

THE POWER OF
Agility

2023 ANNUAL REPORT

WBEC  **METRO NY
GREATER DMV**
WOMEN'S BUSINESS ENTERPRISE COUNCIL

CONTENT | COMMUNITY | CONNECTIONS

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LETTER FROM THE CHAIR



Dear Esteemed Members and Supporters,

It is with great pleasure and gratitude that I present to you the 2023 Annual Report of WBEC NY DMV. As Chairperson, it is both an honor and a privilege to reflect on the remarkable achievements and progress we have made in our mission of fueling local economic growth through the empowerment of women owned businesses.

In the past year, WBEC..... has grown our member base to over 2,800 business representing collective revenues of over \$28 billion with almost \$1Billion of deals with our corporate members and elevated our marketing and communications resulting in a more diverse member base with 33% minority owned. Through the dedication and hard work of our staff and corporate partners, we have offering outstanding programming to advance the capabilities of our business owners to accelerate their growth and be ready to meet emerging challenges in areas such as sustainability, cyber security and access to capital.

Furthermore, the Annual Report offers insights into our ongoing projects, upcoming initiatives, and our vision for the future. As we look ahead to 2024, we will

be celebrating our 25th anniversary through The Power of Many, reflecting on the collaboration, commitment and innovation that has led to the growth of the organization since its inception. 2024 will be a double celebration, with the opportunity to mark the accomplishments of Sandra Eberhard, our esteemed President, who will be retiring at the end of the year.

None of our achievements would have been possible without the generous support of our women owned businesses, corporate members, and our dedicated staff. A note of thanks to our passionate and motivated Board of Directors who provide oversight and advice for the organization and have been an invaluable sounding board. To all, your continued belief in our mission and unwavering support have been the driving force behind our success.

I encourage you to explore the Annual Report to learn more about our accomplishments and plans for the future.

Thank you for your unwavering support and commitment WBEC..... Together, we are making a difference.

Warm regards,
MARY MCEVOY
PepsiCo



LETTER FROM THE CEO AND PRESIDENT

Dear Members of the Board, Esteemed Women Business Owners, Valued Corporate Funders, Dedicated Alliance Partners, and the Entire WBENC Ecosystem,

As we stand on the threshold of another year, it is a privilege to reflect on the strides we have made together in 2023. This year has been a testament to our collective resilience, innovation, and unwavering commitment to fostering a diverse and vibrant business community.

Celebrating Our Success

2023 has been a remarkable year for our organization, marked by significant achievements and milestones. Together, we have not only navigated the challenges but also seized opportunities to grow and thrive. Our success is a reflection of the strength and diversity of our community. It underscores our shared commitment to empowering women business owners and fostering inclusive growth.

Agility at the Heart of Our Strategy

Our accomplishments this year were made possible by our agility – an ability to adapt, innovate, and evolve in response to changing dynamics. This agility has been manifested in three key areas:

- 1. Elastic Workforce:** We have embraced the concept of an elastic workforce, leveraging talent in a flexible, dynamic manner that has allowed us to respond to opportunities and challenges with speed and effectiveness. This approach has not only enhanced our operational efficiency but also empowered us to support our constituents in navigating their unique business landscapes.
- 2. Transformational Technology:** Technology has been a pivotal enabler of our agility. By adopting transformational technologies, we have streamlined our processes, enhanced our service offerings, and delivered greater value to our community. This strategic focus on technology has positioned us at the forefront of innovation, setting a benchmark for excellence in our industry.

3. Integrity Through Documentation and

Consistency in Process: In our pursuit of agility, we have not lost sight of the importance of integrity. By maintaining rigorous documentation and consistency in our processes, we have ensured that our actions remain transparent, accountable, and aligned with our core values. This commitment to integrity has strengthened the trust and confidence our community places in us, fostering a culture of openness and collaboration.

Looking Ahead with Optimism

As we look to the future, we do so with optimism and a renewed sense of purpose. The lessons learned in 2023 have laid a strong foundation for continued growth and success. Our focus will remain on empowering women business owners, fostering innovation, and building a supportive, inclusive business ecosystem.

We are deeply grateful to our Board of Directors, women business owner constituents, corporate funders, alliance partners, and everyone in the WBENC ecosystem for your unwavering support, dedication, and partnership. Together, we have achieved remarkable results, and together, we will continue to shape a future marked by inclusivity, empowerment, and prosperity.

Thank you for your commitment to excellence and your contributions to our shared success. Here's to another year of making a difference, driving change, and creating opportunities for all.

Sincerely,

SANDRA P. EBERHARD
WBENC Metro NY and Greater DMV

WHO ARE WE?

CORE FOCUS – Fueling local economic growth through the empowerment of women owned business

WBEC Metro NY and WBEC Greater DMV are two regional affiliates of the Women's Business Enterprise National Council (WBENC) the nation's largest third-party certifier of women-owned businesses in the US and a leading advocate for women-owned businesses in corporate and government supply chains.

WBEC Metro NY and Greater DMV supports women-owned businesses by offering valuable **business content**, **building community**, and facilitating introductions to **growth connections**. Our goal is to empower women entrepreneurs and help them thrive in the business world.

WBEC METRO NY AND GREATER DMV BOARD OF DIRECTORS

Sandra Eberhard

President & CEO
WBEC Metro NY and Greater DMV Inc.

Mary McEvoy

Chair
PepsiCo

Avis Yates Rivers

Vice-Chair
Technology Concepts Group
International

Charlene Vickers

Chair-Elect
Johnson & Johnson

Jennifer Collins

Vice-Chair Greater DMV
JD Events

Lynne Marie Finn

Vice Chair Metro NY
Broadleaf Results Inc.

Kimberly Ayers

AARP

Michelle Buonfiglio

JPMorgan Chase

Diana Domenech

Accelerate Consulting Experts LLC

Mariama O. Davis

EY

Reuben Essandoh

Capital One

Susan Feiner

FIS Global

Nancy Geenen

Flexibility LLC

Rose Hatcher

Paramount

Cheryl Hofmeister

Organon

Ann Ramakumaran

Ampcus Inc.

Wendy Shen

FLOMO/Nygala Corp

Charles Spearman

Guggenheim Partners

Jon Suber

MassMutual

Wendy Wellener

Dominion Resources

Jeanine Pedoto

Prudential

COMMUNICATIONS EVOLVED AND EXPANDED

OVER THE COURSE OF 2023, WBEC NY AND DMV'S DIGITAL MARKETING AND COMMUNICATIONS OPERATIONS HAVE EVOLVED AND EXPANDED. THE 2023 DIGITAL ELEVATION PROGRAM SOUGHT TO:

1. deepen relationships with target audiences by fostering community through shared values,
2. connect WBEs to sponsors, opportunities, employees, resources, and
3. demonstrate WBEC NY DMV's indispensable and distinctive role in driving women's economic empowerment.

