IMPACT AWARDS

WBEC METRO NY GREATER DMV

WOMEN'S BUSINESS ENTERPRISE COUNCIL

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PROGRAM GUIDE

FRIDAY, NOVEMBER 20, 2026

10:00AM – 2:30PM • MANDARIN ORIENTAL • NEW YORK, NY

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Diana Domenech
President and CEO



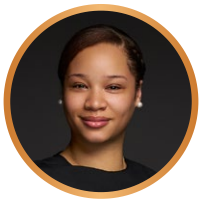
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IMPACT AWARDS

LETTER FROM OUR PRESIDENT AND CEO

Dear Friends,

Welcome to WBEC Metro NY and Greater DMV's 2026 Impact Awards Luncheon!

Today, we come together as one network, across two regions, united by our shared impact. This celebration brings together women business owners, corporate partners, sponsors, and community leaders whose commitment and collaboration create opportunities throughout our business community.

Our theme, Powered by Synergy, Driven by Impact, reflects what makes this network so valuable: the relationships that turn introductions into partnerships, ideas into action, and opportunities into business growth.

As I reflect on my first year as President & CEO, I am especially grateful for the business owners that make being part of this organization so special. Hearing about the relationships built, the opportunities secured, and the new levels reached are inspiring and confirm how our network is strong and impactful. I have seen how we build forums to get to know and refer each other's businesses, show up to support each other in receiving awards, travel together to conferences, uplift and promote each other on social media, join forces to bid on and win contracts, and lean into learning more and growing together as business leaders. These experiences have strengthened my belief in what we can accomplish together.

Today's honorees demonstrate that possibility. Through their leadership, innovation, and dedication, they are building successful businesses, opening doors for others, and strengthening the communities they serve. To each of our award recipients: Congratulations, and thank you for giving us so much to celebrate!

I recently attended a local Forum meet up and there was a WBE who shared that this was the first WBEC NY DMV she had attended. I had an opportunity to speak with her as the event kicked off and learned she was seeking ways to get her products in a specific retailer. Once the group sat down, she introduced herself and her business, and told her story. Before she could get her ask out, another attendee two seats down offered to make an introduction to leadership at the retailer! This is power of our network and what is possible.

To our corporate partners and sponsors, thank you for investing in women entrepreneurs and helping create pathways to opportunity. To our Marketplace participants and the women business owners throughout our network, thank you for sharing your talent, ambition, and expertise. And to our Board of Directors, committees, volunteers, and dedicated staff, thank you for the care and commitment you bring to this work every day.

As we look ahead, our ambition is clear: to build a thriving business development ecosystem where women entrepreneurs can find the relationships, resources, and opportunities to grow at every stage of their journey. Everyone in this room has a role in making that vision real.

I hope you leave today proud of what this community has achieved and inspired to help shape what comes next! Celebrate our honorees. Meet someone new. Visit the Marketplace. Begin a conversation that could become your next collaboration.

Thank you for being part of this community and for the impact you make possible.

With gratitude,

Diana Domenech

Diana Domenech
President & CEO, WBEC NY DMV



IMPACT MARKETPLACE

From handcrafted treats, organic sodas, and luxury candles to financial consulting, leadership education, and workforce solutions, the Impact Marketplace showcases the wide range of women-owned businesses across our network.

Explore the businesses below and meet the women behind them!

