



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST

..... 2019 .....

# ANNUAL REPORT

## LETTER FROM THE PRESIDENT & CEO



This wraps up another spectacular year of growth for the Women's Business Council - Southwest (WBCS)! We end 2019 with over 1,200 members, 7% growth in WBE certifications, and the memories from the 20 events held for our members.

By adding 18 new Sustaining (Corporate) Members to our roster this year, we are continually building upon our mission of providing opportunities for WBEs to connect with corporate and government opportunities. We also were able to provide two new events in 2019, Connections to Contracts and Trade Talk, which received outstanding feedback. In fact, we had over 2,300 attendees at our events this year.

As we head into our 25th year, we hope you will share in the festivities! From the big celebration at our Parade of Stars Awards Gala to limited edition commemorative items you can purchase, we will bring you multiple ways to share in the excitement. 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



As I come to the conclusion of my term as Board Chairperson for the Women's Business Council - Southwest (WBCS), I am so honored to have served with such an outstanding Board of Directors and on behalf of this great organization. Over the last two years, I have been fortunate to lead our Board as we provided procurement, education, and networking programs that resulted in countless business connections and growth among our members.

Our working Board of Directors is fully focused on strategies that further engage the mission of the Council. As WBCS heads into its 25th year, I hope you will join me in celebrating the success and continuing to support the Council into the next 25 years.

**PAMELA L. BRYANT, MBA**

**SENIOR VICE PRESIDENT,  
SUPPLY CHAIN MANAGEMENT,  
PARKLAND HEALTH &  
HOSPITAL SYSTEM**

# ABOUT Us



WBCS Staff and Volunteers at Harvesting Partnerships

## MISSION STATEMENT —

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

## WHO IS THE WOMEN'S BUSINESS COUNCIL – SOUTHWEST (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).

## CERTIFICATION BASICS —

### Who qualifies?

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

### 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)

# SOCIAL MEDIA



486

Instagram  
Followers



71,300

Website Page  
Views



1,646

Facebook  
Followers



9,960

Blog Page  
Views



1,860

LinkedIn  
Followers



45,300

Twitter  
Followers

# MEMBERSHIP BENEFITS

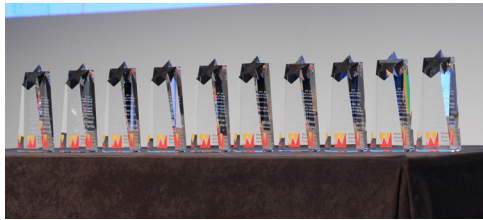
- Access to the Member Directory
- Bids and Opportunities
- Spend Reports (\$10.3 Billion Reported Among WBCS Members in 2018 Survey)
- Use of the Certified WBE Seal & Women Owned Logo
- Awards and Recognition
- Sponsorship Opportunities
- Discounted Event Tickets
- Vendor Sourcing Assistance
- Access to Corporate Supplier Diversity Events
- WBE Specific Funding & Training Opportunities

**WOMEN<sup>TM</sup>  
OWNED**





# 2019 IN REVIEW



# STATE OF WOMEN-OWNED BUSINESSES (NATIONWIDE\*)

13

MILLION  
Women-Owned Businesses

42%

OF BUSINESSES IN THE U.S.  
Are Owned by Women

9.4

MILLION PEOPLE ARE EMPLOYED  
by Women-Owned Businesses

\$1.9

TRILLION REVENUE  
Generated by Women-Owned Businesses

BETWEEN 2014 AND 2019,  
the number of women-owned businesses climbed  
21% to a total of nearly 13 million

Firms owned by women of color grew at  
DOUBLE that rate (43%)

As of 2019, women of color account for 51% of all  
women-owned businesses

## FASTEST GROWING INDUSTRIES BY REVENUE



Accommodations &  
Food Service



Transportation &  
Warehousing



Professional, Scientific &  
Technical Services



Healthcare & Social  
Assistance



Construction



“My best advice to women who are considering WBE certification is to absolutely apply. Find one program that excites you, get involved, and connect to WBEs, WBCS staff, and Corporate members. WBCS is a central place to gain business development insights, focus on your organization’s vision, and surround yourself with positive people.

