McDonnell	<i>Dollar General Corporation</i>	GSK
American Water Inc.	C.H. ROBINSON	Dominion Energy, Inc.	<i>Guardian Life Insurance</i>
AmerisourceBergen	Caesars Entertainment	Dow Chemical Company, The	<i>H&M Hennes & Mauritz</i>
Amgen Inc.	<i>Calpine Corporation</i>	DPR Construction	Hargrove from Encore
<i>Ampirical</i>	Campbell Soup	DTE Energy	Harley-Davidson, Inc.
Aon Corporation	Capgemini USA	Duke Energy	Hartford, The
<i>Apex Analytix, LLC</i>	<i>Capital Group</i>	Dun & Bradstreet	Health Alliance Plan
<i>Apollo Global Management</i>	Capital One	DuPont	Health Care Service Corporation
Apple Inc.	CareFirst BlueCross BlueShield	Eaton	HealthTrust
Aptiv	Cargill	Ecolab	<i>Hearst Corporation</i>
ARAMARK	<i>CarMax</i>	Edwards Lifesciences	<i>Hershey Company, The</i>
Archer Daniels Midland Co.	Caterpillar Inc.	Element Fleet Management	Hess Corporation
ARCO	CBRE, Inc.	<i>Elevance Health Inc.</i>	Hilton
Ardent Mills	CDW Corporation	<i>Empower</i>	Home Depot, The
<i>Ares Management Corporation</i>	Cedars Sinai Health System	Enbridge	Honda Development & Manufacturing of America, LLC.
<i>Artera Services</i>	Celanese Corporation	Endeavor	Houghton Mifflin Harcourt
Associated Wholesale Grocers, Inc.	<i>Centene Corporation</i>	<i>ENGIE North America Inc.</i>	HP Inc.
Assurant	CenterPoint Energy	Entergy Corporation	HSBC USA
Astellas Pharma US	CenterPoint Energy	Enterprise Holdings	<i>Hudson County Community College</i>
AT&T	Charter Communications	Ericsson, Inc.	Humana, Inc.
AVANGRID	CHEP International, Inc.	Essential Utilities, Inc.	<i>Huntington National Bank</i>
Avantor	Chevron	Essity Professional Hygiene NA LLC	IBM Corporation
Avis Budget Group, Inc.	Church & Dwight Co., Inc.	Estée Lauder Companies, the	IDEX Corporation
<i>AXIS Capital</i>	CIGNA	Exelon	<i>IHG Hotels & Resorts</i>
<i>AZEK Company, The</i>	<i>Cisco Systems, Inc.</i>	<i>Extreme Networks, Inc.</i>	Indeed
B2Gnow	CitiGroup	Exxon Mobil Corporation	Intel
Bain & Company	Citizens Bank	Fannie Mae	Intercontinental Exchange, Inc.
Bancorp Bank, The	City of Columbia	Farmers Insurance Group	Interpublic Group
Bank of America	<i>City of Portland</i>	Federal Home Loan Bank of Des Moines	Invesco
<i>Banner Health</i>	Clean Harbors, inc.	<i>Federal Reserve Bank of Atlanta</i>	Iron Mountain Inc.
Barclays Capital, Inc.	<i>CLEAResult</i>	<i>Federal Reserve Bank of Boston</i>	ISS Facility Services, Inc.
Barilla America Inc.	Cleveland-Cliffs Inc.	<i>Federal Reserve Bank of Chicago</i>	ITW
BASF	Clorox Corporation	<i>Federal Reserve Bank of Kansas City</i>	J.T.M. Food Group
Bath & Body Works, Inc.	CNA Insurance	Federal Reserve Bank of St. Louis	JE Dunn Construction Company
Bausch & Lomb	Coca-Cola Company, The		Johnson & Johnson
Bayer US	Codelicious		Johnson Controls Corporate
BBDO New York	Colgate-Palmolive Company		
	Comcast NBCUniversal		
	Conagra Brands		

