

Women's Business Council - Southwest

2021 ANNUAL MEETING



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

Announcing the 2022

Board of Directors

2022 Officers for the Board of Directors



Chairperson
Joe Mossinger
Toyota



1st Vice Chairperson
Leigh Ann Vernon
BNSF Railway



2nd Vice Chairperson
& Parliamentarian
Suzanne Cruz-Sewell
DFW International Airport



Secretary
Grace Hastings-Case
Oncor



Treasurer
April Brickey
PepsiCo

Newly Elected Board Members



Michelle Ray
Absolute Facility Solutions



Brittany Stovall
Assured Quality Systems



Margie Aguilar
ISP Creative



Reena Batra
Software Professionals, Inc.

Re-Elected for a Subsequent Term



Melanie Romack
ConocoPhillips



Andrea Tsakanikas
CrewFacilities.com



Suzanne Cruz-Sewell
DFW International Airport



Michael Robinson
IBM



April Brickey
PepsiCo



Pam Glover
Southwest Airlines Co.



Joe Mossinger
Toyota

Ex-Officio Board Members



Michelle Boggs
MUTTS Franchise LLC



Sharon Evans
CFJ Manufacturing, LP



Patricia Rodriguez Christian
CRC Group, Inc.



Debbie Hurst
Retired Executive



Retta Miller
Jackson Walker



Tom Trotter
Retired Executive



Billie Bryant Schultz
CESCO, Inc.



Cheryl Stevens
Retired Executive

Thank You to our Retiring Board Members!



Terri Quinton
Q2 Marketing Group



Betty Manetta
Argent Associates



Patti Winstanley
Winstanley Consultants



Joleen Goronkin
People and Performance
Strategies



Rodney Paul Dickens
Capgemini



Pam Mortenson
JCPenney



Jeff McLaughlin
Texas Instruments



Mike Wheeler
Ex-Officio

Encore Council

Co-Chair



Sharon Evans
CFJ Manufacturing, LP

Co-Chair



Patricia Rodriguez Christian
CRC Group, Inc.

Mark Artigues, *Coca-Cola Southwest Beverages*

Donna Butterfield, *Frost Bank*

Larry Caldwell, *High Pointe Advisors LLC*

Cathi Coan, *Techway Services, Inc.*

Jesse Crawford, *Dallas County*

Donna Erhardt, *Ampcus Incorporated*

Valerie Freeman, *Imprimis Group, Inc.*

David Gifford Robinson, *Ericsson, Inc.*

Keeli Jernigan, *Trans-Expedite, Inc.*

Mark Miller, *Retired Executive*

Robin Pulford, *Retired Executive*

Royalyn Reid, *Consumer and Market Insights (CMI)*

Robbi Rice Dietrich, *Retired Executive*

Lynn Scott, *Retired Executive*

Kathryn Shrum-Stockdale, *Secure On-Site Shredding, Inc.*

Dana Squires, *Retired Executive*

Cheryl Stevens, *Retired Executive*

Tom Trotter, *Retired Executive*

WBE & Corporate

Stories of Resilience

For nearly the last two years, our women-owned businesses have been put to the ultimate test of resilience during an unprecedented time in history. We want to acknowledge their perseverance as well as that of the corporations who support our members and have given back to the local community. We have highlighted a few WBEs and corporations on the following slides as representations of the type of resilience and exceptionalism that we have seen throughout our membership.

Stories of Resilience



Jenica Oliver, Founder and CMO

“WBE Certification is hands-down the best investment I could have made in my business in the past 18+ months! It has opened doors and provided access to a community of people and resources that were truly needed to prepare for business post-pandemic.”

Stories of Resilience



“We admire the resilience small business owners have shown, and it was an honor to serve these businesses through the SBA Paycheck Protection Program over the past year. Today, Capital One Business continues to provide a variety of competitive products, services and advice from our expert business bankers to help small businesses navigate the path forward.”

-Jenn Flynn, Head of Small Business Bank, Capital One

Stories of Resilience



Rachel Sanchez, CEO

“One of the toughest business challenges is managing cash, so when corporations are able to work with small to midsize businesses for more favorable terms it is a win/win and allows for more economic growth and scalability. We were pleased that many corporations did support us through action and responded at an urgent pace.”

Stories of Resilience



“Understanding that everyone plays a role in recovery, we held firm in our commitment to support business and community partners. In some cases, we even increased our commitment. We engaged chambers of commerce, conventions and visitors’ bureaus, minority advocacy groups and industry associations to develop or enhance programs to preserve small business capacity, equip businesses to comply with new health protocols, and build confidence in traveling through DFW.”

