

2018 ANNUAL REPORT



LETTER FROM THE PRESIDENT & CEO



This is an exciting time to be a Women's Business Enterprise (WBE)! As I look back on 2018, I am astounded at the growth we have had in our membership. By providing valuable resources for our WBE and Sustaining (Corporate) Members, we have seen a 94% retention rate among members and in Austin we have seen a 31% increase in WBE certifications.

Women's Business Council – Southwest (WBCS) is at the forefront of providing opportunities for WBEs to connect with corporate and government opportunities and we continue to evolve our programming based on your feedback. As we look forward to 2019, don't miss our newest procurement event, Connections to Contracts on April 10th which will feature corporate roundtable procurement discussions, a c-suite executive keynote luncheon, networking, and much more.

Thank you for your on-going support of WBCS and our members as we continue to provide the vital resources to help WBEs grow.

DEBBIE HURST

LETTER FROM THE CHAIRPERSON



It's been another outstanding year for the Women's Business Council – Southwest (WBCS) and I've been fortunate to lead our board of directors during this year of growth. Over the past year, the WBCS relocated to its beautiful new headquarters in Las Colinas, grew the WBE membership by more than 10%, and provided procurement, education, and networking programs that resulted in countless business connections among our members.

As we welcome 2019, our Board of Directors are fully focused on strategies that further the mission of the Council. I invite you to engage with us as we bring new and innovative programming to help you grow your businesses throughout our region, the nation, and the globe.

PAMELA L. BRYANT, MBA



ABOUT US

Mission Statement

FACILITATE MUTUALLY BENEFICIAL PROCUREMENT OPPORTUNITIES AMONG WOMEN'S BUSINESS ENTERPRISES (WBEs) & SUSTAINING (CORPORATE) MEMBERS.

WHO IS WBCS

WBCS certifies women-owned businesses in north and central Texas, Oklahoma, Arkansas, and New Mexico according to standards set by the Women's Business Enterprise National Council (WBENC)

Headquartered in Irving, TX

Satellite office in Austin, TX for regional support

What types of certification are offered by WBCS?

- WBE (Women's Business Enterprise)
- HUB (State of Texas Historically Underutilized Business)
- WOSB (Women-Owned Small Business)
- SBE (Small Business Enterprise)

CERTIFICATION BASICS

Who qualifies?

- An independent business entity that is at least 51% owned, operated, and controlled by women

What are the benefits?

- Access to WBCS member database
- Networking and procurement events
- Educational seminars
- Use of the **WOMEN OWNED** Logo



Debbie Hurst, WBCS President, at the ribbon cutting ceremony for the new Las Colinas HQ with Irving Mayor Rick Stopfer, Beth Bowman, President/CEO of Irving-Las Colinas Chamber of Commerce, and the WBCS Executive Committee and Legacy Donors

Social Media



315 Instagram Followers



1,222 LinkedIn Followers



1,171 Facebook Followers



8,257 Blog Page Views



46.8K Twitter Followers



75,000 Website Page Views

Membership Benefits

- Member Directory
- Bids and Opportunities (1,200+ posted in 2018)
- Member Toolkit
- Done Deal™ Recognition
- Spend Reports (\$8.6 billion reported among WBCS Members in 2017 survey)
- Use of the Women Owned Logo
- Awards and Recognition
- Vendor Sourcing Assistance
- Access to Corporate Supplier Diversity Events



JCPenney Diverse Supplier Summit



Toyota Financial Services Mentorship Program

WBCS

THROUGH THE YEARS

THANK YOU TO
OUR LEGACY
DONORS FOR
CONTRIBUTING
TOWARDS
OUR NEW
HEADQUARTERS

Champion

Business Interiors
Cheryl and Don Stevens
lauckgroup

Benefactor

CFJ Manufacturing
FedEx Office
Fluor
Oncor
Trans-Expedite, Inc.

Partner

1218 Global
AT&T
IBM
JCPenney
Point 2 Point
Global Security
Prestige Maintenance USA
Solendar/Hall, Inc.

1995



An initial group of Women Business Enterprises (WBEs) and 17 Dallas/Fort Worth corporations form the North Texas Women's Business Council (NTWBC) to certify businesses who are 51% owned, operated, and controlled by one or more women

1997



The Women's Business Enterprise National Council (WBENC) is founded to establish a common WBE certification standard

Debbie Hurst joins as president of NTWBC

The Inaugural Parade of Stars Awards Gala is held

2000



NTWBC expands to a four-state region and becomes the Women's Business Council-Southwest (WBCS)

2001



WBCS launches its Done Deals™ and Spend Programs, tracking and reporting business done between members