Jones Lang LaSalle
JPMorgan Chase & Co.
Judge Group, Inc., The
 Kaiser Permanente
Kajima Building & Design Group
Kaplan North America, LLC
 KDC Construction
Kellogg Company
 Kelly Services, Inc.
KeyBank
Kforce
 KIA America
 Kiewit
 Kimberly-Clark Corporation
 Kohl's
KPMG LLP
Kraft Heinz Co
Kroger Co., The
Kuder, Inc.
Kyndryl
 Lear
Legrand, North & Central America
Lendlease
 Lenovo Inc.
 Levi Strauss
 Liberty Mutual Insurance
 Linde Group
 Logitech
 L'Oreal USA
 Louisiana-Pacific Corp.
Lowe's Companies, Inc.
 Macalester College
Macy's Inc.
 MAGNA
 Major League Baseball
 Mallinckrodt LLC
ManpowerGroup
 Marathon Petroleum Corporation
Markel Corporation
Marriott International
 Mars Incorporated
 Masco Corporation
 MassMutual
 Mastercard
 Mayo Clinic
 McCain Foods
 McCormick & Co., Inc.
McDermott Will & Emery
 McDonald's
 McKinsey & Company
 Medtronic
 Meijer
 Merck & Co.
 Meta Platforms, Inc.
 MetLife
 MGM Resorts International
 Michelin North America, Inc.
 Microsoft Corporation
Miller Bros.
 Miller Electric
 Mizuho Americas
 Molson Coors Beverage Company
 Mondelēz International
Monumental Sports & Entertainment
 Morgan Stanley
MOTION
 Motorola Solutions
 MSD (Louisville & Jefferson County)
n2y LLC
 Nasdaq, Inc.

National Basketball Association (NBA)
 National Collegiate Athletic Association (NCAA)
Nationwide
 Navient
NCR Corporation
 Nelnet
 Nestle North America
NetApp Inc.
Netflix
 New York Life Insurance Company
 New York Times Company, The
NFL
 Nielsen
 Nike, Inc.
NiSource, Inc.
 Nissan North America, Inc.
 Nokia Inc.
Norfolk Southern Corporation
 Northwestern Medicine
 Northwestern Mutual
 NRG Energy, Inc.
NRP Group, The
NY Road Runners
 O.C. Tanner Company
ODP Corporation, The
 Organon, LLC
ORIGO Education
 Orlando Health
 Otis Elevator
 Otsuka America Pharmaceutical Inc.
 Pacific Gas and Electric Company
 Papa John's International
 Paramount
 Parexel International
 Paymentus Corporation
 Peloton Interactive, Inc.
PepsiCo, Inc.
Performance Food Group
Pfizer Inc
 PGA of America
 Phillips 66
 Pitney Bowes Inc.
 PNC Financial Services Corporation
Porter Novelli
 Premier Inc.
 PricewaterhouseCoopers
 Principal Financial Group
Procter & Gamble
 Prudential
 Puratos Corporation
 PVH
Quanta Services, Inc.
 QuidelOrtho (formerly Ortho Clinical Diagnostics)
 QVC/Quurate Retail Group
 Randstad
 Raymond James Financial
Raytheon Technologies
RBC
 RELX Group
Republic Services, Inc.
 Resource Group, an Ascension Subsidiary, The
 Reynolds American Inc.
 Ricoh USA, Inc.
Robert Half
 Rocket Companies
 Ross Stores, Inc.
 RR Donnelley