- Suzanne Cruz-Sewell, AVP, Business Diversity & Development

Stories of Resilience



“Increasing our spend with diverse suppliers is a key component of PepsiCo’s drive to racial equality. We believe our efforts should not reside in a silo: we must work with our partners and across industries to effect meaningful change.”

- Christina Tyson, Director of Supplier Diversity

Stories of Resilience



Sharon Evans, President & CEO

“We had to either downsize our team or figure out a different revenue model. We were driven by a common desire, do whatever it would take to supply the necessary PPE to protect frontline workers and at the same time, keep our employees throughout the pandemic. We did both.”

Announcing the Cheryl Stevens Legacy of Leadership Award

This award was created to honor leaders who help increase opportunities, serve as a role model for compassion, help to create a level playing field on which diverse suppliers can compete fairly for contracts, and ensure broad and fair access to Women Business Enterprises (WBEs).

Cheryl Stevens

Legacy of Leadership Award



Sharon Evans
CFJ Manufacturing, LP

2021

Highlights

Welcome to the New WBCS President & CEO, Bliss Coulter!



WBE Membership At-A-Glance

1,244 WBE Members Strong

150 in Austin, Texas

Economic Impact:

- **785** = Number of WBEs in business 10+ years
- **50.783** = Employees at WBE companies
- **\$11,910,539,619** = Total WBE gross revenue
- **\$598,214,520** = Total WBE gross revenue in Austin

2021 HIGHLIGHTS

12 New Corporate Members in 2021



2021 Highlights – 84 Corporate Members

Alcon
Allstate Insurance Co.
American Airlines
AT&T
Austin Bridge & Road LP
Austin Commercial
Austin Community College (ACC)
Austin Independent School District
Aventiv Technologies
Bank of America Merrill Lynch Wealth Management
Bank of Texas
Baylor Scott & White Health
BNSF Railway Company
Brinks Inc.
Capgemini US LLC
Capital Metropolitan Transportation Authority
Capital One
Celanese
Center for Women Entrepreneurs at TWU
CenterPoint Energy
Chevron
City of Dallas
City of Fort Worth
Communications Test Design, Inc. (CTDI)
ConocoPhillips Company
Dallas Area Rapid Transit (DART)
Dallas College
Dallas Convention & Visitors Bureau

Dallas County
Dallas Independent School District
Dell Technologies
DFW International Airport
DunAn Microstaq
Ericsson
Express Scripts/Cigna
Federal Home Loan Bank of Dallas
Federal Reserve Bank of Dallas
First Business Bank
FlagShip Facility Services, Inc.
Fluor Corporation
Frost Bank
GSD&M
IBM Corporation
Istation
Jackson Walker LLP
JCPenney Company, Inc.
JE Dunn Construction
JPMorgan Chase
JPS Health Network
Linbeck Group, LLC
Lockheed Martin
Marsh & McLennan
McCarthy Building Companies, Inc.
McKinley Packaging Company
Nokia Corporation
North Texas Commission

North Texas Tollway Authority (NTTA)
Oncor
Parkland Foundation
PepsiCo, Inc.
Raytheon
Regions Bank
Shell Oil Company
Simmons Bank
Southwest Airlines Company
Tarrant County
Tarrant Regional Water District
Texas Capital Bank
Texas Instruments
Texas Rangers
Texas Women's Foundation
The Beck Group
The Container Store
Toyota
TriNet
Tyson Foods, Inc.
University of North Texas System
UPS
Vistra
Vizient
Walmart Stores, Inc.
WiNGS
Women's Enterprise Texas
XM Performance

CERTIFICATION AND OPERATIONS STAFF



ANITA STEELE
Executive Director
of Certification



FLO COX
Director of Finance
& Operations



RACHEL BARRIENTES
Certification Manager



JOCELYN HOUSTON
Certification Associate



MARILYN PINSON
Certification Consultant

Certification News

- **14%** increase in combined new WBE certifications and recertifications
- Processed an average of **20** new and **90** re-certifications per month
- **55** volunteers on the Certification Review Committee and **9** on the Appeals Committee
- Completed an average of **52** site visits per month
- Average review time for new certifications was **42** days