2006

WBENC names WBCS "Partner Organization of the Year"

2005

The annual Lillie Knox Investment Award is established

2004

1,000 Done Deals™ reported

2011

WBCS opens a satellite office in Austin, Texas

2015

WBCS celebrates its 20th anniversary

2017

WBCS moves its headquarters to Irving, Texas

WBENC honors WBCS with its ACTIntentionally award

2018

WBCS sees 31% WBE certification growth in Austin, Texas and a 94% overall WBE retention rate for 2018

STATE OF WOMEN-OWNED BUSINESSES

Nationwide*

12.3

MILLION

Women-Owned Businesses

40%

4 OUT OF 10

Businesses in the US are Owned by Women

9.2

MILLION

People Employed by Women-Owned Businesses

\$1.8

TRILLION

in Revenue is Generated by Women-Owned Businesses

Fastest Growing Industries



Utilities



Construction



Accommodations & Food Service



Administrative, Support & Waste Management



“

HAVING BEEN A CERTIFIED WBE MEMBER FOR OVER 18 YEARS, I CAN TELL YOU THAT JOINING THIS ORGANIZATION IS ONE OF THE BEST THINGS I EVER DID FOR MY BUSINESS GROWTH! I CAN ATTRIBUTE 85% OF MY CUSTOMERS TO CONNECTIONS MADE THROUGH WBCS.

– Sharon Evans, CEO, CFJ Manufacturing

WBCS WBE MEMBER DATA

- 1,088 certified WBE members throughout north and central Texas, Oklahoma, Arkansas, and New Mexico
- 8% YOY increase in certification
- 94% retention rate
- Number of WBE members in business 10+ years = 69%
- WBE members employed 46,947 people
- \$10.9B in WBE total gross revenue **
- WBCS members spent \$3,598,955 with other WBEs **

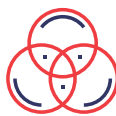
Most Represented Industries



Advertising



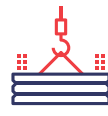
Construction



Consulting

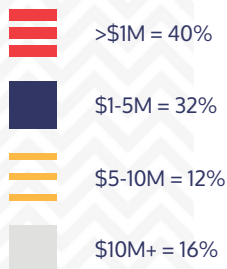


IT



Manufacturing

Membership by Revenue



“DOING BUSINESS WITH FELLOW WBCS WBES IS SATISFYING BECAUSE WE VIEW THE COUNCIL AS A FAMILY, AND IT IS IMPORTANT TO US THAT WE SUPPORT EACH OTHER WHEN SEEKING OUT AN OUTSIDE SERVICE, PRODUCT, OR PARTNERSHIP.

– Reena Batra, CEO, Software Professionals, Inc.

** Based on voluntary reporting in 2017 WBCS Spend Survey

SUSTAINING (CORPORATE) MEMBERS



ONCOR IS PROUD TO BE A LONGTIME SUPPORTER OF SUPPLIER DIVERSITY AND THE WOMEN'S BUSINESS COUNCIL – SOUTHWEST. BY PARTNERING WITH WBCS, WE ARE ABLE TO CONNECT WITH WBE SUPPLIERS WHO PROVIDE US WITH HIGH-QUALITY SERVICES SO WE CAN DELIVER THE BEST FOR OUR CUSTOMERS.

– Debbie Dennis, Chief Customer Officer and SVP of Human Resources & Corporate Affairs, Oncor

- 1218 Global *
- Alcon - a Novartis company
- Amegy Bank
- American Airlines *
- Americase, Inc.
- Arkansas Economic Development Commission
- AT&T
- Austin Commercial
- Austin Independent School District
- Aviall, A Boeing Company
- Bank of America Merrill Lynch
- Baylor Scott & White Health *
- BB&T Bank
- BNSF Railway Company *
- Capgemini US LLC *
- Capital Metropolitan Transportation Authority
- CenterPoint Energy
- Chevron
- City of Dallas *
- City of Fort Worth *
- Cross Timbers Procurement Center at the University of Texas at Arlington
- Dallas Area Rapid Transit (DART) *
- Dallas Convention & Visitors Bureau
- Dallas County
- Dallas County Community College District (DCCCD) *
- Dallas Independent School District
- Dell Technologies *
- DFW International Airport *
- DunAn Microstaq
- E. F. Johnson Company
- Ericsson *
- Federal Reserve Bank of Dallas
- FedEx Office *
- Fluor Corporation
- Frost Bank
- GSD&M *
- Hanger, Inc.
- HCL America, Inc.
- Herzog Contracting Corporation
- IBM Corporation *
- Istation *
- Jackson Walker LLP
- JCPenney Company, Inc. *
- JPS Health Network
- Lockheed Martin *
- Munck Wilson Mandala, LLP
- Nokia Corporation *
- North Texas Commission
- North Texas Tollway Authority (NTTA) *
- Oncor *
- Parkland Foundation *
- Pearson
- PepsiCo, Inc. *
- Raytheon - Space and Airborne Systems
- Rockgate Financial Partners
- Sandia National Laboratories
- Shell Oil Company *
- Simmons Bank
- Southwest Airlines Company *
- Tarrant County
- Tarrant Regional Water District
- Texas Instruments *
- Texas Rangers
- Toyota *
- Trinity River Vision Authority *
- Tyson Foods, Inc.
- UPS *
- Vistra Energy
- Vizient
- Walmart Stores, Inc.
- WE - Women's Enterprise *
- Weber Shandwick
- Windstream Communications, Inc.
- WiNGS
- XM Performance

