

# ANNUAL REPORT

## 2023



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST



# ABOUT WBCS

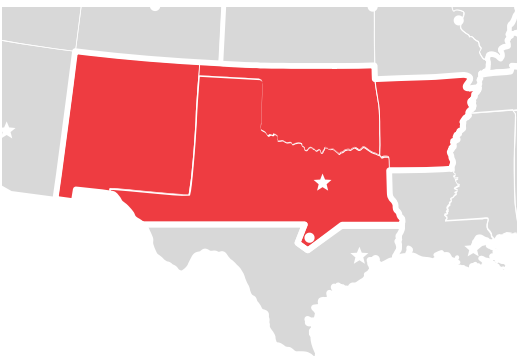
**The Women's Business Council – Southwest (WBCS) certifies women-owned businesses in north and central Texas, Oklahoma, Arkansas, and New Mexico according to standards set by the Women's Business Enterprise National Council (WBENC).**

## Vision

Lifting up women-owned businesses, and positively impacting the community through inclusive and prosperous partnerships for all.

## Mission

To increase the value of women-owned businesses by providing certification, education, advocacy, and mutually beneficial business opportunities for our members and affiliates.



WOMEN'S  
BUSINESS  
COUNCIL  
—  
SOUTHWEST



# MESSAGE FROM THE PRESIDENT



Dear WBCS Members and Community Partners,

On behalf of the Women's Business Council – Southwest, thank you for supporting us on another transformational year! I know I speak for our entire team when I say, we are so proud of the work we have collectively accomplished over these last twelve months. That is why I am honored to present to you, our **2023 Annual Report**.

Since 2019, the United States has seen **women-owned firms growing at a rate of over 16.7% compared to nationally average of 5.2% for majority owned firms**. With our region ranking in the top 10 States for women-owned businesses to thrive, we are thrilled to see an over **26% increase in newly certified Women's Business Enterprises (WBEs) pursuing certification in the Southwest Region**. This means in 2023, we welcomed over **1,346 certified WBEs** to our regional network; a record-breaking number for WBCS! Also notable, are the over **80 Corporate Members** that committed to advocating for the success of women-owned businesses throughout their supply chains. These numbers have strengthened our confidence in the work happening for women-owned businesses across the nation.

As you can see we also provided over **40 programs and events** in the last year. One of the key factors in our success has been our focus on transformation. It continues to be crucial that we recognize there is no singular face or experience that represents the entrepreneurial landscape across the nation. As our community continues to recognize and adapt to a world that highlights all diverse talents and perspectives, so to do we. As a council, we have been able to stay consistent while maintaining our position as the “go to” place for women to grow and scale their business. However, to maintain this momentum, it is crucial that we continue to put an emphasis on expanding our network and the opportunities we provide. I encourage you to continue reaching out and letting us know how we can best support you and your business in 2024.

Whether you are a WBE, Corporate Member, or community advocate, I want to take a moment to recognize you for supporting the work of this Council. Alongside each of you, we can continue to make an impact in our community while demonstrating a strong commitment to inclusivity, diversity, and gender parity. We are thrilled to enter a new year with refreshed focus on our mission to create new and unique opportunities for each of you to be successful.

I look forward to all we will accomplish together in 2024!

Sincerely,

Bliss Coulter  
President & CEO  
Women's Business Council – Southwest



# MESSAGE FROM THE CHAIR



Dear WBCS Members and Community Partners,

As Chairman of the Board, I am honored to share the highlights and achievements of the Women's Business Council - Southwest through the **2023 WBCS Annual Report**.

Throughout the year, the council has remained steadfast in its commitment to fostering growth, advocating for our members, and driving positive change for members and supporters. Despite the challenges posed by market fluctuations, and global events, the council has continued to thrive, demonstrating resilience and adaptability.

One of the key accomplishments of the past year has been our unwavering support for our members. We have strived to create an environment that nurtures **knowledge sharing, innovation, and transformation**. Through our carefully curated events, workshops, and networking opportunities, we have facilitated meaningful connections, enabling our members to forge valuable partnerships and gain a competitive edge in the market. This year, the council has been at the forefront of driving thought leadership and increased area-wide visibility. We have organized events, seminars, and training programs, inviting renowned experts and thought leaders to share their insights and expertise. By providing a platform for knowledge exchange and professional development, we have empowered our members to stay ahead of emerging trends and emerging challenges. Financially, we have maintained a strong and sustainable position. Our prudent financial management, coupled with increased membership and sponsorship contributions, has allowed us to invest in critical initiatives, expand our services, and enhance the overall value proposition for our members. None of these achievements would have been possible without the unwavering dedication and support of our members, Board of Directors, staff, and volunteers.

