

# Corporate Member Toolkit



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST

# 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.



# 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](http://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 beneficially business opportunities for our members and affiliates.

With about 1,200 Women's Business Enterprise (WBE) Members and over 85 Corporate Members, 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.

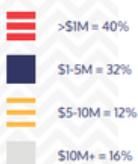
WBCS has two types of members, WBEs and Corporate Members. The WBE certification (and recertification) fee fulfills the annual membership dues and is based on revenue size. Corporate Membership dues are based upon employee size. Both memberships include access to the WBCS membership directory, reduced member pricing for events, event sponsorship availability, volunteer opportunities, and recognition eligibility. Find out more at [www.wbcswest.org](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.

- 1,200 + WBE Members strong
- \$10.4 billion - WBE total gross annual revenue in 2021
- 66% of WBEs in business 10+ Years

### Membership by Revenue



### Most Represented Industries



# WBCS Corporate Members

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

For the most up-to-date list, visit [www.wbcswest.org/join/procurement-professional](http://www.wbcswest.org/join/procurement-professional)

# 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.wbcswest.org/events](http://www.wbcswest.org/events).

# 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](http://www.wbcswest.org/events/volunteer).

## Parade of Stars Awards

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](http://www.wbcswest.org/sponsorship). To become a sponsor, please contact Lindsay Pittard, WBCS Executive Director of Programs, at [lpittard@wbcswest.org](mailto:lpittard@wbcswest.org) or (817) 299-0566 Ext. 207.

# Opportunities for Recognition (cont.)

## Done Deals™

A Done Deal™ is any business transaction completed between members of the Council, both 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 Kayla Eckler, (keckler@wbcsouthwest.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**.

## 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 at **[www.wbcsouthwest.org/member-center/spend](http://www.wbcsouthwest.org/member-center/spend)**. Questions? Contact Kayla Eckler at keckler@wbcsouthwest.org.

# 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 at [www.wbcswest.org/member-center](http://www.wbcswest.org/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 Kayla Eckler, at [keckler@wbcswest.org](mailto:keckler@wbcswest.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 Kayla Eckler, [keckler@wbcswest.org](mailto:keckler@wbcswest.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.wbcswest.org/blog](http://www.wbcswest.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!

- [Facebook.com/wbcswest](https://www.facebook.com/wbcswest)
- [Twitter.com/wbcswest](https://twitter.com/wbcswest)
- [Linkedin.com/company/wbcswest](https://www.linkedin.com/company/wbcswest)
- [Instagram.com/wbcswest](https://www.instagram.com/wbcswest)

## 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 [fcow@wbcsouthwest.org](mailto:fcow@wbcsouthwest.org). If you would like to attend an online training for WBENCLink2.0, visit <https://wbenc.wbenlink.org> and click on the blue button titled "See our Upcoming Schedule". Here you will be able to select from upcoming training times.