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**Women's Business Council Southwest Drives Supplier Diversity**  
*Programs Designed to Generate Revenues for Woman Owned Businesses*

**ARLINGTON, TX – May 31, 2007** – There is a growing desire in Corporate America to work with certified woman business enterprises (WBEs) and the Women's Business Council Southwest (WBCS) is helping their members get a piece of the pie.

The WBCS, a regional arm of WBENC (Women Business Enterprise National Council) provides certification programs for woman owned businesses. One of the goals of the organization is to foster corporate relationships with their membership through networking and procurement events like the annual Round-Up Trade Fair which was held last month on April 10<sup>th</sup> and 11<sup>th</sup>.

A major purpose of the Trade Fair is to connect WBE suppliers with corporate buyers. The event facilitated more than 100 supplier-to-buyer appointments. Over 550 attendees and 100 exhibitors participated in this year's Round-Up Trade Fair. The next Round-Up Trade Fair is slated for April 2008.

When asked if the Round-Up event generates tangible results, WBCS President Debbie Hurst replied, "Absolutely. We measure results based on the number of Done Deals™ reported by the membership. Done Deals are business reported between WBCS members. In 2006, over 19,000 Done Deals between WBE suppliers and corporate buyers were reported. This represented a 232% increase over business reported in 2005!"

During the Trade Fair luncheon, Hurst recognized Pinnacle Technical Resources, one of its WBE members and corporate member EDS for one of the largest Done Deals reported this year. The deal is worth over \$100 million. WBE and corporate members are also recognized at the Trade Fair for the most Done Deals reported during the year. Wynne Transportation earned first place in the WBE category with 2,340 Done Deals. JC Penney won first place in the corporate member category for 12,008 Done Deals.

Hurst also points to the significant growth in the gross revenues of its WBE membership to further demonstrate the power of WBCS programs to generate business for its WBE members. Gross revenue for its WBE members increased by \$205 Million in 2006



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compared to 2005. Average WBE revenue is \$5 million. Total gross annual revenue for its WBE membership grew to \$2.13 Billion in 2006. .

The growth of women-owned businesses in the U.S. has been one of the defining trends of the past ten years. They are growing at nearly twice the rate of all other businesses and own 48% of all businesses in the U.S. The WBCS plans to continue to fuel this growth.

The next major WBCS event, the Done Deals Corporate Challenge, is scheduled for July 17, 2007, at the Marriott in Los Colinas, Texas. The event is a competition among corporate sustaining members to drive the quantity of Done Deals between Round Up in April and the July event. To meet the challenge corporations must submit at least 15 Done Deals with a variety of WBE members.

To find out more about the next year's Round-Up Trade Fair, and the Done Deals Corporate Challenge contact Alma Garcia. at [agarcia@wbcsouthwest.org](mailto:agarcia@wbcsouthwest.org) . For more information about WBCS go to [www.wbcsouthwest.org](http://www.wbcsouthwest.org)

### **About WBCS**

Headquartered in Arlington, Texas, WBCS is dedicated to increasing mutually beneficial procurement opportunities between certified woman-owned businesses, corporations, businesses, government entities, institutions and other organizations. With more than 650 WBE members and 80 corporate sustaining members, WBCS is in its 12<sup>th</sup> year of providing national certification to women-owned businesses. This past year, WBCS corporate membership has grown by 10% and WBCS WBE membership by 15%.

WBCS is a regional affiliate of Women Business Enterprise National Council (WBENC, pronounced wee-bank) covering Oklahoma, north Texas, Arkansas and New Mexico. Founded in 1997, WBENC provides the most widely recognized and respected certification in the United States for women business enterprises.