Looking ahead, we are poised for even greater success. We will continue to adapt to the evolving needs of our members, leveraging technology and fostering innovation to drive growth and create new opportunities. Our focus remains on empowering our members, advocating for their interests, and championing for our collective success. I am immensely proud of what we have accomplished this year. Together, we have overcome challenges, embraced change, and achieved remarkable milestones. As Chairman of the Board, I am confident that the Council will continue to thrive, delivering exceptional value to our members and making a meaningful impact on our communities.

Sincerely,

Patricia Rodriguez-Christian  
CRC Group  
WBCS Chairperson of the Board



# WBE MEMBERSHIP REPORT

**1,346** Women's Business Enterprises (WBEs)

## ECONOMIC IMPACT

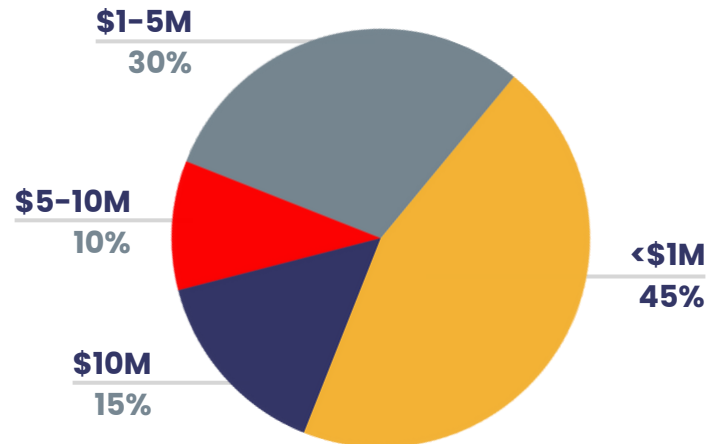
**\$10,076,535,941**  
WBE GROSS REVENUE

**801**  
WBEs IN  
BUSINESS  
10+ YEARS



**39,747** EMPLOYEES AT  
WBE COMPANIES

## BREAKDOWN BY REVENUE



## TOP WBE INDUSTRIES



CONSTRUCTION



CONSULTING



INFORMATION  
TECHNOLOGY



MANUFACTURING



MARKETING

## CERTIFICATION HIGHLIGHTS

**26%**

INCREASE IN NEW  
WBE APPLICATIONS

**56**

VOLUNTEERS ON  
CERTIFICATION REVIEW COMMITTEE

**44**

AVERAGE SITE  
VISITS PER MONTH

**506** HUB CERTIFICATIONS  
**613** WOSB CERTIFICATIONS  
**1,303** SBE CERTIFICATIONS

**27 DAYS**

AVERAGE REVIEW TIME  
FOR CERTIFICATIONS

**100%**

SCORE ON WBENC  
AND HUB AUDITS

AVERAGE NUMBER OF ACCEPTED CERTIFICATIONS PER MONTH

**29**

NEW

**98**

RE-CERTIFICATIONS



# CORPORATE MEMBERSHIP REPORT

82 Corporate Members

## ECONOMIC IMPACT

**\$10,878,612,246**

CORPORATE WBE SPEND REPORTED

## SUPPORT FOR WBE DEVELOPMENT

**\$548,850**

CORPORATE SPONSOR DOLLARS GIVEN IN 2023

## 2023 CORPORATE MEMBERS

Alcon  
American Airlines  
AT&T  
Austin Commercial  
Austin Independent School District  
Bank of America Merrill Lynch  
Bank of Texas  
BNSF Railway Company  
Brasfield & Gorrie  
Brink's Inc.  
Capgemini US LLC  
CapMetro  
Capital One  
Caterpillar Inc.  
Celanese  
CenterPoint Energy  
Chevron  
City of Arlington  
City of Dallas  
City of Fort Worth  
Clampitt Paper

Coca-Cola Southwest Beverages  
Communications Test Design, Inc.  
Computech Corporation  
ConocoPhillips  
Dallas Area Rapid Transit  
Dallas College  
Dallas Convention and Visitors Bureau  
Dallas County  
Dallas Independent School District  
Dell Technologies  
Delta  
DFW International Airport  
Ericsson  
Federal Home Loan Bank of Dallas  
Federal Reserve Bank of Dallas  
FlagShip Facility Services, Inc.  
Fluor Corporation  
Frost Bank  
GSD&M  
IBM Corporation  
Istation

