

WBE Member Toolkit



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

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

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 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 nonprofit organization dedicated to increasing mutually beneficial procurement opportunities between certified women-owned businesses, corporations, businesses, government entities, institutions, and other organizations.

With 1,200 Women's Business Enterprise (WBE) Members and over 85 Corporate Members, WBCS provides 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 regions: 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.

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 our WBEs have been in business 10+ years

Membership by Revenue

- >\$1M = 40%
- \$1-5M = 32%
- \$5-10M = 12%
- \$10M+ = 16%



Most Represented Industries



Women’s Business Enterprise National Council (WBENC)

The Women’s Business Enterprise National Council (WBENC) was created in 1997 to serve as the leading national third-party certifier for Women’s Business Enterprises (WBE). The organization is built on an understanding of how women do business, learn, and network.

The organization is also 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. Certification services are provided through 14 Regional Partner Organizations (nonprofits), such as the Women’s Business Council – Southwest (WBCS). 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 15,000 WBEs nationwide. They also provide business training, networking, and matchmaking services throughout the year. Visit www.wbenc.org for information on the other RPOs.



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>

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.

WBENC National Programs and Events

National Conference

The WBENC National Conference 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 <https://www.wbenc.org/conference/>.

Educational Programs

To fuel success for women-owned businesses, WBENC offers multiple programs and opportunities designed to support business development and growth, from pitch competitions to executive education programs. Find more information at

<https://www.wbenc.org/programs/>.



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.

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 visit www.wbcswest.org/events#sponsorship.

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 Kayla Eckler, (keckler@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 (not self-certified WBEs), they do not need to be a member of WBCS, through our Member Center. Questions? Contact Kayla Eckler at keckler@wbcsouthwest.org.

The Lillie Knox Investment Award

The Lillie Knox Investment Award is a cash prize of up to \$20,000, exclusively available to WBCS Women's Business Enterprises, to help further business growth. Current members, in good standing, are welcome to apply annually for consideration.

Applicants are asked to do two things:

- Share how certification and WBCS has impacted their business
- Identify a need that, if met, would support the development of their business

Because WBEs provide services across a range of industries and are at different stages in their business development, the investment award can be utilized for myriad purposes and the amount requested can be any amount up to \$20,000.

The Lillie Knox Investment Award is funded solely by member donations. The number of awards distributed, and the amount of each award are determined by the total fund available as well as the merits of requests in each application.

Who was Lillie Knox?

Lillie Knox was a vital part of the history and current success of the Women's Business Council - Southwest (WBCS) and the Women's Business Enterprise National Council (WBENC). The Lillie Knox Investment Award was established in 2005 to memorialize Lillie for her support of Women's Business Enterprises (WBEs) through her commitment, passion, and determination to increase opportunities for female entrepreneurs.

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. 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 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, [click here](#) or contact Kayla Eckler, 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.

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

WBENCLink Database

As a certified WBE, you have access to WBENCLink, the online national database comprised of WBE and Corporate Members. WBENCLink is password protected. In order to login, you will need to use the login and password that you used to complete your online application. If you have forgotten your login or password, please follow the directions outlined on the landing page of www.wbenclink.org.

The database offers a variety of useful information including a list of all members who will accept your certification. Note, non-member companies who may accept WBENC certification are not listed in the proprietary database. Most of the corporate contacts listed in the WBENCLink database are supplier diversity representatives, not necessarily buyers. They can help you determine if there are opportunities available for your product or service. In addition, they can help you understand how to do business to meet their specific needs and identify the appropriate buyer.

Many companies will require you to complete a brief supplier form before they will talk to you. Usually this form can be found on the company's website. Use WBENCLink as you look for suppliers for your business. It can provide you with a wide variety of possible vendors in hundreds of categories. Also, consider sourcing fellow WBEs; doing business with your peers can benefit everyone!

Visit www.wbenclink.org regularly to:

- Make your profile as complete as possible. Verify that the information being provided about your company is correct and up-to-date, as WBENC Corporate Members can access WBE profiles from this site. You are able to update some information fields on your own, but if information about your company has changed or has been entered incorrectly (and you cannot update it), please notify the WBCS certification department.
 - Some corporations search for providers based on criteria such as number of employees, number of locations and annual sales. If your profile isn't complete, your company will not appear in searches.
 - NAICS codes are very important. It's important to make certain they are correct and accurately describe your products or services.
 - Utilizing keywords is a crucial component to ensure your listing is complete because they can help others find your business.



WBENCLink Database (cont.)

- Find WBEs in the WBENCLink Administration Tool Window. Select “Search” on the left-hand side menu box. Select “Members” and you can use as many of the search fields as you would like. Here is a basic description of each field.
 - Company Name Product/Service NAICS/UNSPCS Codes
 - City State
 - Zip Code
 - Regional Partner Organization
 - WBENC Status: This is an important step in searching for WBEs to limit the number of unwanted returns; The choices include certified, expired and all.
- Search Corporate Members. Find the contact information on WBENC national corporate and WBCS Corporate Members. The person listed should be your initial contact.

Additional Certifications

As an additional benefit of WBCS membership, eligible businesses are screened and submitted for:

- **SBA Woman-Owned Small Business (WOSB) federal contracting program**
- **State of Texas Historically Underutilized Business (HUB) certification Small Business Enterprise**
- **Small Business Enterprise (SBE) certification for Dallas County**

In order for WBCS to screen your application for these additional certificates, you must provide your company's IRS Form 941 for the recent four quarters or a copy of your most W-3. Eligibility for these certifications is based on employment or revenue thresholds established for your primary NAICS code. It is very important that the NAICS code selected in your WBENCLink profile accurately reflects your primary business services. Your primary NAICS code is described as the primary business activity from which the company generates the majority of its sale receipts. The primary NAICS code should also be listed on your most recent federal tax return as your company's business activity code.