PROGRAMS AND MARKETING STAFF



LINDSAY PITTARD
Executive Director of Programs



TAYLOR CROSBY
Executive Director of Marketing and
Communications



ELIZABETH GARNER
Senior Director of Programs



NATALIE GROFF
Marketing Manager

2021 Events - Pillars

Capacity Building

Total Attendance: 950

Annual Meeting &
Celebration

Austin Insights

Austin Women Owned
Wednesdays

Table Topics Luncheons

Mentoring & Outreach

Total Attendance: 618

Harvesting Partnerships

Outreach Events &
Programs

Prospective WBE Info
Sessions

Women of Color
Mentor Program

Procurement

Total Attendance: 626

Connections to Contracts

Connections to Contracts
- Austin

Regional Business Mixers

WBE Industry Mixers

2021 Austin Events

CONNECTIONS TO CONTRACTS – AUSTIN

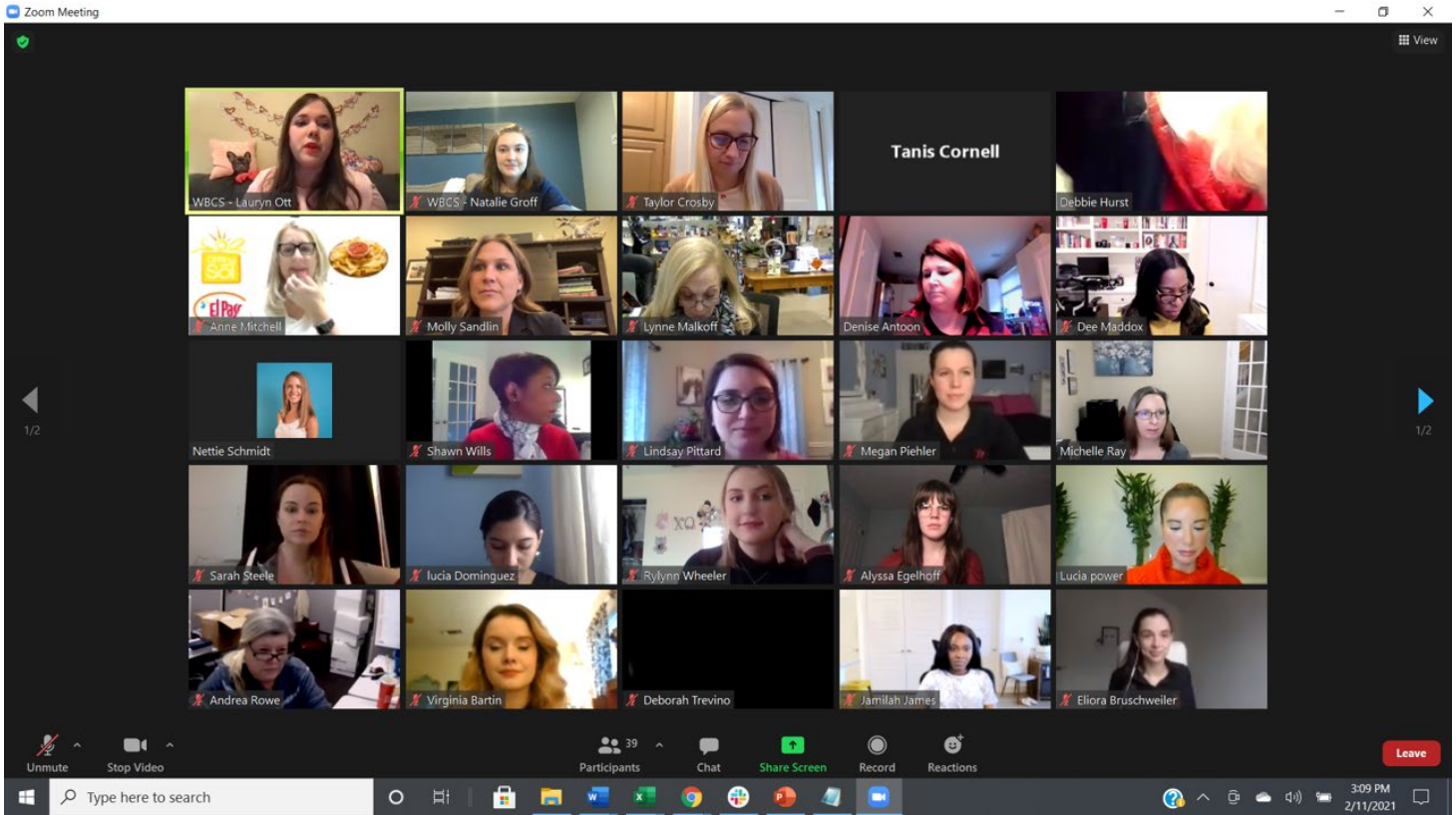
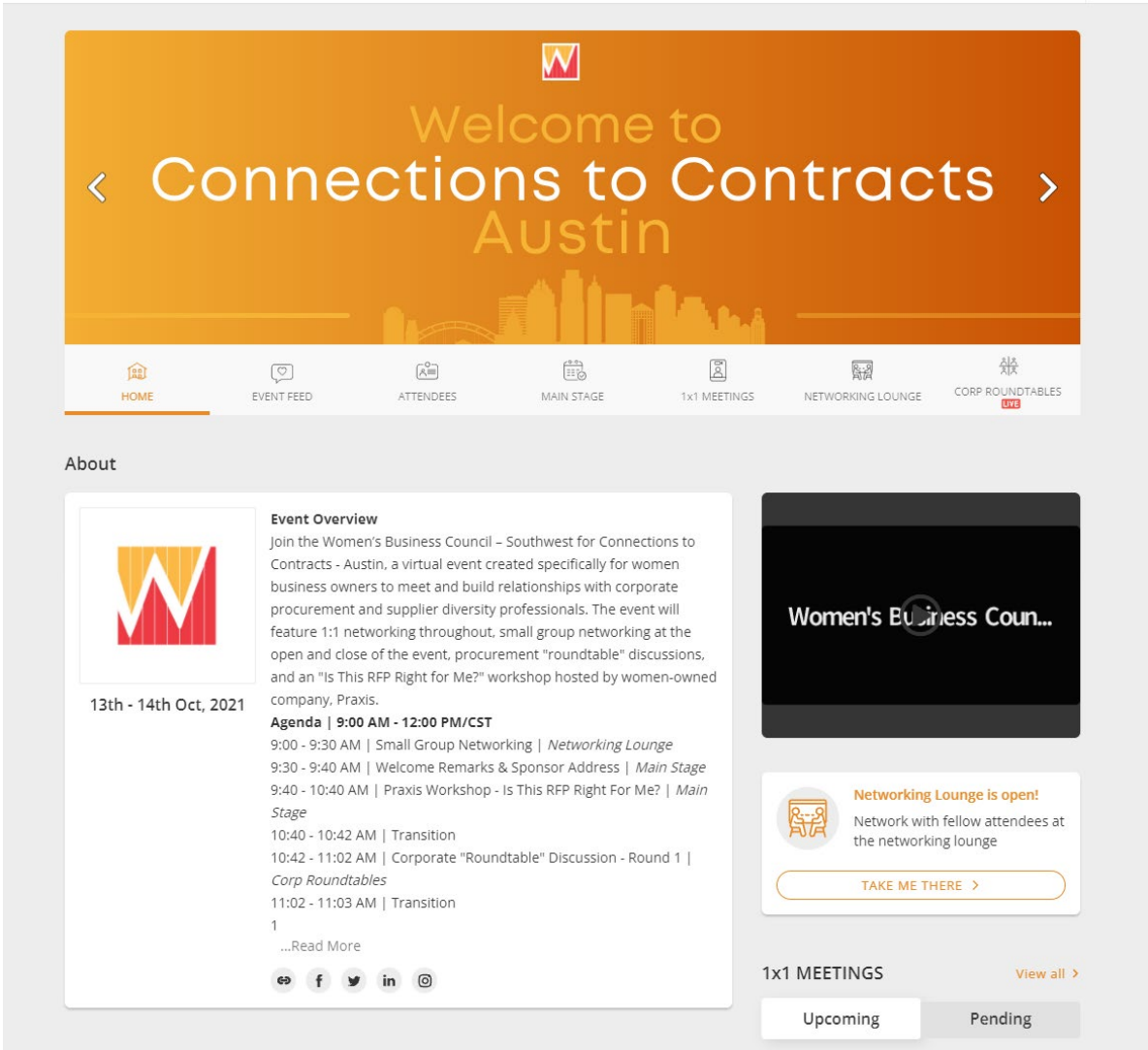
Total Attendance: 77