CHANEL CHRISTOFF DAVIS  
CEO & PRESIDENT OF DAVIS DAVIS & HARMON LLC



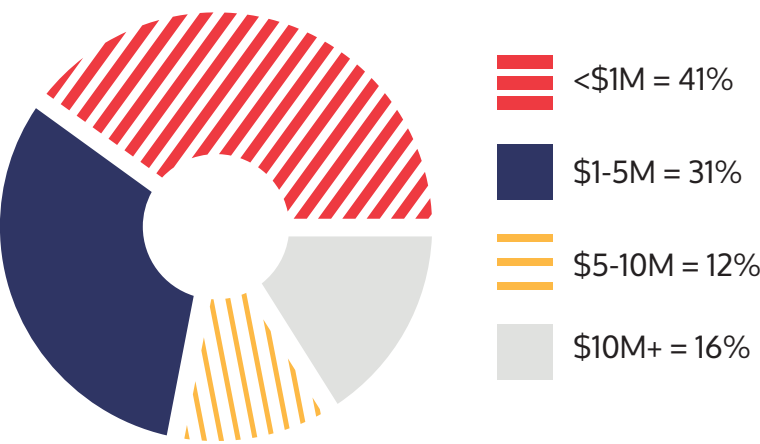
# WBCS MEMBER DATA

- 1,200 Members strong
- 7% Growth in WBE certification
- 793 = Number of WBEs in business 10+ years
- 47,140 = Total number of employees at WBE companies
- **\$11,181,444,295 = Total WBE gross revenue**

## MOST REPRESENTED INDUSTRIES —



## MEMBERSHIP BY REVENUE —



*“Women’s Business Council– Southwest has provided me the support system in terms of the network, resources, and opportunities to learn, get inspired and expand business. This was much needed for me as I was trying to maneuver through the small business world and find a strategic position for FSGS in the market.”*

INDU SANKA, PRESIDENT / CEO,  
FIRST SIGNS GRAPHIC SOLUTIONS

## 2019 WOMEN WORKING TOGETHER AWARD



## DONE DEAL

Mixed Media Creations and FIRST SIGNS Graphic Solutions collaborated to manage a complete overhaul and rebrand of a large student living community. The client was excited about the new designs, but had hit a standstill while trying to work with local vendors for installation of the designs on signage throughout the building. Their companies worked closely together to ensure the design translated perfectly, while keeping with their high standards for quality and customer service.

SUSIE CARTER, PRESIDENT,  
MIXED MEDIA CREATIONS

INDU SANKA, PRESIDENT / CEO,  
FIRST SIGNS GRAPHIC SOLUTIONS

# SUSTAINING (CORPORATE) MEMBERS

\*Denotes participation in voluntary 2018 WBCS Spend Survey



“The value of our strategic partnership with WBCS goes beyond advancing our supplier diversity initiatives. DFW Airport is dedicated to working with WBEs because they drive how we achieve our overall strategic objectives.”

SUZANNE CRUZ-SEWELL,  
ASSISTANT VICE PRESIDENT,  
BUSINESS DIVERSITY &  
DEVELOPMENT DEPARTMENT,  
DFW INTERNATIONAL  
AIRPORT