WOSB Certification

- Information on the benefits of WOSB certification can be found at <https://www.wbenc.org/certification/wosb-certification/>.
- You may apply for WOSB certification when you begin your WBE application. WOSB certification is recommended for those companies that intent to pursue contracting opportunities with federal agencies. If you choose to also apply for WOSB certification, please complete and submit the WOSB application within your WBENCLink online profile. You may only apply for WOSB certification during your WBE certification application or renewal.
- Your company's IRS Form 941 for the most recent four quarters and a printed copy of your entity overview confirming that your account has been registered and activated with www.SAM.gov, System for Award Management, should be included in your uploaded documents. SAM registration is free and the entity overview of your SAM account must include an active status and expiration date.
- If you are having problems with www.SAM.gov, please contact their Help Desk at 1-866-606-8220 or use the "Ask a Question" feature at www.fsd.gov for a quicker response.

Additional Certifications (cont.)

Small Business Enterprise (SBE) Certification

- SBE certification is utilized by Dallas County.
- WBCS members who qualify for Small Business Enterprise certification, based on the revenue or employment thresholds associated with their primary NAICS code, will also be designated as an SBE in a monthly export to Dallas County.
- Supplier diversity departments will source this list for potential vendors.
- If you require a SBE certificate to submit with your proposal or bid, please contact the WBCS Certification Department.
- Please note that WOSB, HUB, and SBE certifications will have the same expiration date as your WBENC certification.

HUB Certification

- Information on the State of Texas HUB certification program can be found at <https://comptroller.texas.gov/purchasing/vendor/hub/>. Eligible companies that meet all requirements are submitted in a monthly report to the State Comptroller's office for inclusion in the State of Texas HUB database. Your HUB certificate will be mailed directly to you from the State Comptroller's office.
- The following criteria must be met in order to receive HUB certification: The majority female owner(s) must be a U.S. citizen(s).
 - The majority female owner(s) must be a resident of the State of Texas and the business must be headquartered in Texas. Please forward a copy of the majority female owner's driver's license to Anita Steele at asteele@wbcsouthwest.org.
 - You must have an active 9-digit Federal Employer Identification Number (EIN) issued by the IRS.
 - If you have a Federal EIN, email a copy of the EIN assignment document (IRS Form SS-4) to Anita Steele at asteele@wbcsouthwest.org. Your IRS Form SS-4 must be received by WBCS by the last day of the month in order for your company to be included in the next HUB report submission.
 - If you do not have a Federal EIN: You can apply for an EIN online at www.irs.gov/businesses or by phone at 800-829-4933.

Additional Certifications (cont.)

HUB Certification (cont.)

- Your primary NAICS code will be cross-referenced with SBA size standards to determine eligibility based on the SBA's maximum threshold for either gross revenue or total employment levels. Please visit <https://www.sba.gov/document/support--table-size-standards> for more info.
- If the NAICS code has a maximum employee threshold, please forward copies of your IRS Form 941 for the most recent four quarters or W-3 in order to continue with HUB eligibility screening.
- If the NAICS code has a maximum gross revenue threshold, the tax returns provided for WBENC certification are already on file, thus no additional information will be requested.
- Once the report is successfully uploaded, within one to two weeks after submission, your HUB certificate will be mailed directly to you from the State Comptroller's office.
- Please understand that this information will be listed in the online HUB directory/database, unless you choose to opt out and notify us otherwise. Contact Anita Steele at asteele@wbcsouthwest.org if you are not interested in HUB certification, so that it may be noted in your company record and your information will be excluded from the reports submitted to HUB.
- You may also want to consider registering as a state of Texas vendor through the Centralized Master Bidders List (CMBL) to receive bid opportunities. Being listed on the CMBL is not a benefit of WBCS membership; It is a separate registration process with an annual fee of \$70.
- For more information about the CMBL and to register, please visit <https://comptroller.texas.gov/purchasing/vendor/cmb/>.

Tips on Re-certification

- Keep in mind that your WBENC certification needs to be renewed annually. Re-certification takes up to 90 days to process; therefore, it is recommended that WBE Members begin the process at least 120 days prior to their expiration date. Failure to recertify in a timely manner could result in your WBE status (as well as WOSB, HUB, and SBE certifications) becoming expired and loss of business opportunities or your company having to reapply for certification as a new applicant.
- Site visits upon recertification are required every three to four years unless the Certification Review Committee requests more frequent visits.
- The owner will receive an auto e-mail from wbenclink@wbenclink.org that contains the instructions for Recertification 120 days prior to the certificate expiration date. To ensure you receive auto emails, please add wbenclink@wbenclink.org to your company's safe sender list.
- Keeping WBENC certification current is the responsibility of the company owner. While WBENC will attempt to notify WBEs via auto e-mail notification, we cannot guarantee receipt of the e-mail. Therefore, we recommend that you mark your personal calendar to begin the recertification process no less than 120 days prior to your expiration date.
- It is important that you upload all requested documents for recertification in a timely manner. Otherwise your recertification can be held up. For a list of documentation required for recertification, go to <https://www.wbenc.org/certification/currently-certified/#recertification>.
- Please be sure to account for each item on the required documents list. If a mandatory document is not applicable, please upload a detailed explanation for its absence. The cost for recertification is based on the past year's annual sales. Certification is required each year and the following fees are applicable:

Revenue

< \$1M = \$350

\$1M to < \$5M = \$500

\$5M to < \$10M = \$750

\$10M to < \$50M = \$1000

> \$50M = \$1250

Questions about your certification renewal?
Contact Anita Steele, AS Steele@wbcsouthwest.org.