Ryan Companies
 S&P Global
 S.C. Johnson & Son, Inc.
 Salesforce
Schneider Electric
Scribbles Software
 Securitas Security Services USA Inc
 Sentara Healthcare
ServiceNow
Shell USA, Inc.
 Siemens Corporation
Slalom, LLC
 Sodexo, Inc.
 Sonoco Products Company
 Sony Pictures Entertainment
Southeastern Grocers
 Southern California Edison
 Southern Company
Spire Inc.
 Splunk, Inc.
 Standard Chartered Bank
 Stanley Black & Decker, Inc.
 Staples, Inc.
 Starbucks Coffee Company
 State Compensation Insurance Fund
 State Farm Insurance Companies
State Street Bank
 Stellantis
Stericycle
Stride, Inc. (K12, Inc.)
 Stryker Corporation
 Subway Restaurants
 Sun Life Assurance Company of Canada
 Supplier.io
 Swinerton
Synchrony Financial
 Sysco Corporation
 Tailored Brands, Inc.
 Takeda
 Target Corporation
TBK Environmental, LLC
 TC Energy
 TD Bank, N.A.
 TE Connectivity LTD.
 TIAA
Tishman Speyer
 TJX Companies
 T-Mobile US Inc.
Toshiba Global Commerce Solutions, Inc.
TOYOTA
 Trane Technologies
 TransUnion
 Travel + Leisure Co.
Trinity Health Corporation
Troy Construction
 Truist Financial Corporation
 Trulieve
 Turner & Townsend
 Twitter
Tyson Foods, Inc.
 U.S. Bank
 U.S. Postal Service
 U.S. Tennis Association
Ulta Beauty, Inc.
 Under Armour
 UNFI
 Unilever
 Union Pacific Railroad

Unispace
United Airlines
 United Rentals, Inc.
 UnitedHealth Group
University of South Florida
 UNUM Group
UPS
Upstart
US Foods
 USAA
UScellular
 Valvoline LLC
 Vanderbilt University
Vanderlande Industries
 Vanguard
 Verisk Analytics
Verizon
 VF Corporation
Victoria's Secret & Co.
 Visa, Inc.
VISTRA
 Vitesco Technologies USA, LLC
 Vizient, Inc.
VMWare
 Volkswagen Group of America
 Volvo Trucks North America
 W.W. Grainger, Inc.
 Walgreens
Walmart Inc.
Walt Disney Company, The
 Warner Bros Discovery
 Waste Management
Weber Inc.
Weitz Company, The
 Wellesley College
Wells Fargo
WestRock
WEX Inc.
 Whirlpool Corporation
 Wieden+Kennedy
William H. Sadlier, Inc.
Woodside Energy (formerly BHP Billiton Petroleum Inc.)
Workday Inc.
 World Bank Group, The
 World Wide Technology, Inc.
 WW International
 Wyndham Hotels & Resorts
 Xcel Energy
 Xerox Corporation
 Xylem
 Yale University
 Yanfeng Global Automotive Interiors
 YesCare (formerly Corizon Health)
 Zebra Technologies Corporation
 Zoetis
 Zurn Water Solutions

*New 2022 Members are in *italics*

WBENC Board Members are in **bold

Financials

Statement of Financial Position

Women's Business Enterprise National Council, Inc.

Statement of Financial Position as of December 31, 2022

(With Summarized Financial Information as of December 31, 2021)

	2022	2021
ASSETS		
Current Assets		
Cash and Cash Equivalents	\$ 10,058,022	\$ 7,378,825
Investments	—	499,823
Accounts Receivable, Net of Allowance for Doubtful		
Accounts of Approximately \$21,000 in 2021 and \$49,000 in 2020	1,904,520	1,240,881
Contributions Receivable	229,000	479,375
Prepaid Expenses	1,025,704	239,402
Other Current Assets	47,064	60,836
Total Current Assets	13,264,310	9,899,142
Fixed Assets, Net	80,424	104,610
Restricted Cash	992,896	827,016
Security Deposits	34,774	34,774
Long-Term Prepaid Expenses	311,548	460,517
Operating Right-of-Use Asset	447,797	—
Total Assets	\$ 15,131,749	\$ 11,326,059
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 1,928,142	\$ 1,189,454
Deferred Rent	—	28,957
Refundable Advance	—	485,830
Deferred Revenue	3,912,294	2,429,991
Operating Lease Liability, Current Portion	367,597	—
Total Current Liabilities	6,208,033	4,134,232
Deferred Rent, Less Current Portion	—	59,940
Operating Lease Liability, Net of Current Portion	106,072	—
Total Liabilities	6,314,105	4,194,172
Net Assets		
Without Donor Restrictions	5,837,202	4,344,150
With Donor Restrictions	2,980,442	2,787,737
Total Net Assets	8,817,644	7,131,887
Total Liabilities and Net Assets	\$ 15,131,749	\$ 11,326,059

The information presented here is derived from financial statements audited by Councilor, Buchanan & Mitchell, PC (CBM)

FINANCIALS (CONTINUED)

Statement of Activities

Women's Business Enterprise National Council, Inc.