A 93.1% increase in users with 17,000 users recorded. The average engagement time on the site improved to 1 minute and 10 seconds, marking a 17.6% increase from the previous year.

The email open and click-through rate remains high: well over double industry averages, (40-50% average) indicating an engaged membership.



On LinkedIn, Instagram and Facebook channels:

Audience Growth:

The total audience on these social media platforms has grown by

242% ↑

Engagement:

Engagement across these channels has increased by

289.4% ↑

Impressions:

Impressions have increased by

826% ↑

METRO NY:



↑ **210.3%**
GROWTH

GREATER DMV:



↑ **620.1%**
GROWTH

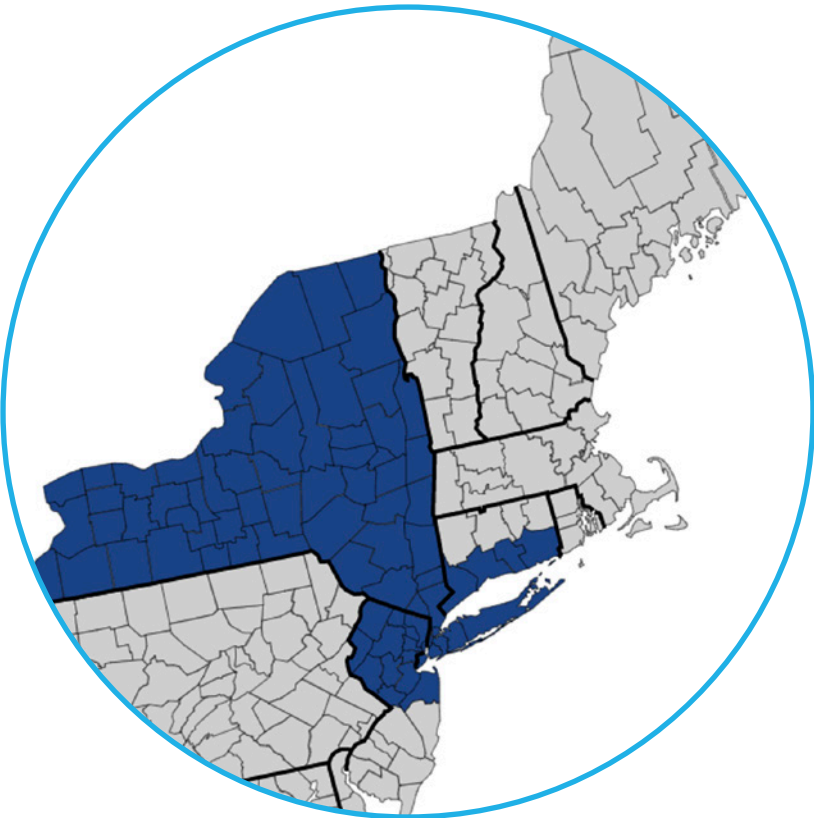
ABOUT WBEC METRO NY



WBEC Metro NY is a dynamic community of over 1,800 certified women-owned businesses, building

on their success through mutually beneficial partnerships with Fortune 1000 corporations and other WBES.

Furthering the success of women-owned businesses is our primary mission. We provide WBENC certification—the gold standard in diversity certification—at the regional level, and serve as an advocate for certified women-owned businesses in Southern Connecticut, New York and Northern New Jersey.



1,800+
TOTAL NUMBER OF
CERTIFIED WBES

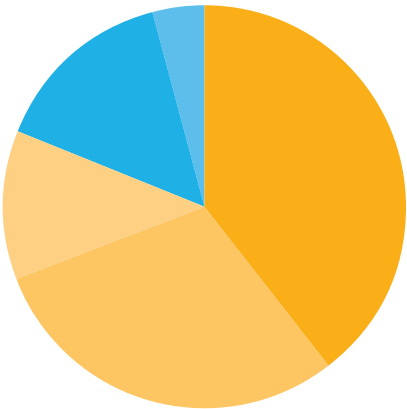
36%
TOTAL NUMBER OF
WOSB CERTIFIED WBES

REVENUE

\$19,000,000,000
TOTAL REVENUE

\$10,000,000
AVERAGE REVENUE

BREAKDOWN BY REVENUE



- Under 1 Million 40%
- Million < 5 Million 30%
- Million < 10 Million 11%
- Million < 50 Million 15%
- Million or Greater 4%

EMPLOYEES

76,000+
TOTAL NUMBER OF
EMPLOYEES

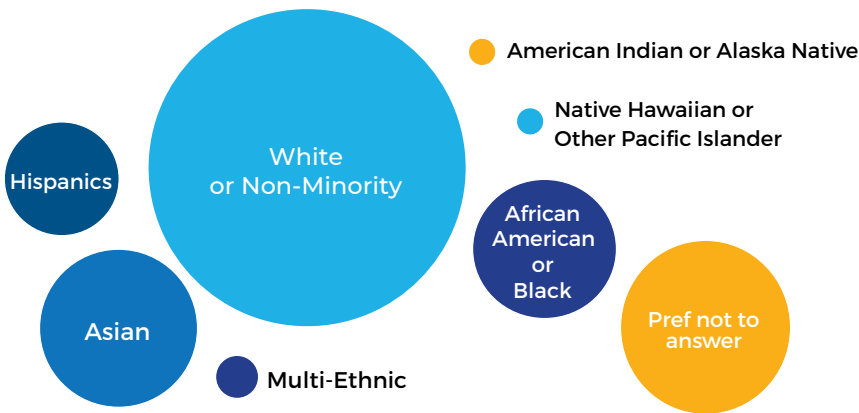
43
AVERAGE NUMBER OF
EMPLOYEES

YEARS IN BUSINESS

19
AVERAGE NUMBER OF YEARS
IN BUSINESS

5
AVERAGE NUMBER OF YEARS
CERTIFIED BY WBENC

METRO NY BY THE NUMBERS



WBE BREAKDOWN BY INDUSTRY

Agriculture, Forestry, Fishing and Hunting

Mining, Quarrying, and Oil and Gas Extraction

Utilities

Construction

Food Manufacturing

Wood Product Manufacturing

Metal Manufacturing

Wholesale Trade

Retail Trade

Transportation and Warehousing

Information

Finance and Insurance

Real Estate and Rental and Leasing

Professional, Scientific, and Technical Services

Management of Companies and Enterprises

Administrative Support; Waste Management and Remediation Services

Educational Services

Health Care and Social Assistance

Arts, Entertainment, and Recreation

Accommodation and Food Services

Other Services (except Public Administration)