* Denotes participation in voluntary 2017 WBCS Spend Survey

SUSTAINING (CORPORATE) MEMBER FACTS & FIGURES

76

SUSTAINING
(Corporate)
MEMBERS

8

NEW MEMBERS
in 2018

91%

RETENTION
RATE

\$8,649,638,509

SPENT WITH WBEs**

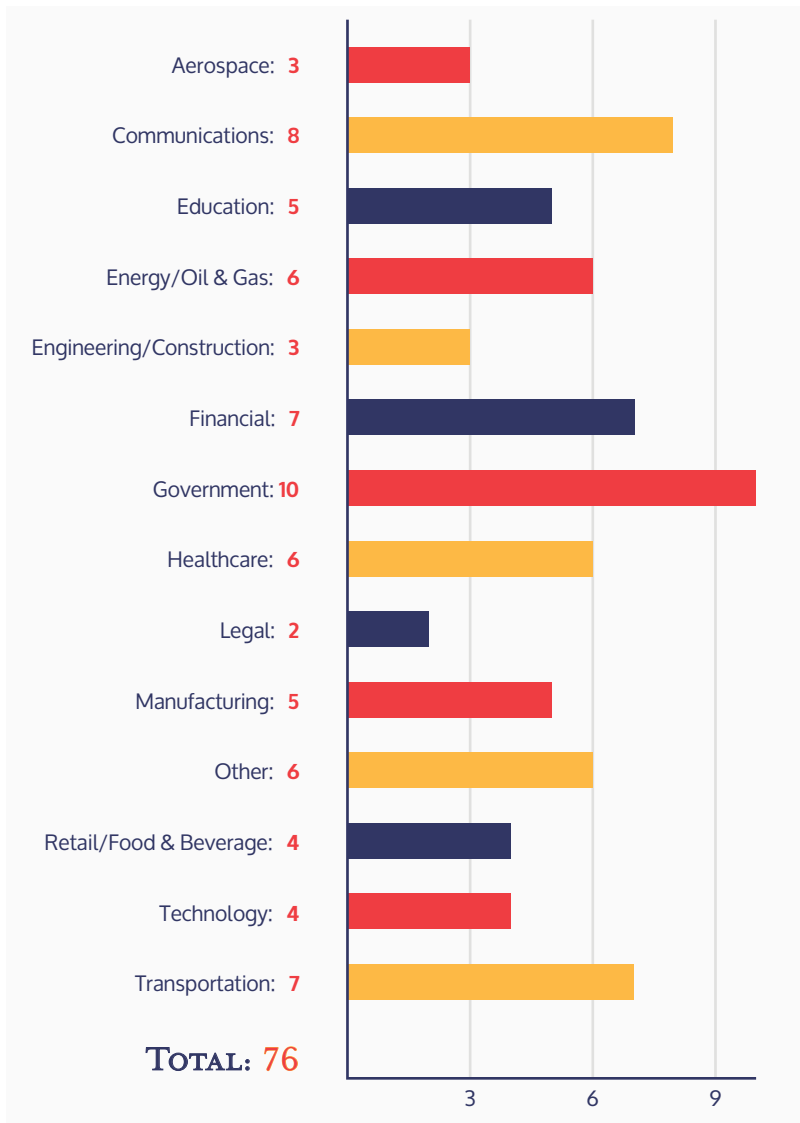


Through multiple WBCS events, Point 2 Point Global Security was introduced to Toyota Strategic Sourcing. In 2018, they received a contract for a diverse portfolio of security-related services, including emergency response, off-duty police officers, consulting, and disaster response.