AUSTIN INSIGHTS

Total Attendance: 73

AUSTIN WOMEN OWNED WEDNESDAYS

Total Attendance: 206



2021 HIGHLIGHTS

NextGen Initiative

4 events

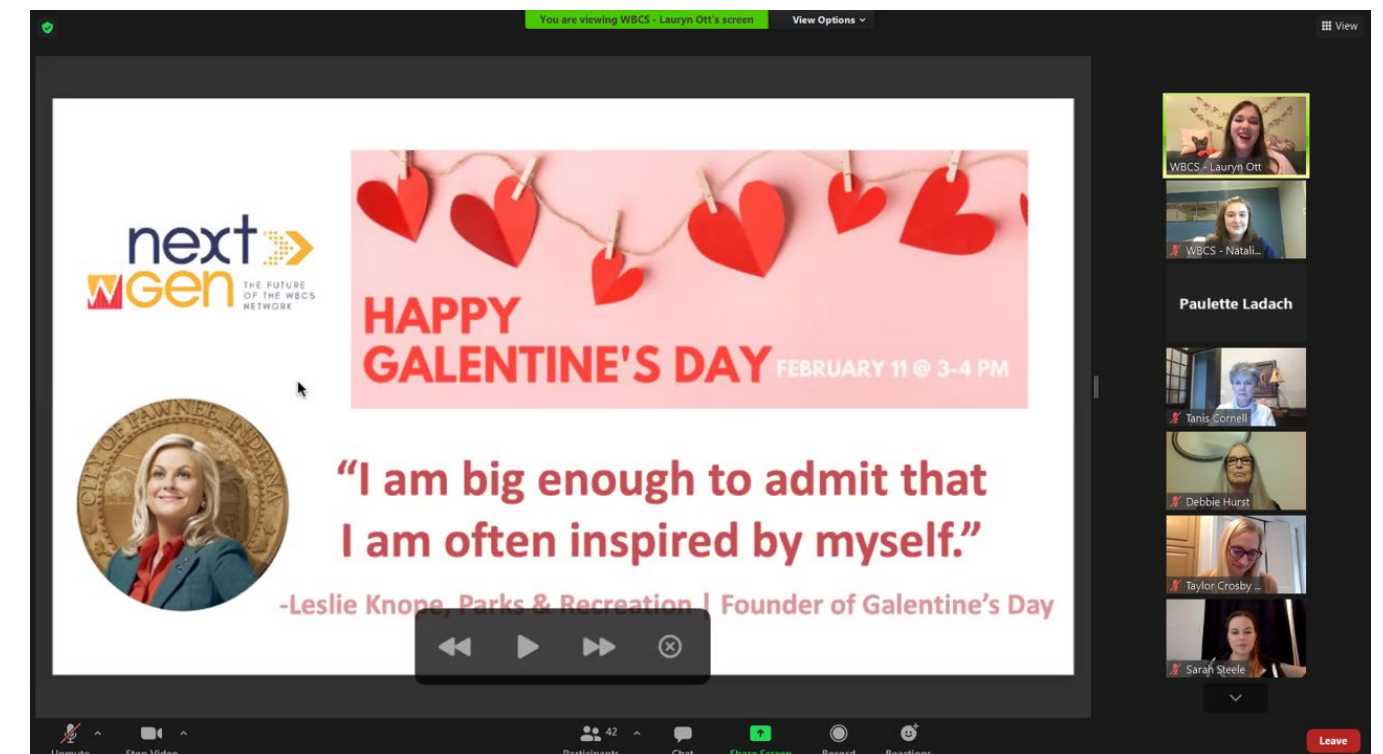
108 attendees at events

Mentor Program

- 4 Mentors
- 19 Mentees



Delivered by WBCS



2021 HIGHLIGHTS

Women of Color Outreach Program

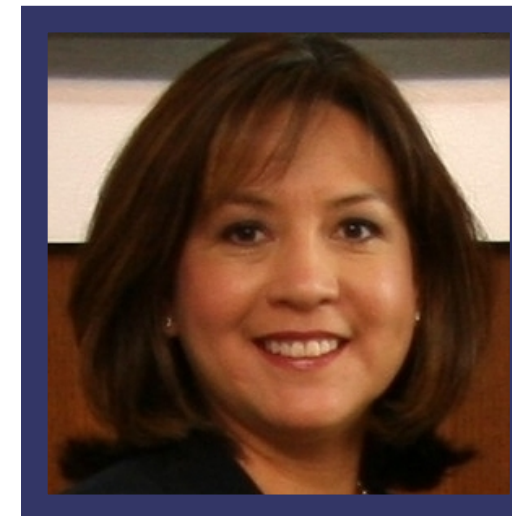
6 events

124 attendees at events

45 in Mentor Program

29 in Mentor Program 2.0

Women of Color
Outreach Program



Suzanne Cruz-Sewell
DFW International Airport
Co-Chair



Terri Quinton
Q2 Marketing Group
Co-Chair

2021 HIGHLIGHTS

Thank you to our 2021 Mentors!