Jack Henry  
Jackson Walker, LLP  
JCPenney Company, Inc.  
JE Dunn Construction  
JPMorgan Chase  
Lockheed Martin  
McKesson  
NI  
Music in Motion, Inc.  
Nokia Corporation  
North Texas Commission  
North Texas Tollway Authority  
Oncor  
Origin Bank  
Parkland Health  
PepsiCo, Inc.  
PGA of America  
Pioneer Natural Resources  
Raytheon  
Shell USA, Inc.  
Simmons Bank

Skanska USA  
Southwest Airlines Co.  
Tarrant County  
Tarrant Regional Water District  
Texas Capital Bank  
Texas Instruments  
Texas Security Bank  
The Beck Group  
The Cigna Group  
The Container Store  
Toyota  
TWU Center for Women Entrepreneurs  
University of North Texas System  
UPS  
Vistra  
Vizient  
Walmart Stores, Inc.  
Women's Enterprise Texas

## 2023 NEW CORPORATE MEMBERS







# INCREASING OPPORTUNITIES

## REGIONAL ACCOMPLISHMENTS



### DOING BUSINESS WITH

**46** ATTENDEES FOR DALLAS COLLEGE  
**68** ATTENDEES FOR DALLAS COUNTY



### CONNECTIONS TO CONTRACTS

**36** CORPORATE ROUNDTABLES IN DFW  
**15** CORPORATE ROUNDTABLES IN AUSTIN



### SPEND REPORTING

**\$3,672,218,407** REPORTED IN 2022  
**\$10,878,612,246** REPORTED IN 2023

## NATIONAL ACCOMPLISHMENTS

**As a Regional Partner Organization (RPO) for the Women's Business Enterprise National Council (WBENC), WBCS**

- Represented the southwest region at the 2023 National WBENC Conference in Nashville, and the 2023 WBENC November Event.
- Participated in the WBENC Make One Switch Campaign
- Participated in the WBENC Pitch Competition as a regional host
  - Sent 3 WBEs to the National Semi-Final Round
  - Celebrated Daybird Co. for making it to the National Finals Round
- WBCS President & CEO, Bliss Coulter, presented for the WBENC Women & Pride program
- WBEs from across the southwest region participated in WETHrive, Women Owned in Retail, Women of Color, and Women & Pride Events
- Hosted the RPO Presidents for their annual strategic planning session





## THANK YOU TO OUR 2023 WBE STAR

The WBE Star Award is the nation's top recognition for excellence among women-owned businesses, honoring 14 women from across the country within each of our 14 Regional Partner Organizations who are leaders in their local business communities and respective fields, and an inspiration to women business owners across the country.

In 2023, WBENC sought to recognize and celebrate WBEs who have demonstrated remarkable resilience and capacity to reinvent themselves. These WBE Stars are being honored for perseverance and excellence through reinvention and innovation, despite the unprecedented challenges of recent years. Each WBENC WBE Star has been selected by one of 14 Regional Partner Organizations (RPOs), who lead the world-class WBENC Certification of women-owned businesses throughout the country. The 2023 WBE Stars were honored during the 2023 WBENC National conference, a gathering of more than 3000 entrepreneurs and business leaders that took place March 20-23, 2023, in Nashville, Tennessee, and throughout the year.

The WBE 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.

**"First and foremost, to be selected by my peers, women I have grown to know personally and admire, makes this award extra special. Secondly, the prestige of this award means that our business is regarded as one of the best in the WBE network, and for that, I am grateful. Thank you to everyone who nominated me for this distinction."**