BLUE SAGE SCHOOL

BOOMERANG BITES

Broadleaf

COLOR CODED COSMETICS
IMAGE THAT COMMANDS THE ROOM

FLOMO®

fresh fizz organic soda

jeancriss MEDIA

LINDA A HAMILTON, CPA LLC
BEHIND EVERY GREAT BUSINESS IS SOMEONE WHO KNOWS THE NUMBERS

Mamais Construction

NYCSL SUBWAY LINE℠

Pedilicious Footwear

SAVVY SCENTS BY SHERRIE

SmithDesign

Azumi ARCHA

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PROGRAM AGENDA

10:00AM	**MARKETPLACE + REGISTRATION**
11:00AM	**BALLROOM DOORS OPEN**
11:15AM	**MAIN STAGE WELCOME** **Holly Byrd Miller,** Founder and CEO, Color Coded Cosmetics **Diana Domenech,** President and CEO, WBEC NY DMV
11:45AM	**LUNCH IS SERVED**
12:10PM	**KEYNOTE FIRESIDE CHAT** **Diana Levy**, Founder and CEO, Undercover Snacks **Diana Domenech**, President and CEO, WBEC NY DMV
12:45PM	**IMPACT AWARDS PRESENTATION:** **Emerging WBE Leaders:** Impact through unstoppable momentum. **WBE FORUM Leader of the Year:** Impact through regional connection. **WBE Stars:** Impact through leadership, service, and influence. **Corporations of the Year:** Impact through sustained commitment and meaningful engagement. **Advocate of the Year:** Impact through championing access and opportunity. **President's Award:** Impact through collaborative leadership. **Marsha Firestone Award:** Impact through systemic change.
1:40PM	**PRIZE DRAWING + CLOSING REMARKS**
1:45PM	**MARKETPLACE + STRATEGIC NETWORKING**
2:30PM	**END OF PROGRAM**

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IMPACT AWARDS

SPEAKERS



Diana Domenech

President and CEO, WBEC Metro NY and Greater DMV

Diana Domenech is President and CEO of WBEC NY DMV, two regional affiliates of the Women's Business Enterprise National Council (WBENC), the nation's leading advocate of women-owned businesses and third-party certification organization. With more than 20 years of executive leadership experience, Diana has built a career advancing inclusive economic development, scaled impact, and operational excellence.

Before joining WBEC NY DMV, Diana founded Accelerate Consulting Experts (ACE) and held leadership positions at AIG and JPMorgan Chase, where she led the firm's global Supplier Diversity Program. She holds an MBA from NYU Stern School of Business and a BS from Cornell University, and is Chair Emeritus of the Financial Services Roundtable for Sustainable Development.



Diana Levy

CEO and Co-Owner, Undercover Snacks

Diana Levy is the Founder, CEO and Co-Owner of Undercover Snacks. A health-conscious chocoholic and mom of three daughters, Diana developed the concept for Undercover Snacks from her kitchen table to a state-of-the art manufacturing facility that she helped engineer. Undercover's Chocolate Quinoa Crisps are now sold in over 25,000 stores across the country, from Whole Foods and Walmart to Costco and Amazon. In addition to traditional retailers, United Airlines has also distributed over 150 million units of Undercover's Dark Chocolate Sea Salt Crisps as one of their complimentary snacks in economy. With operations running 24/7, Undercover has broken through as one of the leading permissible indulgent snacks on the market.

Diana pursued a career in media, trading and almost law before leaving the workforce to stay at home with her young family. After launching a small chocolate business, two of her three daughters were diagnosed with celiac disease, which inspired Diana to create an unbelievably delicious better-for-you chocolate snack that also happened to be gluten-free. The company formally launched in 2017, scaling rapidly from a single Whole Foods Market to retailers nationwide and across the globe.

In building Undercover's manufacturing facility, Diana innovated every step of the way, including sourcing custom-designed, state-of-the art equipment that can handle Undercover's unique 50/50 blend of chocolate and crispy quinoa – a first of its kind. Diana runs the production facility and sales operations from Undercover HQ in East Hanover, NJ.