Statement of Activities for the year ended December 31, 2022

(With Summarized Financial Information for the Year Ended December 31, 2021)

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2022 TOTAL	2021 TOTAL
REVENUE				
Membership Dues	\$ 6,365,317	\$ —	\$ 6,365,317	\$ 5,195,067
Contributions	816,920	1,482,089	2,299,009	3,898,081
In-Kind Contributions	59,199	—	59,199	209,655
Registration Fees	1,688,579	—	1,688,579	624,788
Sponsorships	3,331,581	—	3,331,581	11,000
Exhibitor Fees	680,426	—	680,426	—
Investment Income	1,129	99	1,228	2,426
Certification Fees	76,000	—	76,000	78,071
Other Income	635,501	—	635,501	600,560
Net Assets Released from Restrictions	1,289,483	(1,289,483)	—	—
Total Revenue	14,944,135	192,705	15,136,840	10,619,648
EXPENSES				
Program Services				
Certification	3,181,545	—	3,181,545	2,194,098
Membership	915,297	—	915,297	647,486
Events	4,376,979	—	4,376,979	1,244,875
Executive Education	802,520	—	802,520	654,042
Engagement Outreach	447,007	—	447,007	—
Financial Center of Excellence	688,345	—	688,345	—
Other Programs	959,728	—	959,728	1,785,904
Total Program Services	11,371,421	—	11,371,421	6,526,405
Supporting Services				
Management and General	1,966,928	—	1,966,928	1,206,585
Fundraising	112,734	—	112,734	119,704
Total Expenses	13,451,083	—	13,451,083	7,852,694
Change in Net Assets	1,493,052	192,705	1,685,757	2,766,954
Net Assets, Beginning of Year	4,344,150	2,787,737	7,131,887	4,364,933
Net Assets, End of Year	\$ 5,837,202	\$ 2,980,442	\$ 8,817,644	\$ 7,131,887

The information presented here is derived from financial statements audited by Councilor, Buchanan & Mitchell, PC (CBM)

FINANCIALS (CONTINUED)

Statement of Cash Flows

Women's Business Enterprise National Council, Inc.

Statement of Cash Flows for the year ended December 31, 2022

(With Summarized Financial Information for the Year Ended December 31, 2021)

	2022	2021
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 1,685,757	\$ 2,766,954
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by (Used in) Operating Activities		
Depreciation and Amortization	71,323	63,546
Net Gain on Investments	(1,129)	(2,328)
Operating Lease Expense	364,126	—
(Increase) Decrease in Assets		
Accounts Receivable	(663,639)	(326,017)
Contributions Receivable	250,375	349,625
Prepaid Expenses	(637,333)	408,692
Other Current Assets	13,772	(11,080)
Increase (Decrease) in Liabilities		
Accounts Payable and Accrued Expenses	738,688	494,438
Deferred Rent	—	(13,840)
Operating Lease Liability	(427,151)	—
Refundable Advance	(485,830)	—
Deferred Revenue	1,482,303	102,491
Net Cash Provided by (Used in) Operating Activities	2,391,262	3,832,481
CASH FLOWS FROM INVESTING ACTIVITIES		
Redemptions of Certificates of Deposit	500,952	(99,558)
Purchases of Fixed Assets	(47,137)	(27,153)
Net Cash (Used in) Provided by Investing Activities	453,815	(126,711)
Net Increase (Decrease) in Cash and Cash Equivalents and Restricted Cash	2,845,077	3,705,770
Cash and Cash Equivalents and Restricted Cash, Beginning of Year	8,205,841	4,500,071
Cash and Cash Equivalents and Restricted Cash, End of Year	\$ 11,050,918	\$ 8,205,841
SUPPLEMENTARY DISCLOSURES OF CASH FLOW INFORMATION		
Cash and Cash Equivalents	\$ 10,058,022	\$ 7,378,825
Restricted Cash	992,896	827,016
Cash and Cash Equivalents and Restricted Cash	\$ 11,050,918	\$ 8,205,841
NONCASH TRANSACTIONS FROM INVESTING AND FINANCING ACTIVITIES		
Establishment of Operating Right-of-Use Asset	\$ 795,205	\$ —
Establishment of Operating Lease Liability	851,345	—