*1218 Global	JE Dunn Construction
Alcon - a Novartis Company	JPS Health Network
Allstate Insurance Co.	*Lockheed Martin
Amegy Bank	Muckleroy & Falls
*American Airlines	Munck Wilson Mandala, LLP
Arkansas Economic Development Commission	*Nokia Corporation
*AT&T	North Texas Commission
Austin Commercial	*North Texas Tollway Authority
Austin Community College	*Oncor
Austin Independent School District	*Parkland Health & Hospital System
Bank of America Merrill Lynch	Pearson
*Baylor Scott & White Health	*PepsiCo, Inc.
The Beck Group	*Raytheon - Space and Airborne Systems
*BNSF Railway	Robert Half International, Inc.
*Cappgemini US LLC	Sandia National Laboratories
Capital Metropolitan Transportation Authority	*Shell Oil Company
Capital One	Simmons Bank
Center for Women Entrepreneurs at TWU	*Southwest Airlines Company
CenterPoint Energy	Talent Software Services, Inc.
Chevron	Tarrant Regional Water District
*City of Dallas	*Texas Instruments
City of Fort Worth	Texas Rangers
Communications Test Design, Inc.	Texas Women's Foundation
*Dallas Area Rapid Transit	*Toyota
Dallas Convention & Visitors Bureau	*Trinity River Vision Authority
Dallas County	Tyson Foods, Inc.
*Dallas County Community College District	University of North Texas System
Dallas Independent School District	University of Phoenix
*Dell Technologies	*UPS
*DFW International Airport	Vasant Corporation
DunAn Microstaq	Visa, Inc.
*Ericsson	*Vistra Energy
Express Scripts/Cigna	Vizient
Federal Reserve Bank of Dallas	Walmart Stores, Inc.
Federal Home Loan Bank of Dallas	*Women's Enterprise Texas
*FedEx Office	Windstream Communications, Inc.
*Fluor Corporation	WiNGS
Frost Bank	XM Performance
*GSD&M	
Herzog Contracting Group	
*IBM	
Istation	
Jackson Walker LLP	
*JCPenney Company	



# SUSTAINING (CORPORATE) MEMBER DATA

82 18 28% \$10,370,696,800

SUSTAINING  
(Corporate)  
Members

NEW  
MEMBERS  
in 2019

GROWTH  
in Sustaining  
(Corporate)  
Members

SPENT with WBEs



MOLLY SANDLIN,  
PRESIDENT OF CAET  
PROJECT MANAGEMENT  
CONSULTANTS

“Attending WBCS events have provided the opportunity to introduce me and my business to corporations that I may not otherwise have had the chance to meet. A recent introduction to a Sustaining (Corporate) Member at an event led to a conversation that eventually turned into a contract.

## DONE DEAL: CAET AND ONCOR —

CAET Project Management Consultants, LLC (CAET PMC) is providing Oncor with dedicated project management and owner representation services to oversee renovation and new-build facility projects across Texas. Molly Sandlin (CAET PMC) and Grace Hastings-Case (Oncor) first met at Harvesting Partnerships more than 2 years ago, and continued to grow their relationship over many conversations at WBCS hosted events. This led to introductory meeting with Oncor’s facilities group and eventually to a contract negotiation.

## SUSTAINING (CORPORATE) MEMBER INDUSTRIES —

GOVERNMENT COMMUNICATIONS CONSTRUCTION  
HEALTH CARE ENERGY AEROSPACE EDUCATION  
OIL & GAS LEGAL  
ENGINEERING RETAIL  
TECHNOLOGY  
MANUFACTURING OTHER FINANCIAL  
TRANSPORTATION

# EVENTS & RECOGNITION



## PARADE OF STARS AWARDS GALA

Semi-formal evening event honoring Women's Business Enterprises and Sustaining (Corporate) Members

## CONNECTIONS TO CONTRACTS

Procurement-focused full-day event featuring corporate roundtable sessions, a keynote luncheon, networking, and more

## HARVESTING PARTNERSHIPS

Half-day conference focused on WBE-led roundtables and Lillie Knox Investment Awards presentations

## TRADE TALKS

Quarterly WBE member only industry-focused events  
**2019 Industries:** Transportation/Logistics, Government, Energy, & Technology

## TABLE TOPICS

Monthly luncheons featuring various speakers and open networking



## ADDITIONAL EVENTS

- WOMAN ENTREPRENEUR'S EXCHANGE
- AUSTIN INSIGHTS
- WINNING THE BID
- REGIONAL AND INDUSTRY SPECIFIC HAPPY HOURS
- WOMEN OF COLOR BUSINESS MIXERS