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2026 IMPACT AWARDS FINALISTS

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2026 EMERGING WBE LEADERS

2026 EMERGING WBE LEADERS



MIRIAM FREILICH

Owner, Blink Supplies, Inc.
MRO, Janitorial, Office & Safety Supply Distribution | Metro New York

Miriam Freilich is the Owner of Blink Supplies, Inc., an Economically Disadvantaged Women-Owned Small Business specializing in the nationwide supply of office, janitorial, and shipping products. Founded in 2018, Blink Supplies serves government agencies, corporations, and small businesses with a focus on quality, affordability, and reliable service. Under Miriam's leadership, the company has built a strong presence in its industry while demonstrating the capabilities women-owned businesses bring to corporate and government supply chains. A two-time award recipient, Miriam continues to grow Blink Supplies while strengthening its reputation as a trusted supplier and partner for organizations with diverse procurement needs.



GLORIA BOHAN

Owner and CEO, Omega World Travel
Travel | Greater DMV

Gloria Bohan is the Founder, President and CEO of Omega World Travel, one of the nation's largest privately owned travel management companies. Since launching Omega in 1972, Gloria has grown the business from a small storefront agency into an international travel company and one of the largest woman-founded and owned travel agencies. A pioneer in travel technology and e-commerce, she also launched Cruise.com and travel software firm TravTech. Gloria is a founding member of WBENC and a longtime champion for women in business whose leadership, innovation, and commitment have helped create greater opportunities for women entrepreneurs.



DIEDRE WINDSOR

Founder and CEO, Windsor Group LLC
Professional Services | Greater DMV

Diedre Windsor is the Founder and CEO of Windsor Group LLC, a Maryland-based, Woman-Owned and Service-Disabled Veteran-Owned professional services firm. A retired Army Major and former federal Senior Executive, Diedre has grown Windsor Group to more than $110 million in prime federal contracts, with a peak annual revenue of $35 million and work supporting more than 21 federal agencies and subagencies. Under her leadership, Windsor Group has earned six consecutive Inc. 5000 honors. Diedre also prioritizes creating opportunities for small businesses through strategic subcontracting and supporting organizations that serve veterans, women, and underserved communities.

2026 EMERGING WBE LEADERS (CONT.)



NIKKI O'DELL

Founder and President, Talentology, LLC
Professional Services | Greater DMV

Nikki O'Dell is the Founder of Talentology, a multidisciplinary services company built to deliver connected solutions for clients while creating opportunities for a diverse network of professionals. Her experience spans more than two decades across creative arts, human resources, professional development, and language translation and interpretation, with additional work in education, hospitality, and financial services. An entrepreneur and problem-solver, Nikki has developed technology applications and launched a multilingual call center to address evolving client needs. Through Talentology, she brings together consultants, technologists, artists, linguists, trainers, and other professionals, creating an integrated model designed to support clients, collaborators, and communities.



NASRA ABDI

CEO, ACI Solutions
IT & Infrastructure | Greater DMV

Nasra Abdi is the Chief Executive Officer and co-founder of ACI Solutions Inc., a woman-owned technology consulting firm delivering IT, cybersecurity, cloud, and digital transformation solutions to federal and commercial clients. She leads the company's strategy, growth, and operations while fostering a people-focused culture centered on client success and employee development. A graduate of George Mason University, Nasra is also an alumna of Goldman Sachs 10,000 Small Businesses and the WBENC Tuck Dartmouth Executive Program. She actively supports mentorship, supplier diversity, and small business growth, using her leadership experience to develop future leaders and strengthen the communities ACI serves.



DIANA LEVY

Founder, CEO and Co-Owner, Undercover Snacks
Food Manufacturing | Metro New York

Diana Levy is the Founder, CEO and Co-Owner of Undercover Snacks, a nationally distributed snack brand she grew from her kitchen table into a business with its own manufacturing facility. Inspired after two of her daughters were diagnosed with celiac disease, Diana created a gluten-free chocolate snack that launched commercially in 2017. Today, Undercover products are sold in more than 25,000 stores nationwide, including Whole Foods, Walmart and Costco. United Airlines has also distributed more than 150 million units of its Dark Chocolate Sea Salt Crisps. Diana continues to lead the company's production and sales operations from East Hanover, New Jersey.