“WE ARE HONORED TO BE SELECTED AS A SECURITY SERVICES PROVIDER TO TOYOTA. OUR BROAD RANGE OF SERVICES AND FLEXIBILITY WERE IMPORTANT TO TOYOTA IN THEIR SELECTION PROCESS. WE LOOK FORWARD TO A LONG AND BENEFICIAL PARTNERSHIP.

– Stephanie Point, Founder/CEO, Point 2 Point Global Security, Inc.

CORPORATE MEMBERS BY INDUSTRY



** Based on voluntary reporting in 2017 WBCS Spend Survey

EVENTS & RECOGNITION



PARADE OF STARS AWARDS GALA
Semi-formal event honoring WBEs and Sustaining (Corporate) Members



BUSINESS WORKS EXPO
Connecting women business owners with corporations and government entities through a trade expo



POWER TO POTENTIAL
Business forum to learn about potential procurement opportunities



HARVESTING PARTNERSHIPS
Conference focused on top-tier educational programming and Lillie Knox Investment Award presentations



AUSTIN INSIGHTS
Evening event featuring a keynote speaker and networking opportunities to create valuable connections

2018 AWARD WINNERS



PARADE OF STARS AWARDS

WBE Volunteer of the Year
Kathleen Hunt,
Personalized Payroll Services

Corporate Volunteer of the Year
Donna Butterfield,
Frost Bank

Regional Volunteer of the Year
Melanie Handy,
VMware

WBE Advocate of the Year
Patti Winstanley,
Aztec Promotional Group

Corporate Advocate of the Year
Cristina Lopez,
JCPenney Company, Inc.

WBE Rising Star
Molly Sandlin,
CAET Project Management Consultants

Buyer of the Year
Rachel Bryen,
Oncor

WBEs of the Year
<\$5M revenue:
Fireman's Paving Contractors
\$5 -20M revenue: Techway Services
\$20M+ revenue: Argent Associates

Corporation of the Year
Toyota

WOMEN WORKING TOGETHER AWARD



Rachel Sanchez, CEO of Prestige Maintenance USA and Patti Winstanley, President of Aztec Promotional Group, LP

CHERYL STEVENS LEGACY OF LEADERSHIP AWARD



Joe Mossinger, Strategic Sourcing Manager of Toyota



LILLIE KNOX INVESTMENT AWARD

Lillie Knox is a vital part of the history and current success of WBCS and WBENC. She was known for her commitment, passion, and determination to increase opportunities for female entrepreneurs. The Lillie Knox Investment Award was established in her memory in 2005, and is a cash prize exclusively available to WBCS WBEs to help further business growth.

2018 Lillie Knox Investment Award Winners:

- **Chanel Davis,**
Davis Davis & Harmon, LLC
- **Renee Gilmore,**
Firemans Paving Contractors
- **Tracy Southers-Parker,**
Wordplay PR and Marketing



WBCS President & CEO Debbie Hurst, Chanel Davis, Tracy Southers-Parker, Renee Gilmore, WBCS Board Member Cheryl Stevens, WBCS Board Chairperson Pamela L. Bryant



CERTIFICATION OPPORTUNITIES

RESOURCES ENGAGEMENT

WBENC

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

WBENC PARTNERSHIP

Women's Business Council - Southwest (WBCS) is a regional partner organization (RPO) associated with the Women's Business Enterprise National Council (WBENC).

WBENC sets a world-class standard for certification that is accepted by more than 1,000 corporations and public entities throughout the United States. There are currently more than 14,000 certified WBEs nationwide.

WBCS members are eligible to participate in WBENC programming:

- Summit and Salute
- National Conference and Business Fair
- Dorothy B. Brothers Scholarship
- Executive and Industry-Focused Educational Programs

WBCS FORUM REPRESENTATIVES

Patricia Rodriguez-Christian
(Forum Chair)

Reena Batra

Jennifer Blakeney

Cathi Coan

Sharon Evans

Kathleen Hunt

Keeli Jernigan

Betty Manetta

Carrie Martinez

Marie McGrath

Claudia Mirza

Stephanie Point

Terri Quinton

Royalyn Reid

Sylvana Rosero

Rachel Sanchez

Rosa Santana

Billie Bryant Schultz

Andrea Tsakanikas

Patti Winstanley

2019 WBENC WBE Star

Betty Manetta, President & CEO of Argent Associates was nominated by WBCS for the 2019 WBENC WBE Star Award, which is presented at Summit and Salute.