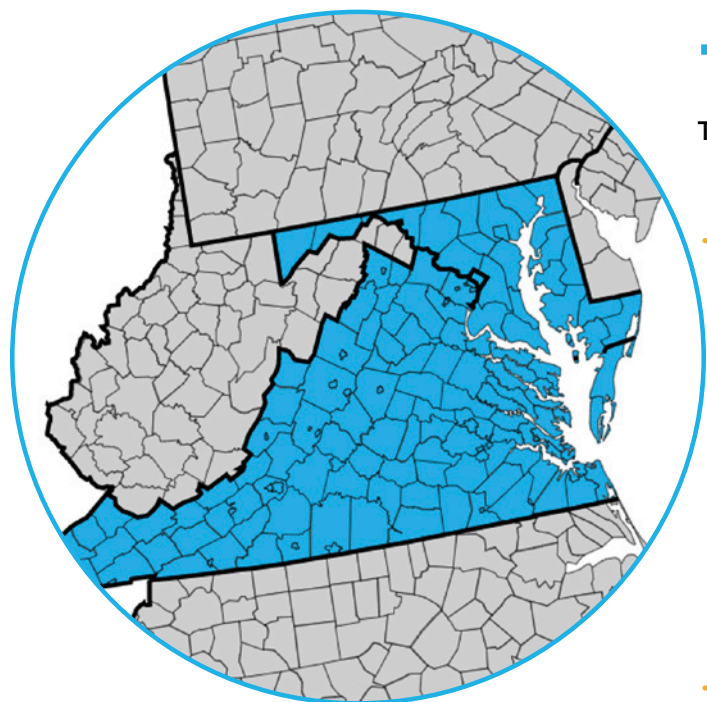
Public Administration

ABOUT WBEC GREATER DMV

WBEC GREATER DMV
WOMEN'S BUSINESS ENTERPRISE COUNCIL

WBEC Greater DMV is a dynamic community of over 1,000 certified women-owned businesses, building on their success through mutually beneficial partnerships with Fortune 1000 corporations and other WBEs.

Furthering the success of women-owned businesses is our primary mission. We provide WBENC certification—the gold standard in diversity certification—at the regional level and serve as an advocate for certified women-owned businesses in the District of Columbia, Maryland and Virginia.



1,000+

TOTAL NUMBER OF
CERTIFIED WBES

600+

TOTAL NUMBER OF
WOSB CERTIFIED WBES

REVENUE

\$9,000,000,000

TOTAL REVENUE

\$8,000,000+

AVERAGE REVENUE

EMPLOYEES

58,000

TOTAL NUMBER OF EMPLOYEES

58

AVERAGE NUMBER OF EMPLOYEES

YEARS IN BUSINESS

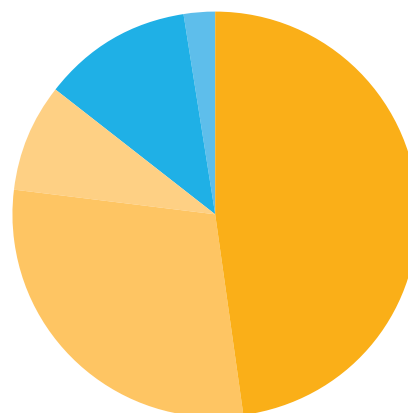
15

AVERAGE NUMBER OF
YEARS IN BUSINESS

5

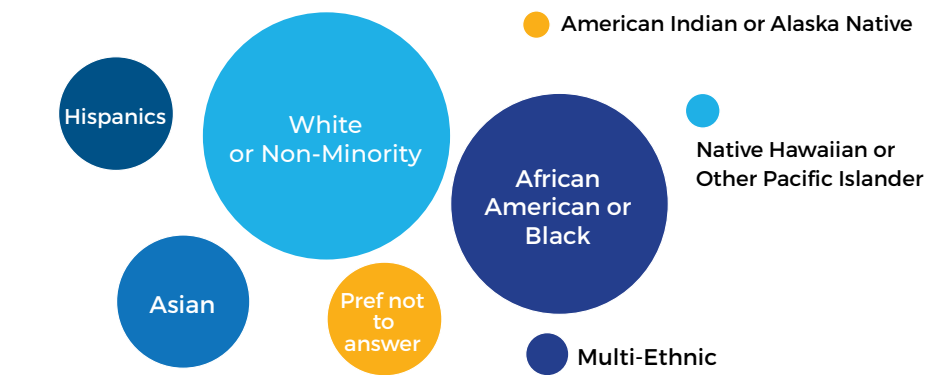
AVERAGE NUMBER OF YEARS
CERTIFIED BY WBENC