The information presented here is derived from financial statements audited by Councilor, Buchanan & Mitchell, PC (CBM)

Governance

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Board Chair
BARBARA KUBICKI-HICKS
 Senior Vice President
 Procurement Services Executive
Bank of America

1st Vice Chair
VACANT

2nd Vice Chair
MICHAEL ROBINSON
 Program Director, Global Supplier Diversity
IBM

Immediate Past Chair
THERESA HARRISON
 Global Environmental Social Governance Services Leader
EY

Treasurer
THERESA HARRISON
 Global Environmental Social Governance Services Leader
EY

Leadership Council Chair
PHALA MIRE
 President
Women's Business Enterprise Council South

Women's Enterprise Forum Chair
PATRICIA MASSEY
 President
MYCA

Certification Committee Chair
EUGENE CAMPBELL
 Director, Global Supplier Diversity
Netflix

Marketing & Programs Committee Chair
ANDREW BUTLER
 Senior Director, Market Operations
Procter & Gamble

Corporate Membership and Retention Chair
CASEY OAKES
 Director, Supplier Diversity
Marriott International

Nominating Governance Committee Chair
CLINT GRIMES
 Senior Vice President & Chief Procurement Officer
Capital One

President & CEO ex-officio
PAMELA PRINCE-EASON
 President & CEO
WBENC

Counsel to the Board ex-officio
JORGE ROMERO
 Partner
K&L Gates, LLP

KIMBERLY MARCUS
 Director, Supplier Diversity
AARP

NEDRA DICKSON
 Global Supplier Inclusion & Sustainability Lead
Accenture

VACANT
 Allstate

JALAYNA BOLDEN
 Director of Supplier Diversity and Sustainability
AT&T

VACANT
 Avis Budget Group, Inc.

VACANT
 Bank of America

KIMBERLY THORNTON
 Senior Director, Supplier Diversity
BP America, Inc.

BOARD OF DIRECTORS (CONTINUED)

CLINT GRIMES
 Senior Vice President & Chief
 Procurement Officer
 Capital One

STEPHANIE BEVERIDGE
 Supply Chain Manager
 Chevron

AJAMU JOHNSON
 Vice President, Procurement
 Comcast NBC Universal

VACANT
 Dell Inc.

DAVID MORGAN
 Strategic Procurement Manager
 DW Morgan

DOUGLAS FISHER
 Strategic Procurement Manager
 ExxonMobil Global Services
 Company

THERESA HARRISON
 Global Environmental Social
 Governance Services Leader
EY

SUE SPENCE
 Vice President,
 Sourcing & Procurement
FedEx

JACKLYN WATT
 Director, North America
 Interior Purchasing
 Ford Motor Company

REGINALD HUMPHREY
 Director, DEI Partnerships
GM

MICHAEL ROBINSON
 Program Director,
 Global Supplier Diversity
IBM Corporation

JACKIE STURM
 Corporate Vice President & General
 Manager, Global Supply Chain
 Operations
Intel

VACANT
 Johnson & Johnson

WILLIAM KAPFER
 Global Head of Supplier Diversity
 JP Morgan Chase

MICHELE VAN TREECK
 VP & Global
 Chief Procurement Officer
 Kellogg Company

JENNIE FRIEDMAN
 Partner
KPMG LLP

RYAN VERBECKEN
 Vice President, Enterprise Sourcing
Kroger

TABATHA WATSON
 Supplier Diversity Manager
 Lowe's

DIANA PON
 Senior Principal, Diversity & Inclusion
 Macy's, Inc.

