

Corporate Member Toolkit



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

Welcome!

Welcome to the Women's Business Council – Southwest (WBCS). We are happy to have your organization as a Corporate Member. Since our inception in 1995, our mission has been to increase the value of women-owned businesses by providing certification, advocacy, and mutually beneficial business opportunities for our members and affiliates. By taking advantage of WBCS educational programs, procurement opportunities and networking events throughout the calendar year, you will have the opportunity to connect with WBEs who can help you meet your supplier diversity goals.



*Debbie Hurst
President and CEO, Women's
Business Council – Southwest*

To assist you along the way we have compiled helpful information in the form of a toolkit with tips and best practices regarding our programs, community engagement, online tools, and more. In addition, I would be happy to answer any questions you may have about WBCS.

We are proud you are joining us in supporting women business owners achieving their greatest success.

Thank you for joining WBCS!

Sincerely,

Debbie Hurst



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Overview

What is Supplier Diversity?

The encouragement of companies to utilize a diverse supplier base when seeking suppliers and filling procurement needs. This would include companies underrepresented in the supply chain, such as those owned and operated by women, ethnic minorities, or veterans. Goals are set to do a percentage of purchasing specifically from underrepresented companies.

Why do companies care?

- A diverse supplier base brings greater competition resulting in greater innovation, creativity, and pricing
- Sets positive corporate image
- Job creation in local economy
- Potential for increased revenue by targeting new market
- Possible federal or customer requirements

Acronyms To Know

- WBCS – Women’s Business Council – Southwest
- WBENC – Women’s Business Enterprise National Council
- WBE Member – Women’s Business Enterprise
- Corporate Member – Corporations, Government Entities, Non-Profits, etc.
- RPO – Regional Partner Organization

You may be wondering, how are WBCS and the Women’s Business Enterprise National Council (WBENC) connected? Here is a brief overview of the organizations.



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Women's Business Enterprise National Council (WBENC)

The Women's Business Enterprise National Council (WBENC), created in 1997, is the largest certifier of Women's Business Enterprises (WBEs) in the US and a leading advocate for women business owners and entrepreneurs. The organization is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. WBENC, a 501(c)3 nonprofit organization, developed nationally recognized Women's Business Enterprise (WBE) certification standards. WBENC partners with 14 Regional Partner Organizations (RPOs), such as the Women's Business Council - Southwest (WBCS), authorized to administer the world-class certification. WBENC holds two annual events nationally, Summit & Salute and the National Conference & Business Fair. Additional national programs through WBENC include the naming of America's Top Corporations for Women Business Enterprises, the administration of the Dorothy B. Brothers Executive Scholarship Program, and the Tuck-WBENC Executive Program. Website: www.wbenc.org

Regional Partner Organizations (RPO)

WBENC has 14 Regional Partner Organizations (RPOs) that administer WBE Certification across the United States. Collectively, RPOs have certified over 17,000 WBEs nationwide. They also provide business training, networking, and matchmaking services throughout the year.



Women's Business Council - Southwest (WBCS)

Headquartered in Irving, Texas with a satellite office in Austin, Texas, the Women's Business Council - Southwest (WBCS) is a 501(c)3 non-profit organization dedicated to increasing the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities for our members and affiliates. With about 1,200 Women's Business Enterprise (WBE) Members and over 80 Corporate Members, WBCS is in its 26th year of providing national certification to women-owned businesses. WBCS administers the national certification on behalf of the Women's Business Enterprise National Council (WBENC) for the following states: north and central Texas, Oklahoma, Arkansas, and New Mexico. WBCS has two types of members, WBEs and Corporate Members. The WBE certification (and recertification) fee fulfills the annual membership dues and is based on revenue size. Corporate Membership dues are based upon employee size. Both memberships include access to the WBCS membership directory, reduced member pricing for events, event sponsorship availability, volunteer opportunities, and recognition eligibility.

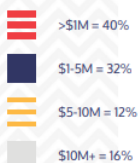
Website: <http://www.wbcswest.org/>

WBCS Women Business Enterprise (WBE) Members

WBCS WBE Members represent a wide range of demographics including size, industry, revenue size, etc.

- \$12.4 billion - WBE total gross annual revenue in 2020
- 65% of WBEs in business 10+ Years

Membership by Revenue



Most Represented Industries



Advertising



Construction



Consulting



IT



Manufacturing

WBCS Corporate Members

Corporate Members include corporations, businesses, government entities, institutions, and other organizations.