Women of Color Outreach Mentors

Faye Austin
Reena Batra
Billie Bryant Schultz
Brandon Chavez
Madilynn Dixon
Sharon Evans
Vince Feck
Cherie Gordon
Grace Hastings Case
Kathleen Hunt
Dallas Judd

Neha Kunte
Cheryl Long
Jamita Machen
Betty Manetta
Ruby McCleary
Deborah Norris
Jenica Oliver
Darlene Owens
Robin Pulford
Terri Quinton
Patricia Rodriguez Christian

Nicole Scarrella
Jennifer Schaumburg
Kathryn Shrum-Stockdale
Karen Smith Jackson
Brittany Stovall
Psyche Terry
Kimberly Tolbert
Andrea Tsakanikas
LaShante Williams
Patti Winstanley

NextGen Mentors

Jessica Baker
Brooke Nelson
Michelle Ray
Brittany Stovall

Marketing Results

78 blog posts

256 attendees at prospect webinars

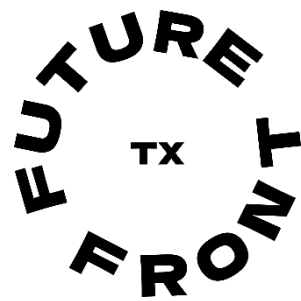
25,000 website visitors

30 vendors in Spring 2021 Mother's Day Virtual Market

Spoke at community partner events:

- Impact Ventures
- Dallas BUILD
- Dallas Startup Week
- TWU Center for Women Entrepreneurs

2021 HIGHLIGHTS – Community Partners



2021 Lillie Knox Investment Award Winners

Total of \$41,000 given to 5 WBEs



Michelle McDonald, CEO



FIREMANS PAVING CONTRACTORS

Renee Gilmore, President



Anne Mitchell, Founder/Owner



Johnette van Eeden, Founder & CEO

Yummy Life Naturals

Missy Clay, Founder & CEO

WBENC Partnership



WBCS WBEs participated in WEThrive, Women Owned in Retail, Women of Color, NextGen, WBENC Pitch, Women & Pride

- Led the Women of Color “Art of the Capability Statement” webinar
- Participated in WBENC ‘Make One Switch’ Campaign
- **15** WBCS WBEs featured in WBENC Holiday Shopping Guide



WBENC Forum

WBCS WBE Ambassador



Carrie Martinez
CM Productions, Inc.

Patricia Rodriguez Christian, *CRC Group, Inc.*

Billie Bryant Schultz, *CESCO, Inc.*

Cathi Coan, *Techway Services, Inc.*

Sharon Evans, *CFJ Manufacturing, LP.*

Keeli Jernigan, *Trans-Expedite, Inc.*

Betty Manetta, *Argent Associates*

Royalyn Reid, *Consumer and Market Insights (CMI)*

Rosa Santana, *Integrated Human Capital*

Patti Winstanley, *Winstanley Consultants*

Reena Batra, *Software Professionals, Inc.*

Jennifer Blakeney, *Guaranteed Express, Inc.*

Kathleen Hunt, *Personalized Payroll Services, Inc.*

Claudia Mirza, *Akorbi*

Terri Quinton, *Q2 Marketing Group*

Silvana Rosero, *Laguna Media Group*

Andrea Tsakanikas, *CrewFacilities.com*

Jennifer Schaumburg, *Fuse Solutions*

Angela Seaman, *Seaman Group LLC*

Chanel Davis, *Davis Davis & Harmon LLC*

2022 Sponsorships

Sponsorship Deadline is January 7, 2022

Sponsor events across the board to become part of our **Champion Circle**, or pick one of three **Pillars** (Mentoring and Outreach, Capacity Building, or Procurement) to target your reach. **A la carte** options are available as well.

[Click Here to Support the Council & Get Recognition!](#)

Looking forward to
2022



GRAB YOUR PARTY SHOES



The Parade of Stars Awards Gala returns!



INTRODUCING STAGE SERIES

- WBEs will participate in overarching themed presentations and group discussions, based on their business stage:
 - Start Up (under 3 years)
 - Emerging (3 – 5 years)
 - Sustaining (5+ years)
- Each stage will meet 6 times in 2022



**Help us celebrate Debbie Hurst's Legacy by
donating to our Annual Campaign**

We have raised \$1,584 as of today

[Click Here to Donate](#)



WOMEN'S
BUSINESS
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—
SOUTHWEST