**Chanel Christoff Davis  
Davis Davis & Harmon LLC**







# PROGRAMS & EVENTS REPORT

## CAPACITY BUILDING

Parade of Stars Awards Gala

Table Topics

**13**

**EVENTS**

**1,246**

**ATTENDEES**

## MENTORING & OUTREACH

Harvesting Partnerships

Prospective WBE Info sessions

Women of Color Mentorship Program

**15**

**EVENTS**

**787**

**ATTENDEES**

## PROCUREMENT

Coffee with the Council

Connections to Contracts – DFW

Connections to Contracts – Austin

Corporate Breakfast Club

Regional Business Mixers

Technology Industry Summit

**14**

**EVENTS**

**971**

**ATTENDEES**

**42**

**TOTAL EVENTS**

**RECORD  
BREAKING**

**NUMBER OF ATTENDEES  
IN 2023**



# PROGRAMS & EVENTS REPORT



## PARADE OF STARS AWARD WINNERS 2023

Corporation of the Year | **AT&T**

WBE of the Year (Over \$20M) | **Prestige Maintenance USA**

WBE of the Year (\$5M - \$20M) | **Energy Utility Group**

WBE of the Year (Under \$5M) | **Laguna Media Group**

WBE Rising Star | **Wildflower Insights**

WBE Advocate of the Year | **Kathleen Hunt, Personalized Payroll Services**

Corporate Advocate of the Year | **Joe Mossinger, Toyota**

Buyer of the Year | **Karina Roderer, Nokia**

Corporate Volunteer of the Year | **Grace Hastings-Case, Oncor**

WBE Volunteer of the Year | **Jennifer Schaumburg, Fuse Solutions**

Regional Volunteer of the Year | **Tracey Rancifer, Ausum Realty**

## LILLIE KNOX INVESTMENT AWARD WINNERS 2023

The Lillie Knox Investment Award is a cash prize, exclusively available to WBCS Women's Business Enterprises to help further business growth. This year our council transformed the awards to a live pitch competition. Allowing participating WBEs to bring their brand to a larger stage. In November 2023, our council had the opportunity to award \$40,000 in cash prizes to help a few of our outstanding WBEs scale their business!



UNICA  
ENTERPRISES





# PROGRAMS & EVENTS REPORT

WOMEN'S BUSINESS COUNCIL – SOUTHWEST

## TECHNOLOGY SUMMIT

This half day summit brought together current and prospective members, local businesses, and corporations to develop professional relationships and grow their acumen in the technology industry.

It featured networking, two industry panel discussions, vendor expo of products/services in the technology sector, and an exclusive tour of Ericsson's Imagine Studio for the first 50 attendees at the door.

### FEATURED SPEAKERS

#### Engagement Enhanced by Technology

Betty Manetta | President & CEO | Argent Associates, Inc.

Brooke Waupsh | Founder & CEO | Swoovy

#### Harnessing the Power of Technology for Business Transformation

Chanel Christoff Davis | CEO | Davis Davis & Harmon LLC

Tony Caesar | SVP IT & CIO | Cradlepoint

Mindy Cancila | VP, Strategy and Growth Activation | Dell Technologies

James McCombs | Head of Sourcing Data & Analytics | Ericsson



### THANK YOU TO OUR SUPPORTERS





# MARKETING REPORT

## 2023 SOCIAL MEDIA BY THE NUMBERS

PLATFORM	TOTAL FOLLOWERS	% INCREASE OVER LAST YEAR	AVERAGE IMPRESSIONS PER MONTH IN 2023	TOTAL ENGAGEMENTS PER MONTH IN 2023
Facebook	2,631	17.2%	3,179	311
Instagram	1,117	12%	2,310	153
LinkedIn	4,616	28.6%	8,372	909



6,287

NEWSLETTER SUBSCRIBERS



14,349

WEBSITE HOMEPAGE VIEWS



48,265

UNIQUE PAGE VIEWS

2023

## AWARD RECOGNITION



DCEO

2023 Nonprofit & Corporate  
Citizenship Awards  
*Capital One Impact Award Finalist*



THE DEC

Named 2023  
Corporate Supporter of the Year



# COLLABORATION

## UTA EXECUTIVE MBA SCHOLARSHIP

The University of Texas at Arlington Executive MBA program announced a new scholarship opportunity for members of Women's Business Council - Southwest. This member incentive offers you an opportunity to invest in yourself and take your career to the next level.



As a partner of UTA Executive MBA, members of Women's Business Council - Southwest are eligible for a \$75 application fee waiver for the Fall 2023 program and if accepted into the program, a \$15,000 tuition scholarship.

## LEAD SERVICE PROVIDER FOR THE CITY OF IRVING

WBCS became the liaison between small businesses seeking technical assistance and WBCS WBEs providing services through the Resiliency Grant Program.



