

2020 Women's Business Council - Southwest

MID-YEAR IMPACT REPORT



WBCS

CELEBRATING OUR 25th Anniversary Year

- Video Blog Series

- Cheryl Stevens
- Debbie Hurst



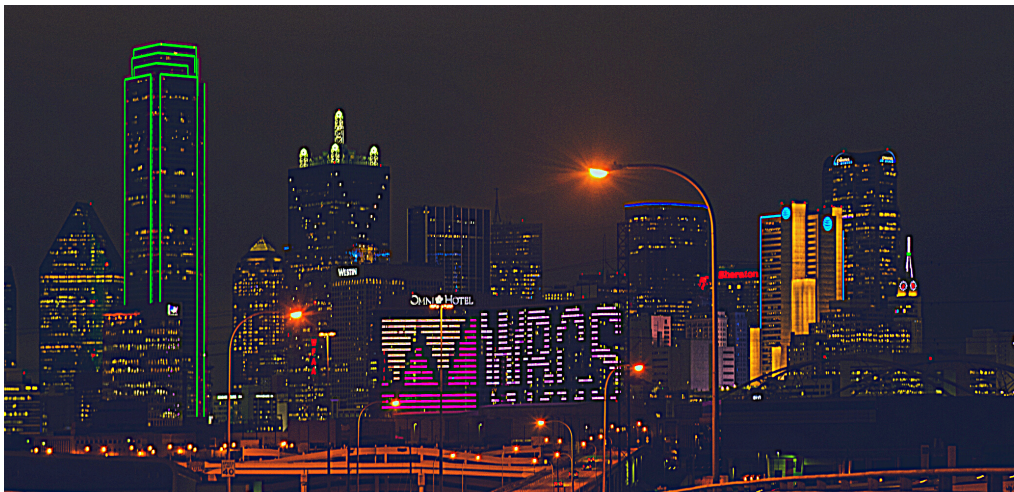
- Champion Circle

- Corporate Sponsors
- WBE Sponsors



- Commemorative T-shirts

- Omni Dallas Light Display



Parade of Stars Awards Gala Celebration

25TH ANNIVERSARY TITLE SPONSORS

TOYOTA



LOGO

WOMEN'S
BUSINESS
COUNCIL
SOUTHWEST



2020 PARADE OF STARS

Awards Gala + 25th Anniversary Celebration

We kicked off our 25th Anniversary year with a black-tie celebration at the annual Parade of Stars Awards Gala. In addition to an awards ceremony recognizing WBE and Corporate members that go above and beyond, the night featured a cocktail reception, dinner, and after party.

Gift Card Grab



Bling Box



Attendance

451

Award Winners

11

Award Nominees

71



Heads or Tails



PIVOT >

Starting in April, we moved our programs and events to virtual platforms, and added bonus opportunities for engagement.

COFFEE BREAKS

Casual small-group conversations with WBEs

- Strategies for Managing Employees
- Maximizing COVID-19 Financial Assistance
- Homeschooling While Working From Home
- Mental Health and Disconnecting
- Coping in the Sandwich Generation
- Seeing Your Business Through a Crisis
- Is Remote Working?
- Transitioning Back to the Office

Attendees: **59**

TABLE TOPICS

Virtual networking and insights from industry experts

- Building Virtual Teams
- Maximizing Repeat Business and Referrals
- Conversational Intelligence

Bonus Sessions

- Leading Effectively During a Crisis
- Communicating During COVID-19

Attendees: **216**

WOMEN OWNED WEDNESDAYS

Virtual lunch and learns for Austin WBEs

- Pivoting Your Events During a Pandemic
- Being a Female Founder
- Removing Bias from your Company

Attendees: **80**

TRADE TALKS

Industry-focused events for WBEs and Corporate Sponsors

Public Entities: City of Dallas and DCCCD

Attendees: **29**

Virtual Events

INFORMATIONAL WEBINARS

Learn more about WBCS & the benefits of certification

- Why You Should Get Certified, and Why Now is the Best Time
- Why Certifications Helps Your Business, Even If You Don't Sell To Corporations or the Government
- WBE Certification for Veteran Business Owners

Attendees: **162**

PIVOT >

www.wbcsouthwest.org

New member benefits and updated content were added on to our website to enhance the online experience both for our members, and for any women business owners looking for information and resources.

COVID-19 RESOURCE PAGE

- 2,563 Pageviews
- 50+ Resources shared



MEMBER CENTER UPDATES

- Member Promotions Center
- City Resource Guides
- Bids and Opportunity Highlights

WBE - LED TIPS AND RESOURCES

- [Tips on Seeing Your Business Through a Crisis](#)
- [Six Tips for Cultivating Client Relationships Through Email Marketing](#)
- [Email Safety Tips During COVID-19](#)
- [Strategies for Managing and Motivating Employees During a Pandemic](#)
- [7-Point Emergency Preparedness Checklist](#)

WOMEN OF COLOR MENTOR OUTREACH PROGRAM

In addition to the outreach efforts the WBCS Women of Color Committee has done over the past six years, in 2020 we started the inaugural Mentor Program. **Twenty-nine prospective WBEs and two newly certified WBEs, were matched up with our committee members for a three month program.** The mentors and mentees met at least one time per month with the goal of either providing guidance to the newly certified WBEs, or information on how to begin the WBENC application for prospective members.

PARTNERSHIP WITH THE VETERAN WOMEN'S ENTERPRISE CENTER

As part of our expanded outreach, we partnered with The Veteran Women's Enterprise Center (VWEC), which is a national initiative launched in southern Dallas to help women veteran owned businesses scale for success, **WBCS is committed to providing educational and networking programs, certification review, and business development webinars specifically targeted to veteran women business owners.** The purpose of this outreach is to increase the number of veteran women business owners who have their national WBENC certification, which is often times a requirement for doing business with the government and corporations. Through this coordinated outreach, **our goal is to launch a veteran WBE Affinity group** which will serve as an on-going resource for best practices and peer-to-peer sharing and networking for possible business opportunities.

THANK YOU!

The support from these foundations has allowed us to further our outreach and programming for women of color and women veterans.