RON NEEDHAM
 Senior Vice President, Sales & Marketing
ManpowerGroup

CASEY OAKES
 Director, Supplier Diversity
Marriott International, Inc.

VACANT
 Microsoft Corporation

KIMBERLY PROFFITT
 AVP, Procurement Shared Services
Nationwide Inc.

KAREN MILLER
 Vice President, Procurement
 Office Depot/Office Max

MARY MCEVOY
 Vice President, Global Capabilities
PepsiCo, Inc.

MICHAEL HOFFMAN
 Chief Procurement Officer
Pfizer Inc

ANDY BUTLER
 Senior Director, Market Operations
Procter & Gamble

SHARON BLACK
 President of Enterprise Strategic Account
 Operations
Robert Half

VACANT
 Shell Oil Company

FERNANDO HERNANDEZ
 Global Leader, Supplier Diversity
 The Coca-Cola Company

VACANT
 The Walt Disney Company

CHRIS GARRAMONE
 General Manager, Toyota Purchasing
 Supplier Development
Toyota North America

KRISTEN HICKEY
 Global Supplier Inclusion & Diversity
 Manager
Twitter

VACANT
 United Airlines

KRIS OSWOLD
 Vice President, Global Supplier Diversity
UPS

VACANT
 Verizon

PHIL SEIDLER
 Senior Vice President,
 Supply Chain
VISTRA

MICHAEL BYRON
 Senior Director, Supplier Inclusion
Walmart Stores, Inc.

BARBARA KUBICKI-HICKS
 CPO
Wells Fargo



3

WBE FORUM
LEADERS



195

FORUM
REPRESENTATIVES



18

FORUM
LEADERSHIP
TEAM

**ALL WBES ARE
INVITED TO
ATTEND FORUM
SESSIONS AT
OUR NATIONAL
EVENTS.**

Women's Enterprise Forum

The **Women's Enterprise Forum (the Forum)** is a select group of **WBENC-Certified WBEs** that are nominated by their **Regional Partner Organization (RPO)** and appointed by **WBENC**. Forum members serve on business-focused teams where they share their expertise and knowledge with each other. Forum members are recognized as the voice of the WBEs within the **WBENC network**. All WBEs are invited to attend Forum sessions at our national events.

WBENC LISTENS AND FORUM ARTICLE SERIES

These virtual, bi-monthly sessions began in 2020 and continued into early 2022 to support WBEs during the COVID-19 crisis. In partnership with our Regional Partner Organizations, the Women of Distinction, and the Women's Enterprise Forum, WBENC provides valuable business resources and listens to WBEs as they share their experiences and what's on their mind. We are here to listen and provide a space for WBEs connect with women business owners from across the country and to continue to build and strengthen their network of support.

In 2022, the Women's Enterprise Forum Teams authored quarterly "WBE Champions" articles focused on Supporting One Another, Collaborators, Making an Impact, Growth and Diversity.



Leadership Council

The Leadership Council is comprised of executives from the 14 Regional Partner Organizations (RPOs) authorized to administer WBENC Certification for women-owned businesses.

Gabrielle King Morse

President & CEO

Center for Women & Enterprise

Michelle Richards

Founder & Executive Director

Great Lakes Women's Business Council

Roz Lewis

President & CEO

Greater Women's Business Council

Bliss Coulter

President & CEO

Women's Business Council Southwest

Emilia DiMenco

President & CEO

Women's Business Development Center – Midwest

April Day, Ph.D.

President & CEO

Women's Business Enterprise Alliance

Elizabeth Walsh

President & CEO

Women's Business Enterprise Center East

Nancy Allen

President & CEO

Women's Business Enterprise Council Florida

Sandra Eberhard

President & CEO

Women's Business Enterprise Council Greater DMV

Women's Business Enterprise Council Metro New York

Lynnise Smith

Executive Director

Women's Business Enterprise Council Ohio River Valley

Janice Greene, Ph.D.