Professional business support, training, and technical assistance (TA) services are available through a Resiliency Grant to cover the cost of:

- Business plan writing
- Website development
- Financial readiness
- Business management training
- Marketing and advertising expertise
- Legal, accounting and other services





# WBCS BOARD OF DIRECTORS

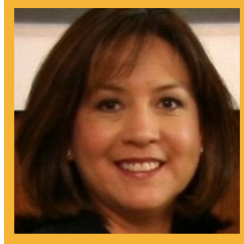
## 2023 BOARD OFFICERS



**Patricia Rodriguez Christian**  
CRC Group  
Chairperson



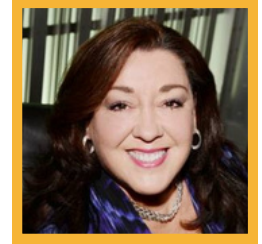
**Leigh Ann Vernon**  
BNSF Railway Company  
First Vice Chairperson



**Suzanne Cruz-Sewell**  
DFW International Airport  
Vice Chairperson



**Pamela Bryant**  
Parkland Health  
Treasurer



**Grace Hastings-Case**  
Oncor  
Secretary

## 2023 BOARD MEMBERS

**Margie Aguilar**  
ISP Creative

**Kathleen Hunt**  
Personalized Payroll Services

**Jenica Oliver**  
Blueprint Marketing Group LLC

**Jeanette Schutz**  
Dallas College

**Reena Batra**  
Software Professionals, Inc.

**Crystal King**  
Raytheon

**Maribel Pavia**  
Bank of America

**Megan Seitz**  
JCPenney

**LaTisha Brandon**  
The Container Store

**Carrie Kirby**  
Vistra

**Marqueta Pomare**  
IBM Corporation

**Brittany Stovall**  
Assured Quality Systems

**Chanel Christoff Davis**  
Davis Davis & Harmon LLC

**Beth McConahay**  
UPS

**Jeni Rajbhandari**  
Nokia

**Tamika Tutt**  
Alcon

**Scott Dobbs**  
Lockheed Martin

**Don McKneely**  
TexCorp, Inc.

**Heather Ramsey**  
AT&T

**Ritu Vaidya**  
Texas Instruments

**Donna Erhardt**  
Ericsson

**Tama McLean**  
Capital One

**Michelle Ray**  
Absolute Facility Solutions

**Joyce Williams**  
City of Dallas

**Ruben Estrada**  
Caterpillar, Inc.

**Meredith Melecki**  
Dell Technologies

**Rachel Sanchez**  
Prestige Maintenance USA

**Marc Winston**  
Walmart

**Pam Glover**  
Southwest Airlines

**Joe Mossinger**  
Toyota

**Rosa Santana**  
Integrated Human Capital

**Todd Yoder**  
Fluor

**Preeti Harder**  
American Airlines

**Deborah Kobe Norris**  
Bullseye Database Marketing

**Jennifer Schaumburg**  
Fuse Solutions Inc

**Melinda Zito O'Brien**  
Energy Utility Group

### Ex-Efficio

**Michelle Boggs**  
MUTTS Franchise

**Sharon Evans**  
CFJ Manufacturing

**Betty Manetta**  
Argent Associates

**Cheryl Stevens**  
Retired Executive

**April Brickey**  
PepsiCo

**Debbie Hurst**  
Retired Executive

**Carrie Martinez**  
CM Productions, Inc.

**Tom Trotter**  
Retired Executive

**Billie Bryant Schultz**  
CESCO, Inc.

**Natalie Kosydar**  
Jackson Walker

**Retta Miller**  
Jackson Walker LLP



# WBCS BOARD OF DIRECTORS

## THANK YOU TERM-LIMITED, RETIRING, AND TRANSITIONING 2023 BOARD MEMBERS



**Retta Miller**  
Jackson Walker LLP



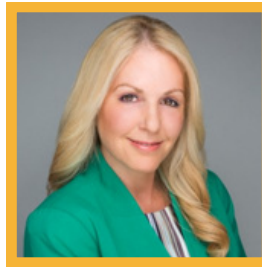
**Deborah Kobe Norris**  
Bullseye Database Marketing



**Jeni Rajbhandari**  
Nokia



**Rosa Santana**  
Integrated Human Capital



**Andrea Tsakanikas**  
CrewFacilities.com



**Todd Yoder**  
Fluor

## WELCOME TO OUR NEWLY ELECTED 2024 BOARD MEMBERS



**Jessica Basañez**  
Coca-Cola  
Southwest Beverages



**Silvana Rosero**  
Laguna Media Group



**Jessica Schultz**  
JPMorgan Chase



**Victoria Stevenson**  
Allied Supply Chain  
Support & Services



**Patti Winstanley**  
Winstanley Consultants



# THANK YOU TO OUR 2023 SPONSORS

## CHAMPION CIRCLE SPONSORS

### PLATINUM LEVEL



### GOLD LEVEL



### SILVER LEVEL





# THANK YOU TO OUR 2023 SPONSORS

## PILLAR SPONSORS

### CAPACITY BUILDING PILLAR



### MENTORING AND OUTREACH PILLAR



### PROCUREMENT PILLAR