BREAKDOWN BY REVENUE

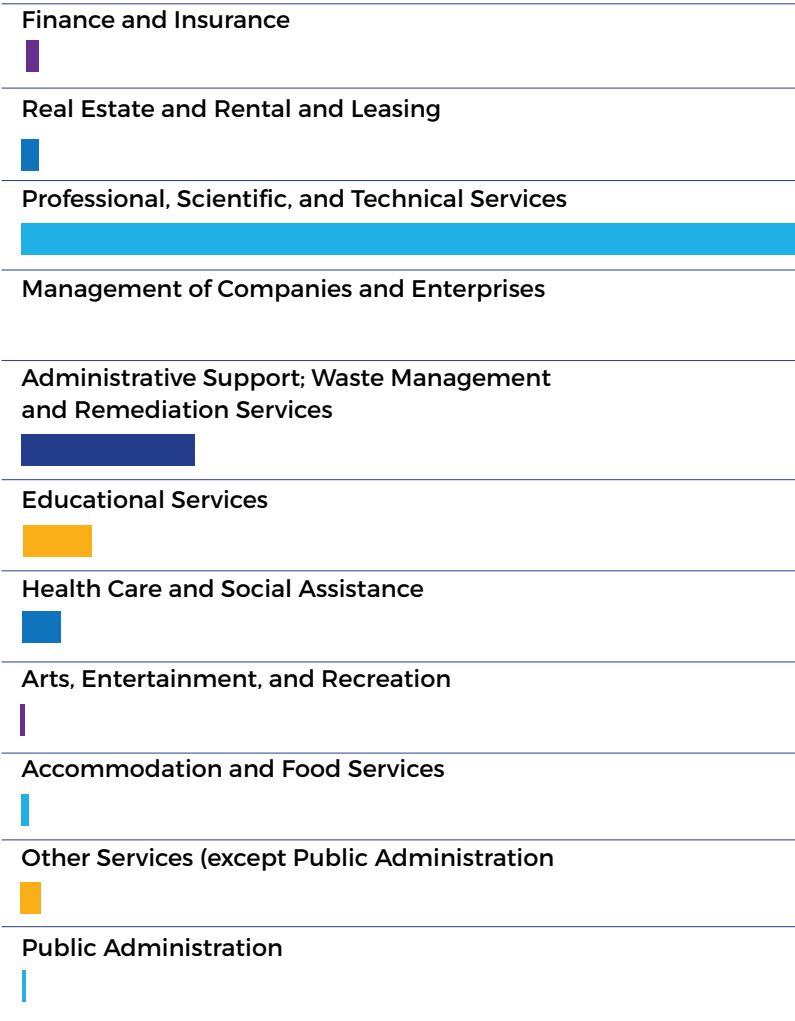


- Under 1 Million **48%**
- Million < 5 Million **29%**
- Million < 10 Million **9%**
- Million < 50 Million **12%**
- Million or Greater **2%**

GREATER DMV BY THE NUMBERS



WBE BREAKDOWN BY INDUSTRY



SAGE ADVICE

Strategies to Advance and Grow Enterprises (SAGE) Advice is a collaborative partnership between Capital One and WBEC Greater DMV and Metro NY, established to develop and enable small business owners to grow through customized sessions delivered by successful women business owners and Capital One associates.

SAGE is going into its 9th year. In total, 144 WBEC Metro NY and Greater DMV WBECs have participated in the SAGE program.



“Most importantly, I personally improved my confidence and focus. Meeting, listening to and speaking with the amazing people in this program gave me the push I needed to crack open my shell and put myself out there more.”

VIRGINIA KENDALL,
SCI Medic, Inc.

SAGE | ADVICE



STRATEGY TO ADVANCE AND GROW ENTERPRISES

THE SAGE PROGRAM TAKES PARTICIPANTS ON A TRANSFORMATIVE 6-MONTH JOURNEY.

THE CORPORATE CONNECTION

Maximizing the WBENC certification

YOUR FINANCIAL PICTURE

Finding and managing the money needed to run a successful business

MARKETING FOR SUCCESS

Managing and selling to maximize your profits

BUILDING YOUR “A TEAM”

Making the case for who, when and how to get help for your company

SUSTAINABILITY ACCELERATOR

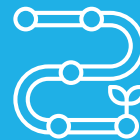
Sustainability Accelerator is an accessible and actionable program to help WBEs understand the basics and application of sustainability. Consisting of three modules running over nine months, it includes four interactive workshops per module and six optional drop-in clinics per module to provide expert advice on the unique needs of WBE business as they embed sustainability into their operations. This inaugural program was delivered with the support of AstraZeneca and BMS and facilitated by WBE sustainability experts The Fehlig Group. 50 WBEs participated in this program.

AstraZeneca 

 Bristol Myers Squibb

 THE
FEHLIG
GROUP

A ROADMAP OF THREE MODULES



CREATING YOUR SUSTAINABILITY ROADMAP

What to know
What to do
How to implement
Recognizing your value in the
value chain



CHECKING YOUR SUSTAINABILITY COMPASS

Reinforcing concepts of materiality
Key policies, practices and systems
How to write policies
Putting policies into action



READY! SET! GO!

Creating documents and metrics for
assessments
Environmental Management System
Greenhouse Gas Emissions
calculation

ACHIEVEMENTS

One business has already seen a 40 percent savings in shipping costs through understanding of environmental alternatives.

A WBE secured a government contract based on her ability to articulate her sustainable priorities and targets.



"I now say, I am the S in ESG."

DEE C. MARSHALL



"I sincerely appreciate all that you have introduced us to. I personally feel confident to be able to participate in ESG conversations going forward."

GERALDINE KEOGH

AMPLIFY MASTERMIND

Amplify is a mastermind-mentorship program for women business owners established to engage and support women of color in maximizing their access to markets, supplier diversity, procurement leaders, buyers, decision makers through a multicultural lens. The Amplify Mastermind program is delivered in partnership with Diverse and Engaged.

In 2023, A total of 32 diverse women-owned business completed the Amplify Mastermind program with a 100% satisfaction rate for the program.

Amplify®



“Belonging to the Amplify community has instilled in us the essence of reciprocity. We found immense joy in contributing to the success of fellow WBEs by sharing resources and fostering peer accountability. The spirit of camaraderie and support is the backbone of the program.

RADIANCE BASDEN,
Rooted in Radiance LLC

CONNECT

Connect with a group of positive like-minded advancing entrepreneurs who will hold you accountable to your goals.

BUILD

Increase your visibility, build quality relationships, and gain high proximity to influencers and decision makers.

LEVERAGE

Leverage your third party access to markets through ongoing engagement with the corporate supplier community.

GROW

Grow yourself, your earnings potential, and increase your capacity with direct feedback and open communication.

PITCH COMPETITION

We partnered with WBENC to deliver the national 2023 WBENC Pitch Momentum Competition. Metro NY and Greater DMV hosted the FIRST ROUND | SPARK of the competition.

Three winners per region won \$1,000 and competed in the WBENC National semi-finals. The 2023 regional pitch competition provided our WBEs with the opportunity to hone their pitch skills in a safe environment and market to corporate members and fellow WBEs.

<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Maria Marino <i>Panic Panties</i></p> <p>WBENC METRO NY WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 	<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Sheilisa McNeal-Burgess <i>Fria LLC DBA Fria Jewelry</i></p> <p>WBENC METRO NY WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 	<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Jennifer Willey <i>Wet Cement</i></p> <p>WBENC METRO NY WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 
<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Emmalyne Head <i>Southern Belle Cleaners</i></p> <p>WBENC GREATER DMV WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 	<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Renette Dallas <i>Life by Dallas Inc</i></p> <p>WBENC GREATER DMV WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 	<p>SEMI-FINALIST</p> <p>WBENC PITCH MOMENTUM COMPETITION</p> <p>Ruth Williams <i>EriTea</i></p> <p>WBENC GREATER DMV WOMEN'S BUSINESS ENTERPRISE COUNCIL</p> 



ACHIEVEMENTS

Sheilisa McNeal Burgess, Emmalyne Head, Renette Dallas and Maria Marino made it to the National Live Pitch Finals in November, in Philadelphia.