## 2019 PARADE OF STARS AWARD WINNERS

### CORPORATION OF THE YEAR

*DFW International Airport*

### BUYER OF THE YEAR

*Cody Kuhne, American Airlines*

### CORPORATE ADVOCATE OF THE YEAR

*Grace Hastings-Case, Oncor*

### WBE OF THE YEAR (OVER \$20 MILLION)

*Prestige Maintenance USA*

### WBE OF THE YEAR (\$5 TO \$20 MILLION)

*Anderson Asphalt & Concrete Paving*

### WBE OF THE YEAR (UNDER \$5 MILLION)

*Demand Lighting*

### WBE RISING STAR

*FIRST SIGNS Graphic Solutions*

### WBE ADVOCATE OF THE YEAR

*Patricia Rodriguez Christian, CRC Group*

### WBE VOLUNTEER OF THE YEAR

*Hul Kenney, Employment Screening Services*

### REGIONAL VOLUNTEER OF THE YEAR

*Melinda Zito O'Brien, Energy Utility Group*

### CORPORATE VOLUNTEER OF THE YEAR

*Suzanne Cruz-Sewell, DFW International Airport*

## LILLIE KNOX

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.



INDU SANKA,  
FIRST SIGNS  
GRAPHIC SOLUTIONS

MOLLY SANDLIN,  
CAET PROJECT  
MANAGEMENT  
CONSULTANTS

DARLENE TEMPLETON,  
TEMPLETON &  
ASSOCIATES

## LILLIE KNOX DONORS —

### \$2000

BNSF Railway  
Lockheed Martin  
Oncor  
PepsiCo  
Texas Instruments

### \$1000

American Airlines  
AT&T  
Cheryl Stevens  
Davis Davis & Harmon LLC  
Dell Technologies  
Ericsson  
Fluor  
Nokia Corporation  
Vistra Energy  
Washita Valley Enterprises

### \$500

Debbie Dennis  
JCPenney Company  
Karen Thompson  
Parkland Health & Hospital System  
Q2 Marketing Group

### \$250

Anderson Asphalt & Concrete  
Paving  
Argent Associates  
Bullseye Database Marketing  
CFJ Manufacturing  
CRC Group  
Guaranteed Express  
Hanger  
Mixed Media Creations  
Painters USA  
Prestige Maintenance USA

Ricochet Fuel Distributors  
The Software Vault

### \$100

A La Carte Catering & Cakes, Inc.  
A. Miller Consulting Services  
DCG Environmental, LLC  
DFS Fire Systems  
DFW Movers & Erectors, Inc.  
ELTEC  
Evolving Texas  
Fast-Trak Construction  
Firemans Paving Contractors  
Fit to Print  
Laguna Media Group  
Lynn Scott  
Novare Texas  
The TransSynergy Group  
Woodwright Hardwood Floor Co.  
WordPlay PR & Marketing  
Workplace Resource Group

### \$50 AND BELOW

A Better Answer Call Centers  
AGResearch.info  
Air Mechanix, LLC  
Airport Technical Support  
B&H Office Solutions, LLC  
BEU, LLC  
BFX Fire Apparatus  
Bravo! Entertainment  
Centrex Contract Flooring  
Dallas Fan Fares, Inc.  
Extreme Innovations Inc  
Fittings  
Happy Playgrounds  
Harris Composites  
Homestead Creatives

Hudson Peters Commercial  
IngenuitE  
KLS Media  
Label Systems, Inc.  
Mastercraft Printed Products &  
Services, Inc.  
NOW Specialties, Inc.  
NSA  
Numbers Only  
Quality Assurance Management  
Richardson Mechanical  
RMP Temps Incorporated  
Rose + Porterfield  
S.Y.B. Construction Company  
Sarabia's Portable Jons  
Seaman Group Plastics  
Southern Champion  
Sovereign Mortgage Services  
SpinSci Technologies, LLC  
Talent101, Inc.  
Tam's Glass Company, Inc.  
Tech Safety Lines, Inc.  
Themesoft, Inc.  
ThisWay Global, LLC  
Thompson Electric, Inc.  
Turtle & Hughes, Inc.  
W.O.E. Construction, Inc.  
Weatherproofing Services, LLC

# WBENC PARTNERSHIP

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.