For the most up-to-date list, visit <https://wbcsouthwest.org/join/procurement-professional>

Alcon	Istation
Allstate Insurance Co.	Jackson Walker, LLP
American Airlines	JCPenney Company, Inc.
AT&T	JE Dunn
Austin Commercial	JPMorgan Chase
Austin Community College	JPS Health Network
Bank of America Merrill Lynch	Lockheed Martin
Baylor Scott & White Health	Mckinley Packaging Company
BNSF Railway Company	Nokia Corporation
Brinks, Inc.	North Texas Commission
Capgemini US LLC	North Texas Tollway Authority
Capital Metropolitan Transportation Authority	Oncor
Capital One	Parkland Health & Hospital System
Celanese	PepsiCo, Inc.
Center for Women Entrepreneurs at TWU	Raytheon Technologies
CenterPoint Energy	Shell Oil Company
Chevron	Simmons Bank
City of Dallas	Southwest Airlines Co.
City of Fort Worth	Tarrant County
Communications Test Design, Inc.	Tarrant Regional Water District
ConocoPhillips	Texas Capital Bank
Dallas Area Rapid Transit	Texas Instruments
Dallas College	Texas Rangers
Dallas Convention and Visitor Bureau	Texas Women's Foundation
Dallas County	The Beck Group
Dallas Independent School District	Toyota
Dallas Wings	TriNet
Dell Technologies	Tyson Foods, Inc.
DFW International Airport	University of North Texas
DunAn Microstaq	UPS
Ericsson	Vistra
Express Scripts/Cigna	Vizient
Federal Home Loan Bank of Dallas	Walmart Stores, Inc.
Federal Reserve Bank of Dallas	Windstream Communications, Inc.
Fluor Corporation	WiNGS
Frost Bank	Women's Enterprise Texas
GSD&M	XM Performance
IBM Corporation	



Engaging in Our Community

Keep an eye out for event invitations that will automatically be emailed to your primary contact. For specific dates and registration information, go to www.wbcsouthwest.org/events.

To be responsible stewards of your well-being, all events will be held virtually through the end of June 2021. At that time, we will re-evaluate based on CDC guidelines. Whether in-person or virtual, all are welcome to attend our events.

Capacity Building Programs

Annual Meeting and Celebration (November 2021)

Year-end celebration. This event features a WBCS year-in-review presentation, recognition of special member achievements, and a networking reception.

Austin Insights (July 2021)

Educational offering. This evening program features a c-suite keynote address, community partner resources, and a networking reception.

Austin Women Owned Wednesdays (Monthly)

Educational offering. This event features networking and a keynote presentation focused on a business topic relevant to the Austin community. There are 10 luncheons in 2021, held January through October, typically on the fourth Wednesday of the month.

Table Topics Luncheons (Monthly)

Educational offering. This event features networking and a keynote speaker focused on communication, business development, or personal development. There are 10 luncheons in 2021, held February through November, typically on the second Tuesday of the month.

Mentoring and Outreach Programs

Harvesting Partnerships (September 2021)

Half-day educational conference that highlights the skillsets of WBCS WBEs. This event features a keynote address, the Lillie Knox Investment Award presentation, WBE-led round-table discussions on business themes (i.e. marketing, legal, human resources, etc.), and a networking reception.

Outreach Events and Programs (Bi-Annual Per Affinity Group)

Outreach initiatives are held in different capacities throughout the year targeting specific affinity groups. The events will include networking and a panel discussion/presentation on the benefits of WBE certifications.

Prospective WBE Info Sessions (Monthly)

Outreach initiative. Each info session features a panel of corporate members, WBEs, and/or community partners who discuss and answer questions on the benefits of WBE certification. This event is open to the public, but our target audience is prospective WBEs.

Women of Color Mentor Program (Three-Month Program)

Three-month program that matches prospective women of color business owners with a current WBE or corporate member as a mentor. The mentors serve as ambassadors throughout the certification process while the prospects/newly certified WBEs are learning more about the Council. In addition to meeting with the mentor at least once per month (per the mentor's schedule), there is also a kick-off networking reception as well as a closing reception.

Procurement Programs

Connections to Contracts (April 2021)

Procurement-focused event connecting women-owned businesses with corporations and each other. This virtual offering features a welcome reception, corporate roundtable procurement discussions, a c-suite executive keynote address, industry tracks, exhibitor booths featuring select sponsors, and small group and one-on-one networking.

Connections to Contracts - Austin (September 2021)

Procurement-focused event connecting women-owned businesses with corporations and each other. This event features a networking breakfast, corporate roundtable procurement discussions, and a business development workshop.

Regional/Neighborhood Business Mixers (Quarterly)

Open networking opportunity. This event has no formal programming. It is simply a time for women-owned businesses and corporations across our four-state region to connect.

WBE Industry Business Mixers (Quarterly per Industry)

Open networking opportunity. This event has no formal programming. It is simply a time for women-owned businesses in a particular industry to connect.

Opportunities for Recognition

Volunteer Opportunities

WBCS encourages its members to get involved, and committee participation is an excellent way to utilize your membership, meet fellow members, and support the mission. We have several different on-going committees with varying amounts of commitments. To learn more, visit www.wbcswest.org/events/volunteer.

Parade of Stars Awards (postponed until 2022)

At our annual Parade of Stars Awards Gala, we recognize Corporate Members who go above and beyond to ensure the success of certified women-owned businesses. Apply for the awards and gain recognition and exposure for your supplier diversity program.

WBCS Sponsorships

WBCS sponsorships are available for all events and vary in size. Depending on sponsorship level, recognition may include mentions in brochures, emails, press releases, social media announcements, event signage, invitations, pop-up banners, newsletters, webpages, directories, opening remarks, and more. In-kind support opportunities are available as well.