Emmalyne Head walked away with a **\$10,000** prize for having a mission driven product.

ONE PAGE BUSINESS PLAN



"I've never done a business plan. I didn't think I would be a business owner. This opportunity, this cohort, has really opened my mind to the things to think about as a business owner"

MONIQUE HENRY-HUDSON,
Simply Robotix

An offshoot of the SAGE Advice Program, the One Page Business Plan makes planning actionable, flexible, and simple. Unlike long business plans that sit in a drawer gathering dust, the One Page Business Plan is user-friendly, strategic, and tactical. Delivered in November, WBEs created a clear roadmap on a single page that will help them move the needle on their goals, create sustainable growth, and drive their business forward in the following year.

Led by WBE Linda Hamilton, CPA, CGMA, CEPA, CPBA, SYSTEMologist™, the program laid a foundation for understanding the importance of financial statements and budget, skills business owners need to build sustainable, profitable companies.

AT THE END OF THE PROGRAM, THE 10 PARTICIPANTS:

- Understood the One-Page Business Plan Methodology, created a one-page business plan
- Was able to communicate mission and vision to advisors, employees, customers.
- Set SMART goals and objectives aligned with mission and vision.
- Learn to select strategies appropriate for their business aligned with mission, vision, and goals.
- Learn to create action plans for the next year to implement strategies.
- Learned the importance of understanding financial statements and how to create a budget.



BUILDING COMMUNITY



LUNCH WITH THE EXPERTS AND WEBINARS

Invites Corporate Members to give an interactive presentation at an online program for WBEs. Delivered over lunchtime, on Tuesdays at noon allows WBEs to step away from regular business to gain insight about corporate involvement without intruding on their workday and learn about Corporate Members' supplier diversity programs and how to navigate their sourcing/procurement processes. Also, provides WBEs more detailed information about WBEC Metro NY and Greater DMV and WBENC and how to maximize their WBENC certification and local RPO support.



CORPORATE ROUNDTABLE (CORPORATES ONLY)

Exclusive to Corporate Members, this interactive platform facilitates discussions among NY and DMV corporate members to share best practices and offer feedback on enhancing the NY and DMV ecosystems. The 2023 focus centered on cybersecurity's influence on WBE participation in the supply chain.



MEGA MATCHMAKER

This two-day virtual matchmaking event united Corporate Members and their Primes to engage in 20-minute one-on-one sessions with WBEs. The meetings aimed at business introductions and exploring potential contracting opportunities. A total of 59 corporate members took part, leading to 134 productive one-on-one meetings.



SPEAKER'S BUREAU LAUNCHED IN MARCH

An aggregation of NY and DMV SMEs who volunteer to speak at NY and DMV programming and events and share their thought leadership and represent the organization externally.

WBEs can apply to join the bureau on our website.



OFFERING WBES

- 30-minute 1:1 coaching sessions with a Corporate Member of the WBE's choosing
- WBEs can search by interest/topic to seek best mentor match
- Algorithmic recommendations for networking with other WBEs and Corporate Partners
- Note and email template features to track business achievements for easy follow-up

OFFERING CORPORATE PARTNERS

- Provide WBEs support outside of Supplier Diversity
- Vehicle to support internal corporate CSR goals
- Flexibility with engaging with WBEs

METRO NY

CELEBRATING OUR PARTNERS RECEPTION

Thursday September 14th | Mandarin Oriental

ANNUAL AWARDS & BREAKTHROUGH BREAKFAST

Friday September 15th | Plaza Hotel

Close to $\frac{3}{4}$ of \$1 billion of reported spend with Metro NY WBEs.



AWARD WINNERS

2023 Outstanding Corporation
NEW YORK LIFE INSURANCE

2023 Outstanding
Women's Business Advocate
SUNDARI PAI LUTS, Bristol Myers Squibb

2023 WBE Star
LINDA HAMILTON, Linda A. Hamilton CPA

2023 Presidents' Award
SHARI SHAFIR, AMC Networks

2023 Corporate Opportunity Award
PFIZER INC.

2023 Corporate Champion Award
PFIZER INC.



GREATER DMV

CELEBRATING OUR PARTNERS RECEPTION

Thursday November 16th | Fairmount Downtown

ANNUAL AWARDS & BREAKTHROUGH BREAKFAST

Friday November 17th | Willard Intercontinental

Over \$200 million of reported
spend with Greater DMV WBEs.