WBCS members are eligible to participate in WBENC programming:

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



WOMEN'S BUSINESS ENTERPRISE  
NATIONAL COUNCIL

**JOIN FORCES. SUCCEED TOGETHER.**

## 2020 WBE STAR —



Rosa Santana, Founder and Chief Executive Officer of Integrated Human Capital and Diversa, LLC was nominated by WBCS for the 2020 WBENC WBE Star Award, which is presented at Summit and Salute.

## WBCS FORUM REPRESENTATIVES —

Patricia Rodriguez Christian  
(Forum Chair)

Reena Batra

Jennifer Blakeney

Cathi Coan

Sharon Evans

Kathleen Hunt

Keeli Jernigan

Betty Manetta

Carrie Martinez

Claudia Mirza

Terri Quinton

Royalyn Reid

Silvana Rosero

Rachel Sanchez

Rosa Santana

Billie Bryant Schultz

Andrea Tsakanikas

Patti Winstanley





## WHAT IS THE WOMEN OWNED LOGO?

The logo was created to bring consumer recognition of products created by women-owned businesses on store shelves both in the U.S. and international markets. The goal of the Logo is to make consumers around the world aware of the great products and services from women-owned businesses, and in turn help these women continue to grow their businesses.



*"We were one of the first to use the Women Owned logo at Walmart. My buyer was impressed with it and I ended up on a panel of 3 current suppliers representing Women-Owned businesses at the Walmart Economic Empowerment Summit in Washington DC."*

THERESA MOTTER,  
VAN'S KITCHEN



*"Some consumers that buy my products get extra comfort knowing it's a women-owned business. And while it may not be the primary buying decision, it's a way to show you support the Women Owned sisterhood."*