President & CEO

Women's Business Enterprise Council Pacific

Phala Mire

President & CEO

Women's Business Enterprise Council South

Pamela Williamson, Ph.D.

President & CEO

Women's Business Enterprise Council - West

Leadership & Staff

Pamela Prince-Eason
President and CEO

Lindsey All
Senior Director,
Executive Education Programs

Audrey Awasom
Manager, Programs

Patricia Birmingham
Senior Vice President, Marketing &
Technology

Ann Bowman
Executive Associate

Cheri Butler
Senior Director, Engagement Programs

Nikki Byrd
Coordinator, Marketing &
Communications

Jon Cockerham
Manager, Programs

Mia Delano
Vice President, Business Development
& Engagement

Vaughn Farris
Senior Director, Development &
Engagement

Andrew Gaeckle
Senior Director,
Strategic Financial Services

Chuck Hendrix
Vice President,
Member Engagement

Lauren Herman
Assistant Controller

Kelly Hinman
Director, Certification

Jessica Horne
Manager, Events

Kate Kelly
Manager, Strategic Programs

Kelly Klomprens
Senior Accountant

Em Lozen
Manager, Events

Andrea Marshall
Director, Business
Development & Programs

Jill Sasso
Chief Operating Officer

Monica McInerney
Senior Director, Financial Services
Programs

Christine Raney
Senior Revenue Manager

Jill Sasso
Chief Operating Officer

Laura Swenson
Senior Director, Events

Laura Taylor
Senior Vice President,
Strategic Financial Services & WBE
Engagement

Avery Trump
Senior Project Manager, Events

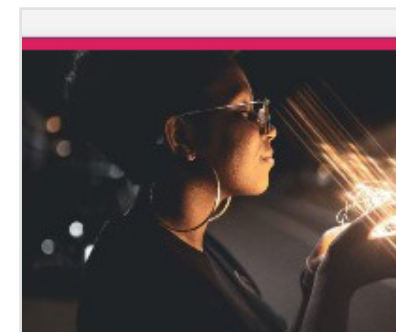
Erin Smith Watson
Senior Director,
Marketing & Communications

LaKesha White
Vice President, Certification

Jessica Yamas
Director, WBE Engagement

Cassandra Yzaguirre
Manager, Marketing & Communications

Amanda Zack
Senior Director, Operations



Article . Interview

Women of Color
Feature: Black women
business owners share
why they started their
company

FEB 9, 2022



13 million

As of 2019, there are an estimated 13 million women-owned businesses in the United States, **64%** of the new businesses were started by **women of color**.

9.4 million

Women-owned businesses employ nearly 9.4 million people.

\$1.9 trillion

Women-owned businesses generate \$1.9 trillion in revenues.



42%

Women-owned businesses account for 42 percent of all businesses in the United States.



8%

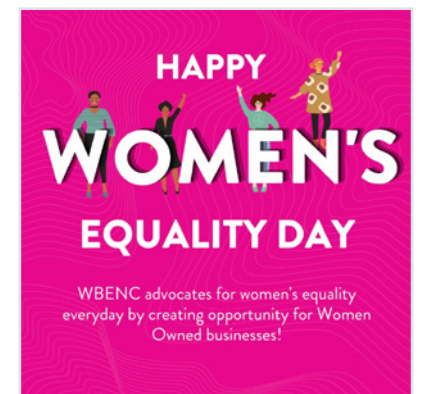
YET,

women-owned businesses only account for 8 percent of overall business revenue.



The WBENC Certification distinguishes us as a certified diverse supplier in a non-standard industry and opens doors for opportunities to bid on projects. It also affords us access to business and professional development programs and networking we would otherwise not be exposed to.

KARI DONOVAN
President & Founder at Precis Commissioning, Inc.



HAPPY WOMEN'S EQUALITY DAY

WBENC advocates for women's equality everyday by creating opportunity for Women Owned businesses!



THE LARGEST EVENT OF ITS KIND FOR WOMEN BUSINESS OWNERS

WBENC National Conference
June 7-9 | Atlanta, GA

REGISTER NOW!

wbenc.org/conference





WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

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