AWARD WINNERS

2023 Outstanding Corporation
ASTRA ZENECA

2023 Outstanding
Women's Business Advocate
TOBIAS THORNWELL, MGM National Harbor

2023 WBE Star
MARY FEHLIG, The Fehlig Group

2023 Presidents' Award
JON SUBER, Mass Mutual

2023 Corporate Opportunity Award
DOMINION ENERGY

2023 Corporate Champion Award
ASTRA ZENECA

2023 Public Sector Award
AARP

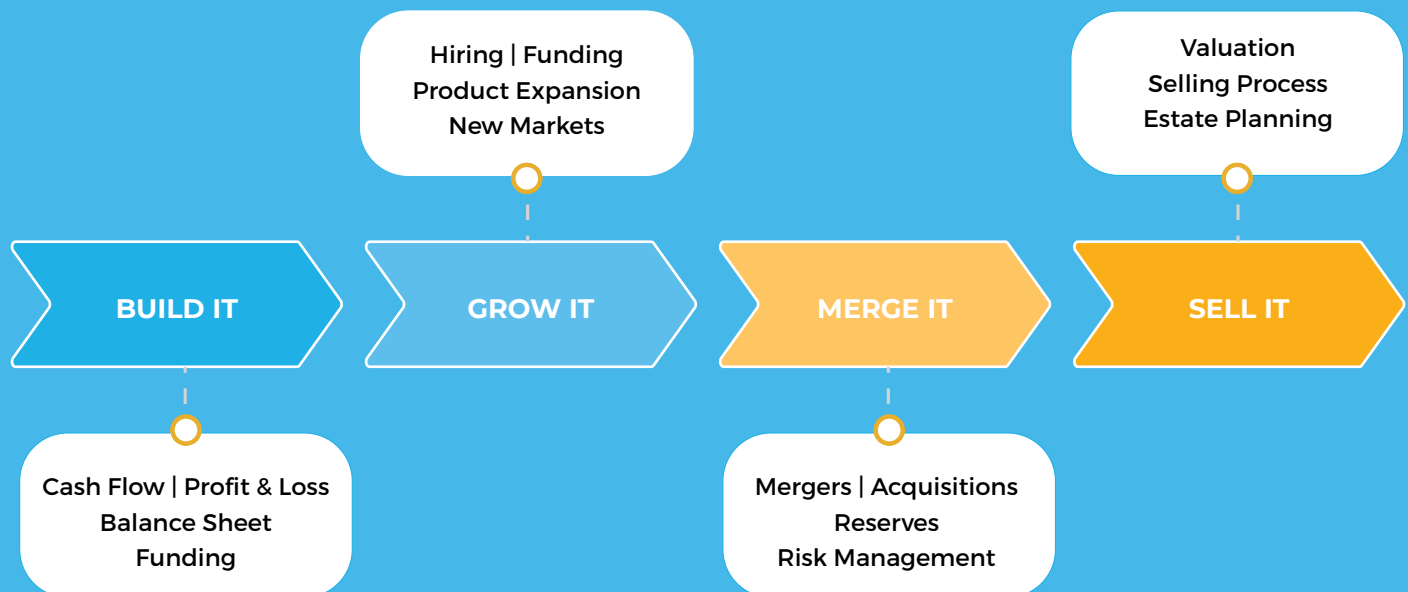


BUILD YOUR BUSINESS WEALTH

Developing financial acumen at every stage in the business cycle is essential to success.

THIS SUMMIT OFFERS

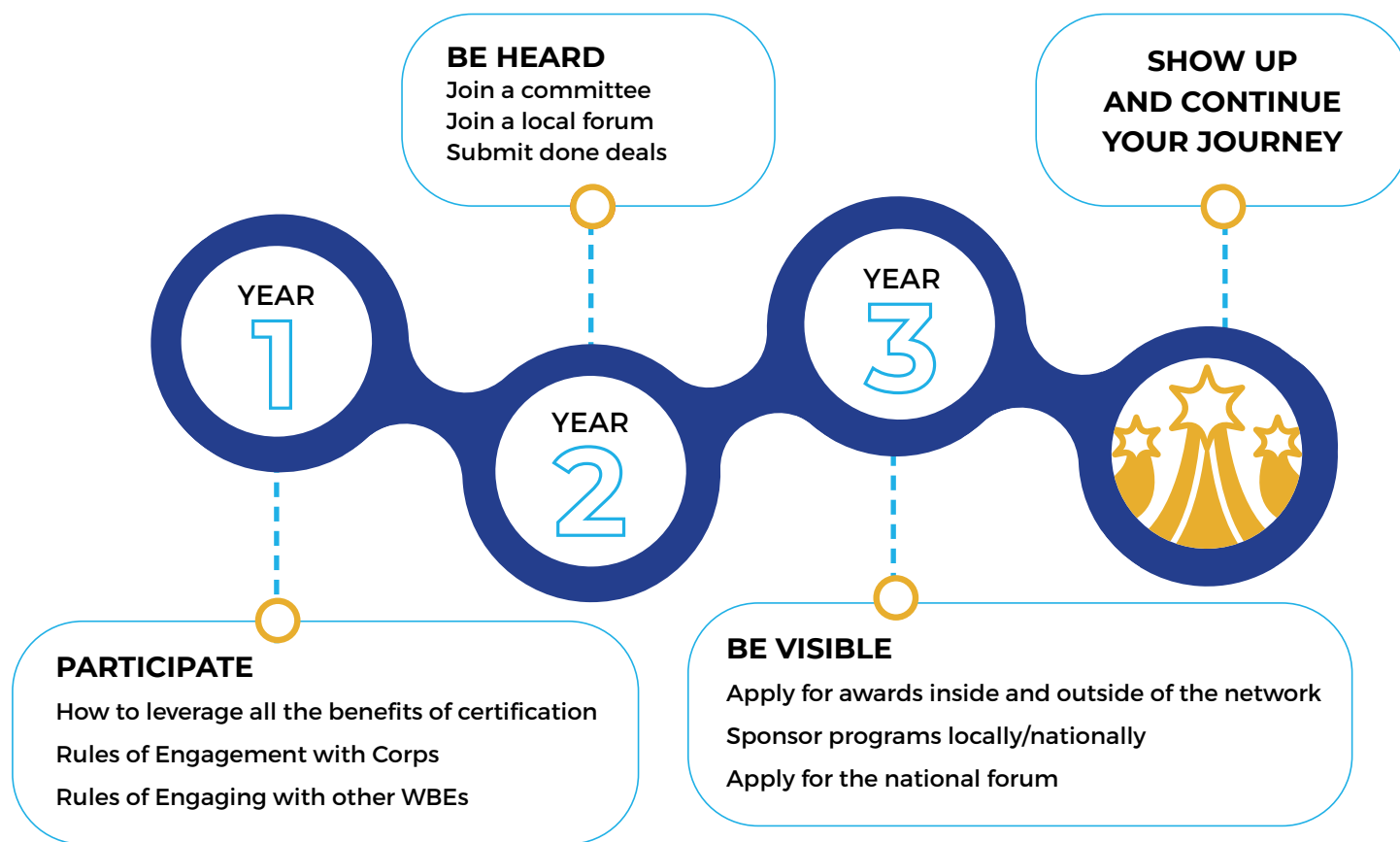
- Financial Acumen and Knowledge appropriate for success and growth readiness
- Financial Resources and Tools available in the local ecosystem
- Best Practice Discussion with other business owners and financial experts
- Economic Outlook Presentation



ACCELERATE YOUR GROWTH

This 3-year curriculum for newly certified WBEs is designed to help them leverage their WBENC certification and the many opportunities available in the network.

In 2023, WBEC Greater DMV established the Year One program for WBEs who received certification in 2021. The goal of the program is to provide our new WBEs with a 3-year plan for WBENC certification success.



DELIVERED IN QUARTERLY SEGMENTS

- Language of the Network
- Targeted Programming
- Community Building
- Pairing with WBEs who have Maximized the Benefits of Certification
- Leadership Development
- Capacity Building
- Exposure to Innovative Ideas

SCALING YOUR BUSINESS

Women Business owners will be guided to break through their current obstacles to grow, capitalize on new revenue opportunities and receive guidance on the path to build a team-managed company using Allison Maslan's SCALEit Method®.

WBEs will develop a customized Marketing Plan to drive in consistent leads, and a sales system to convert those leads into customers.

Leading the business owner participants through an extremely interactive process to develop and execute the following:



Strategic Vision and Plan: Guidance to create a rock-solid strategic vision and growth plan. These business owners will experience clarity and confidence knowing exactly where they are headed and the clear-cut steps to follow.