MERRILEE KICK,  
BUZZBALLZ



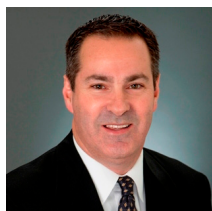
SUPPORT THE CORPORATIONS THAT SUPPORT  
WOMEN-OWNED BUSINESSES



# 2020 INCOMING BOARD OF DIRECTORS

\*Newly elected for 2020

## OFFICERS —



**CHAIRPERSON**

**Joe Mossinger**

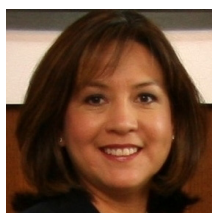
*Toyota*



**1ST VICE  
CHAIRPERSON**

**Leigh Ann Vernon**

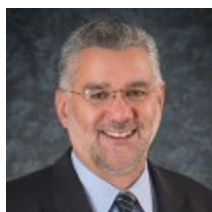
*BNSF Railway*



**2ND VICE  
CHAIRPERSON  
& PARLIAMENTARIAN**

**Suzanne Cruz-Sewell**

*DFW International Airport*



**TREASURER**

**Mike Wheeler**

*Fluor*



**SECRETARY**

**Grace Hastings-Case**

*Oncor*



**WBCS  
PRESIDENT &  
CEO**

**Debbie Hurst**

## DIRECTORS —

Wendy Webster, *American Airlines*

Betty Manetta, *Argent Associates, Inc.*

Heather Ramsey, *AT&T*

Tyler Pope, *Bank of America Merrill Lynch*

\*Jennifer Clark, *Baylor Scott & White Health*

\*Molly Sandlin, *CAET Project Management*

Rodney Paul Dickens, *Capgemini US, LLC*

Kimberly Bizar Tolbert, *City of Dallas*

Carrie Martinez, *CM Productions Inc.*

Andrea Tsakanikas, *CrewFacilities.com*

\*Chanel Christoff Davis, *Davis Davis & Harmon LLC*

Charlene Wiegrefe, *Dell Technologies*

James McCombs, *Ericsson*

\*Jennifer Schaumburg, *Fuse Solutions*

Michael Robinson, *IBM Corporation*

Rosa Santana, *Integrated Human Capital*

Pam Mortensen, *JCPenney Company*

Vince Feck, *Lockheed Martin*

Michelle Boggs, *MUTTS Franchise, LLC*

Jeni Rajbhandari, *Nokia Corporation*

Pamela Bryant, *Parkland Health & Hospital System*

April Brickey, *PepsiCo, Inc.*

\*Rachel Sanchez, *Prestige Maintenance USA*

Terri Quinton, *Q2 Marketing Group*

Pam Glover, *Southwest Airlines Co.*

Jeff McLaughlin, *Texas Instruments*

Beth McConahay, *UPS*

Carrie Kirby, *Vistra Energy*

Don McKneely, *TexCorp*

Patti Winstanley, *Winstanley Consultants*

## EX-OFFICIO —

Sharon Evans, *CFJ Manufacturing*

Patricia Rodriguez Christian, *CRC Group*

Retta Miller, *Jackson Walker*

Billie Bryant Schultz, *CESCO, Inc.*

Cheryl Stevens, *Retired Executive*

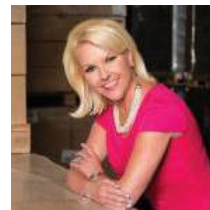
Tom Trotter, *Retired Executive*

## RETIRING —



Royalyn Reid

*Consumer and Market  
Insights (CMI)*



Keeli Jernigan

*Trans-Expedite Inc.*

THANK YOU TO THE 2019 BOARD OF DIRECTORS  
FOR THEIR TIME AND DEDICATION —





# MEET THE WBCS STAFF



## WHAT'S A PIECE OF ADVICE YOU WOULD GIVE TO YOUR YOUNGER SELF?



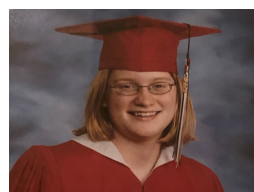
**TAYLOR CROSBY**  
Director of Marketing and Communications

"Be confident and always try new things."



**DEBBIE HURST**  
President & CEO

"Spend less time in the sun and lose the baby oil as suntan lotion."



**KELLY POPPE**  
Certification Manager

"Slow down and truly enjoy high school. Don't try to rush through the years and phases of life because you will miss them when you get older."



**JENNIFER BRANTLEY**  
Certification Associate

"Don't be too proud to ask for help."



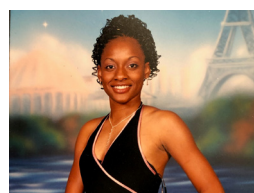
**ANITA STEELE**  
Director of Certification

"Don't just set long range goals for things that need to be done, also set goals for fun and adventure."



**NATALIE GROFF**  
Marketing Manager

"It's ok if you don't know what you want to do with your life at 18. Give yourself time to figure it out."



**SADE ATKINSON**  
Administrative Assistant

"Stay focused on your goals. You have your whole life ahead of you so no need to settle down so fast."



**FLO COX**  
Finance and Operations Manager

"When you take your last breath only one thing will matter and that is that your name is written in the Lamb's Book of Life."



**ELIZABETH GARNER**  
Programs Manager

"Trying is more important than fear!"



**LINDSAY PITTARD**  
Director of Programs

"Don't worry about where you should be, enjoy where you are."



**SHAWN WILLS**  
Vice President, Operations & Strategy

"Take a leap of faith in yourself and follow your passion. You can't be paralyzed by the fear of failing"

WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST



Anniversary Signature Sponsors



CELEBRATE 25 YEARS WITH US!

# WHAT'S NEXT IN 2020

## DALLAS/FORT WORTH

PARADE OF STARS AWARDS GALA — February 4

CONNECTIONS TO CONTRACTS — April 14

HARVESTING PARTNERSHIPS — September 3

TRADE TALK — March, June, October, and December

TABLE TOPICS LUNCHEONS — Monthly from February - November



## AUSTIN

AUSTIN INSIGHTS — May 21

\*CONNECTIONS TO CONTRACTS — AUSTIN — September 24

\*TRADE TALK - AUSTIN — January and October

\*New for 2020

[WWW.WBCSOUTHWEST.ORG](http://WWW.WBCSOUTHWEST.ORG)