To download the WBCS sponsorship menu, including a complete list of available sponsorships, go to www.wbcswest.org/sponsorship. To become a sponsor, please contact Lindsay Pittard, WBCS Director of Programs, at lpittard@wbcswest.org or (817) 299-0566 Ext. 207.

Done Deals™

A Done Deal™ is any business transaction completed between members of the Council: Corporate Member to WBE or WBE to WBE. Done Deals™ are an important measurement tool to track procurement opportunities between WBCS members. Submit your Done Deal™ details through the Done Deals form in the WBCS Member Center or email them to Natalie Groff, (ngroff@wbcswest.org). Provide information about the deal including how the business originated and any quotes you would like featured. To view past Done Deals, visit our blog.



Opportunities for Recognition (cont.)

Spend

WBCS collects WBE Spend information from members on an annual basis. All spend reporters will be recognized at Connections to Contracts.

The WBCS Spend program assists with:

- quantifying membership ROI
- sharing the commitment to WBE utilization
- recognizing diverse Spend leaders throughout the region

Submit your Spend with any third-party certified WBE (no self-certified WBEs), they do not need to be a member of WBCS, through our Member Center. Questions? Contact Natalie Groff at ngroff@wbcsouthwest.org.

WBENC National Programs and Events

Scheduling has changed for 2021, visit www.wbenc.org to learn about upcoming events

Summit & Salute

Summit & Salute is a comprehensive two-day program that focuses on the evolution of supply chain diversity in today's economy, as well as information about business forecasts, market trends and best practices. This event has two important goals:

- 1) Summit: WBENC brings together America's leading corporations, government agencies, women business owners and strategic partner organizations.
- 2) Salute: WBENC honors award-winning Women's Business Enterprise (WBE) Stars for their achievements and leadership, as well as America's top corporations.

Find more information at <http://summit.wbenc.org>.

National Conference & Business Fair

The WBENC National Conference & Business Fair offers the BEST opportunity of the year for your business to exhibit alongside more than 250 of the world's largest corporations, government agencies and women-owned businesses committed to doing business with WBENC-Certified Women's Business Enterprises (WBEs).

Find more information at <http://conf.wbenc.org>.

WBENC's Women's Business Enterprise Stars

Fourteen exemplary women business leaders step into the spotlight to receive the nation's premier award for excellence among women's business enterprises (WBEs) bestowed by WBENC at its national Summit & Salute. WBE Stars are selected by WBENC's 14 Regional Partner Organizations (RPOs) that administer WBENC's world-class certification of WBEs in each of their territories. WBENC's Women's Business Enterprise Stars illustrate this country's vital ability to build successful businesses. The women's strategic vision, business acumen, and sheer talent combine to meet their corporate clients' complex needs and propel our economy forward.



Online Tools

Online Member Center

As a WBCS member, your login information provides access to the exclusive Member Center of the WBCS website. If you have not done so already, you can create an account to gain access to the Member Center. Accounts are approved on a weekly basis. If you do not know your password and/or would like to reset your password please submit a request using your username on the login page.

The WBCS Member Center includes:

- Online member database
- Opportunity to view and submit bid opportunities, Done Deals™, and Spend reports
- Quick links to event pages, member resources, and volunteer opportunities

If you have any questions, please contact Natalie Groff, WBCS Marketing Manager at ngroff@wbcsouthwest.org or (817)405-2273.

WBCS Communication

Newsletter

The WBCS newsletter is your monthly source for information on issues that are relevant to our members. Members are automatically subscribed to our newsletter, but if you would like anyone else at your organization to receive it, contact Natalie Groff, ngroff@wbcsouthwest.org.

Blog

Check out the WBCS blog to learn from our members on a variety of topics including industry tips, advice for getting the most out of WBCS membership, business success stories, supplier diversity updates, and more. In addition, WBCS staff will post information regarding Council news, event highlights, program changes and member recognition. To view the blog, go to www.wbcsouthwest.org/blog.

Social Media

Join the WBCS conversation on LinkedIn, Facebook, Instagram, and Twitter. Don't forget to hashtag **#WBCSevent** if you're posting from one of our events! Click below to connect with us!

- <https://www.facebook.com/wbcsouthwest/>
- <https://twitter.com/WBCSouthwest/>
- <https://www.linkedin.com/company/wbcsouthwest>
- <https://www.instagram.com/wbcsouthwest/>

WBENCLink2.0

WBENCLink2.0 is the online database for all WBEs. As a regional corporate member, you will only have access to the WBEs in your region. However, if your organization is also a national WBENC member, you will be able to see all WBENC certified WBEs in the country. You should have received your WBENCLink2.0 login information from Flo Cox, if you did not, please email her at fc Cox@wbcsouthwest.org. If you would like to attend an online training for WBENCLink2.0, visit <https://wbenc.wbenclink.org/> and click on the blue button titled "See our Upcoming Schedule". Here you will be able to select from upcoming training times.

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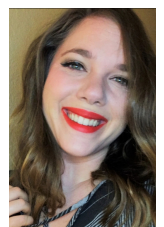
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