Cash Flow: Development of a customized Marketing Plan to drive in consistent leads, and a sales system to convert those leads into customers.



Alliance of the Team: Hands-on direction for Hiring, Team Building, and Company Culture so they can build a successful and thriving team that drives success daily.



Leadership training so attendees can show up as the CEO they are meant to be. A leader that empowers their team into action and builds the confidence to go after the big dreams.



Execution: Guidance around time management, systematize and automate attendees' company day-to-day so they can accomplish their highest impact activities and move the business forward at a more profound rate.

WBENC NATIONAL CONFERENCE MOMENTUM

March 20-23, 2023 | Nashville, TN

NY 280+ ATTENDEES

DMV 140+ ATTENDEES

Representing **11%** of the conference attendees
15% were corporate attendees

Learn More About Dee

<https://www.wbenc.org/news/meet-the-wbe-stars-dee-c-marshall/>



Learn More About Liz

<https://www.wbenc.org/news/advancing-with-the-wbe-stars-liz-whitehead/>

Learn More About Host Committee Members



Metro NY Member
Elisabete Miranda



Greater DMV Member
Nancy Geenen

<https://www.wbenc.org/news/meet-the-wbe-joint-host-committee-for-the-2023-wbenc-national-conference/>







CYBER SECURITY AWARENESS

- A 4-part program on cybersecurity delivered during Cyber Security Awareness Month
- An accessible and actionable program to help WBEs understand the basics of cybersecurity
- Assist WBEs in unpacking the important pieces of cybersecurity as it relates to their business – risks, counter measurements, customer engagement – utilizing the globally recognized cybersecurity framework.
- Provide WBEs clear steps to conduct a risk assessment of their business and to create and articulate a cybersecurity plan



INDUSTRY PANELS AND NETWORKING

Bringing Corporate Members of similar industries together to share industry information, insights and opportunities with WBEs in a collaborative manner.



ENTERTAINMENT INDUSTRY INCUBATOR

Focusing on marketing, third party production, production and technology, this program will help create a pipeline of procurement ready diverse suppliers for the entertainment industry.

THE RESOURCE COLLECTIVE

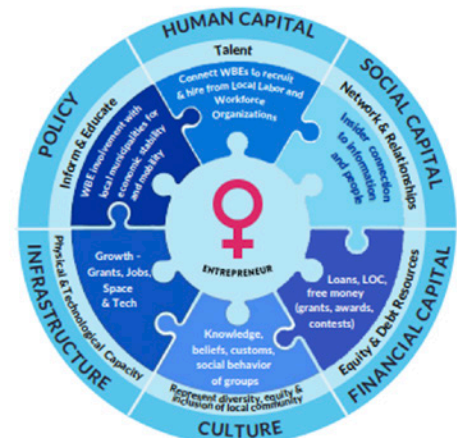
The Resource Collective is a group of corporate members, WBEs and alliance partners who provide their services to Metro NY and Greater DMV women business owners.

The goal of the Resource Collective is to connect our women business owners to locally available tools, resources, information and connections that will help develop their businesses into sustainable, thriving enterprises

THE RESOURCE COLLECTIVE PLAYS A CRITICAL ROLE IN DEVELOPING PROGRAMS AND COMMUNITIES FOR WOMEN ENTREPRENEURS WHILE CONNECTING THEM TO LOCAL RESOURCES. THE PRIMARY RESPONSIBILITIES ARE TO:

- Advise on strategic financial viewpoint to drive business viability and growth
- Connect WBEs to local talent with skilled labor or specialized training experience
- Create WBE coalitions of networks, relationships, resources, information and support
- Define, acknowledge and celebrate WBEs' diversity and their winning mindsets
- Provide both the physical space and technological capacity to support entrepreneurs
- Identify, inform and educate on local policies that impact WBE businesses

THE RESOURCE FOCUS



- **CONTENT:** We deliver Tools, Resources, Information, Connections (TRICs) for WBEs
- **COMMUNITY:** Facilitates and supports women of a similar business mindset to navigate challenges and celebrate successes
- **CONNECTIONS:** Offer business owners access to commercial and public opportunities and resources

ALLIANCE PARTNERS

Port Authority of New York New Jersey

Washington Area Community Investment Fund (Wacif) Enterprising Women of Color Center (EWOC Center)

American Indonesian Chamber of Commerce

Inner City Capital Connections (ICCC)

Hispanic Chamber of Commerce of Montgomery County

Empire State Development

AKA Sorority (Westchester)

Zeta Phi Beta Sorority (National)

Howard University

DC Chamber of Commerce

Prince George's County

Montgomery County

Manhattan Chamber of Commerce

International Women's Economic Council

New Jersey Office of Economic Development

Supplier Diversity Development Council

New York New Jersey Minority Supplier Diversity Council

**WHAT DO
TEA
SOMMELIERS**



**AND
FREIGHT
TRUCK
DRIVERS**

HAVE IN COMMON?

Find out at the Women-Owned Business
Directory: wbecnymv.org/business-directory

CORPORATE MEMBERS

METRO NY

A+E Networks	Moody's Corporation
Accenture*	Morgan Stanley
AIG	National Grid
AMC Networks Inc.	NBC Universal
American Water*	New York Life Insurance
AT&T*	New York Power Authority
Bank of America*	Northwell Health
Bayer U.S.	Novartis Pharmaceuticals Corporation
BNY Mellon	Novo Nordisk
Bristol Myer Squibb *	NYU
CitiGroup	Organon, LLC.*
Colgate Palmolive Company	Paramount*
Con Edison	PepsiCo*
Delta Air Lines, Inc.*	Pfizer, Inc.
EY*	Port Authority of NY and NJ
Federal Home Loan Bank of New York	PriceWaterhouse Coopers
Federal Reserve Bank of New York	Pride Global
Fidelity Information Services (FIS) Global	Prudential
Flagstar Bank	PSE&G
Google Inc.*	Sandoz, Inc
Guggenheim Partners	Sanofi
IBM	Teva Pharmaceuticals
Johnson & Johnson	The Travelers Companies, Inc
JPMorgan Chase & Co.*	Tishman Speyer
Mars Inc.	United States Tennis Association
Marsh & McLennan Companies, Inc.	Verizon
Mass Mutual*	Vistra Corp
Merck & Company	Warner Media LLC
MetLife	Webster Bank
MGM Empire City	Wells Fargo
Micron Technology Inc.*	Wyndham Hotels & Resorts*