2019 INCOMING BOARD OF DIRECTORS

OFFICERS



CHAIRPERSON

PAMELA BRYANT

Parkland Health & Hospital System



1ST VICE CHAIRPERSON

JOE MOSSINGER

Toyota



2ND VICE CHAIRPERSON

CARRIE KIRBY

Vistra Energy



SECRETARY

SUZANNE CRUZ-SEWELL

DFW International Airport



TREASURER

CHRISTY JACOBY

PepsiCo, Inc.



PARLIAMENTARIAN

CHERYL STEVENS

Retired Executive,
Ex-Officio



PRESIDENT & CEO

DEBBIE HURST

DIRECTORS

Kimberly Bizer Tolbert, City of Dallas

Michelle Boggs,
McKinley Marketing Partners, Inc.

Paul Dickens, Cag Gemini US LLC

Sharon Evans, CFJ Manufacturing, LP

Vince Feck, Lockheed Martin

Pam Glover,
Southwest Airlines Company

Grace Hastings-Case, Oncor

Keeli Jernigan, Trans-Expedite, Inc.

Cristina Lopez,
JCPenney Company, Inc.

Betty Manetta,
Argent Associates, Inc.

Carrie Martinez,
CM Productions, Inc.

James McCombs, Ericsson

Beth McConahay, UPS

Marie McGrath,
Demand Lighting USA, Inc.

Don McKneely,
TexCorp, Inc.

Jeff McLaughlin, Texas Instruments

Shane Patterson, FedEx Office

Tyler Pope, Bank of America
Merrill Lynch

Terri Quinton,
Q2 Marketing Group

Jeni Rajbhandari, Nokia Corporation

Heather Ramsey, AT&T

Royalyn Reid,
Consumer and Market Insights (CMI)

Michael Robinson, IBM Corporation

Patricia Rodriguez-Christian,
CRC Group, Inc.

Rosa Santana,
Integrated Human Capital

Andrea Tsakanikas, CrewFacilities.com

Leigh Ann Vernon,
BNSF Railway Company

Janet Watson,
Baylor Scott & White Health

Wendy Webster, American Airlines

Mike Wheeler, Fluor Corporation

Charlene Wiegrefe, Dell Technologies

Patti Winstanley,
Aztec Promotional Group, LP

EX-OFFICIO

Billie Bryant Schultz, CESCO, Inc.

Retta Miller, Jackson Walker LLP

Tom Trotter, Retired Executive

Thank you to the 2018 Board of Directors for their time and dedication to WBCS!





MEET THE WBCS STAFF

DEBBIE HURST
 President & CEO, 21 years
 I loved the city on a previous trip and want more time to explore it.

FLORENCE, ITALY

ELIZABETH GARNER
 Programs Manager, 5 years
 I would soak in the history, cenotes, the beach, and a relaxed culture.

TULUM, MEXICO

RUTH KAPANSA
 Administrative Assistant, 2.5 years
 For all of its scenic beauty and the chocolate.

SWITZERLAND

FLO COX
 Finance & Operations Manager, 18 years
 I visited twice when I was a child and would have an even greater appreciation for it now.

JAPAN

LINDSAY PITTARD
 Director of Programs, 4 years
 It's on my travel bucket list - as a child, I always wanted to ride on a double decker bus!

LONDON

JENNIFER BRANTLEY
 Certification Program Associate, 1 year
 It's home to the Wacken Open Air Festival which is on my 'must-attend-someday' list.

WACKEN, GERMANY

ANITA STEELE
 Director of Certification, 9 years
 I've always wanted to see first-hand the art of the Vatican.

ROME

KRISTIN MOORE
 Austin Regional Manager, 3.5 years
 To visit the National Art Center, Sensoji Temple, and the famous sushi restaurant, Sukiyabashi Jiro.

JAPAN

NATALIE GROFF
 Marketing and Communications Specialist, 3 months
 To see the fjords and mountains, architecture, and the northern lights!

SCANDINAVIA

KELLY POPPE
 Certification Manager, 8 years
 Beautiful crystal waters and fun water activities like snorkeling.

TURKS AND CAICOS

TAYLOR CROSBY
 Director of Marketing and Communications, 2.5 years
 It would be incredible to see animals in their natural habitat on a safari.

KENYA & TANZANIA

WHERE WOULD YOU GO IF YOU COULD GO ANYWHERE IN THE WORLD?

WHAT'S NEXT
— IN —
2019



DALLAS/FORT WORTH

Parade of Stars Awards Gala — January 31

Table Topics Luncheons — Monthly

Trade Talks* — Quarterly

Connections to Contracts* — April 10

Harvesting Partnerships — September 5



AUSTIN

Woman Entrepreneur's Exchange — January 24 & October 29

Austin Insights — July 18

Winning the Bid — September 26



* Events in red are new for 2019