GREATER DMW

AARP*	Marriott International, Inc.*
Accenture*	Mass Mutual
Altria Group	McCormick & Company, Inc.
Amazon*	Metropolitan Washington Airports Authority
Ampcus Inc.*	Monumental Sports & Entertainment
AstraZeneca	NEA Member Benefits Corporation
AT&T	Peapod Digital Labs
Capital One Financial*	Pepco an Exelon Company
District of Columbia Water and Sewer Authority	SMECO
Dominion Energy	Sodexo, Inc.
Fairfax County Economic Development Authority*	Washington Gas
Federal Reserve Bank of Richmond*	WSSC Water
Freddie Mac	

*dual region supporter

CORPORATE MEMBER DATA

We've integrated Salesforce, a CRM software, as our centralized hub to enable us to analyze, track, and manage all aspects of our corporate member relationships. Our objective is to create a comprehensive center for corporate member data, allowing us to accurately assess both current and potential impacts. Using data collected in 2023, we provided our corporate partners with detailed engagement reports, reflecting their local-level interaction with our organization. Four distinct levels of engagement were identified:

ADVOCATE CIRCLE: advocating for contracts and connection opportunities inside of their corporations for WBEs; acknowledging the importance of having an advocacy partner by supporting our efforts to certify and support the growth of women owned businesses. They show up to programs and participate when they can.

LEADER CIRCLE: supporting both organizations, Metro NY and Greater DMV, that they are helping 2600 businesses gain access to business content, like minded community and opportunity connections. They acknowledge the reach we have in the eastern corridor and engage with our programming in both territories.

CHAMPION CIRCLE: help us enhance and extend the program content and reach. They introduce us to other departments within their organization and get them involved in the development and or support of our business owners. They are champions and create other champions within their organization who become Allies to us and our mission.

VISIONARY CIRCLE: who are connected internally and externally to the larger ecosystem and have connections to local or national organizations with the same mission. They make introductions and help us acquire enhanced resources for the current WBEs and speaking engagements to reach those not yet certified.

ADVOCATE

A+E Networks	Marsh & McLennan	PricewaterhouseCoopers
Colgate-Palmolive	McCormick & Co.	PSEG
County of Henrico	Metropolitan Museum of Art	Raytheon
DC Water	MGM Empire City	Sanofi
Delta	Micron Confidential	SMECO
Delta*	Moody's Corporation	Sodexo
Enterprise Holdings	MWAA	T. Rowe Price
Fairfax County EDA	National Grid	Teva Pharmaceuticals
Federal Home Loan Bank of New York	NBC Universal	Tishman Speyer
Flagstar Bank	NEA Member Benefits	US Tennis Association (USTA)
IBM	New York Power Authority	Vistra Corp.
KPMG	Northwell Health	Warner Media
Leidos	Novartis Pharmaceuticals	Washington Gas
Major League Baseball	Novo Nordisk	Webster Bank
Marriott International	Peapod Digital Labs	WSSC Water
Mars Inc.	Pepco	Wyndham Hotels & Resorts

LEADER

Altria Client Services	Merck & Company
AT&T	MetLife
Bayer	Micron Confidential
BNY Mellon	Monumental Sports & Entertainment
Federal Reserve Bank of New York	Morgan Stanley
Federal Reserve Bank of Richmond	New York University
FIS Global	Organon
Guggenheim Partners	Verizon
JP Morgan Chase & Co.	

CHAMPION

Accenture	Bank of America	PepsiCo
AIG	Citigroup	Pfizer Inc.
Amazon	Con Edison	Prudential
AMC Networks	Dominion Energy	Wells Fargo
AstraZeneca	New York Life	

VISIONARY

AARP	Dominion Energy	MassMutual
Ampcus	Dual DMV	Paramount
BMS	EY	
Capital One	Johnson & Johnson	

LOOKING AHEAD TO 2024 POWER OF MANY AND WHAT THAT MEANS TO US

This year is not just another chapter in our story—it's a yearlong celebration of The **Power of Many**.



That's because for 25 years, we have worked together to forge and foster long-term partnerships between women business owners in our region and Fortune 1000 corporations, federal agencies and other women business owners across the country. The proof of our success is in the numbers: nearly \$1 Billion flowed through deals between our sponsors and the businesses within our network just last year. 33% are minority, which reflects the diversity of the communities in which we work and live.

These words capture the essence of The Power of Many.

Over the past two years, our organization has embraced The Art of Resilience and The Power of Agility. Together, we nurtured resilience among the women in our network, helping them navigate the changing business environment during and after the Covid era. Then we focused on their agility, enabling them to quickly adapt and thrive by leveraging people, technology, and processes to achieve their goals and make a positive impact in this new business environment and economy.

As our incredible MC
THERESA PROCTOR
said at the **Metro NY Celebrating Our Partners** Reception last year,

"We're not here for just business. We're here for impact. We do this to invest in women business owners to create change in the world."

In 2024 we are embracing The Power of Many through collaboration, innovation, and elevation.

Now, the question arises: How do we sustain and amplify the progress of the businesses within our ecosystem and their impact?

By embracing The Power of Many: by nurturing collaboration among all members of the local ecosystem, we can propel innovation and grow together to bolster and fortify the local economy.

In 2024 we are embracing The Power of Many through collaboration, innovation, and elevation.

Collaboration is at the heart of our mission. We recognize that the challenges and opportunities that lie ahead can only be met through a united front, where businesses, communities, and individuals come together to create value and drive change.

Innovation is our response to the shifting landscape of business and society. As we step into our 25th year, we are more committed than ever to embracing new ideas, technologies, and perspectives. Our focus is not just on adapting to change but on being the catalyst for it, driving sustainable, inclusive, and impactful growth.

Elevation is our collective journey. It's about lifting each other up, sharing success, and building an ecosystem where every member can thrive. In this transformative era, our approach is holistic, considering the needs and aspirations of our diverse community. We strive to create a space where women entrepreneurs can not only succeed but also help others along the way.

As we navigate through 2024, our celebrations will not just be about looking back at our achievements but also about forging ahead with new challenges and opportunities. We remain dedicated to our mission of expanding our programming and meeting the changing needs of our community. This includes our strategic goal of creating a representative community of Black and Latina women-owned businesses. We are excited to explore new partnerships and avenues that will amplify the impact of women-owned businesses in our ecosystem.

The Power of Many is an invitation for you to join us on this journey, to be part of our story, and to help write the next chapter in the history of WBEC NY & DMV.



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President & CEO

Leandra Joseph

Chief Operating Officer

Caroline Carri

Director, Development

Patrick Gaeta

Senior Operations Manager

Chavelle-Marie Skrastins

Certification Manager, Metro NY

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