2026 EMERGING WBE LEADERS (CONT.)



CAROLINE CAYLOR

Founder and CEO, ARAZ Systems, LLC
Information Technology and Fuel Logistics | Greater DMV

Caroline Caylor is the Founder, CEO and 100% owner of ARAZ Systems, a Hispanic woman-owned business operating across information technology and fuel logistics. Based in Richmond, Virginia, ARAZ provides technology solutions and infrastructure support while its fuel division delivers bulk, generator, and emergency fueling services. Caroline combines experience across both sectors to develop practical solutions that improve reporting, compliance, response time, and operational visibility. She also founded Fueling Young Minds, a nonprofit initiative introducing children to technology, energy, logistics, AI, drones, and future career pathways. Through ARAZ, Caroline continues to build opportunities through innovation, service, and community impact.



KATIE LEFKOWITZ

Founder and CEO, Harken Sweets
Food & Beverage | Metro New York

Katie Lefkowitz is the Founder and CEO of Harken Foods, the company behind Harken Sweets, a better-for-you candy brand reimagining classic confections with simple ingredients like dates. Under Katie's leadership, Harken has become one of the fastest-growing emerging brands in natural foods, expanding nationally through retailers including Sprouts, Kroger, Whole Foods Market, Costco, and Walmart. Previously, Katie served as founding Chief Operating Officer of CAULIPOWER, helping scale the company from concept into a leading frozen food brand. Drawing on that experience, Katie is building Harken around product innovation, consumer appeal, and a vision for a healthier food industry.

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2026 FORUM LEADER OF THE YEAR FINALISTS



DR. DRENA VALENTINE | GREATER DMV

Founder and Chief Executive Officer, Integrative Management Solutions, LLC

Dr. Drena Valentine is a strategic and operations management leader with more than 25 years of experience helping businesses strengthen operations and achieve sustainable growth. As Founder and CEO of Integrative Management Solutions, LLC, she develops practical, performance-based strategies that align people, processes, and organizational goals. Her proprietary I.N.S.I.G.H.T. for Operational Excellence framework helps leaders identify operational gaps and build stronger businesses. Dr. Valentine also advances economic equity through advocacy, mentorship, and leadership across Maryland. Her work expands procurement readiness and business capacity for Black, minority, and women entrepreneurs, helping underrepresented businesses strengthen their operations, pursue opportunities, and position themselves for long-term growth.



ELIN BARTON | METRO NY

Founder and CEO, Riveo Creative

Elin Barton is the founder and CEO of Riveo Creative, where for more than 15 years she has combined her passion for small business, sustainability, and storytelling with creative leadership. Elin and her team work with clients ranging from Fortune 100 corporations to small and mid-sized businesses, helping them build brands and amplify stories of impact. She also serves on the WBENC Forum, supporting the broader women-owned business community. Elin is a proud member of 1% for the Planet and We the Change, reflecting her commitment to using business as a force for positive social and environmental impact.



SAMANTHA WILLIAMS, M.S. | METRO NY

President and CEO, 628 Digital Design

Samantha "Sammi" Williams is a multi-award-winning entrepreneur and content engineer with more than 20 years of experience in professional writing, digital content design, and business leadership. She is President and CEO of 628 Digital Design, a certified B Corp providing digital content design, marketing, consulting, and business support services. Samantha also founded CMWP Foundation, an entrepreneurial support organization serving Black and minority entrepreneurs, and its 200+ member Collaboration of Minority Women Professionals. Through her business and community leadership, she combines creative and technical expertise with a commitment to expanding resources, connections, and opportunities for Black and minority business owners and professionals.

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2027 WBEC METRO NY WBE STAR AWARD FINALISTS

2027 WBEC METRO NY WBE STAR AWARD FINALISTS



STEPHANIE SCOTT-BRADSHAW

Owner, First and Last PR

Stephanie Scott-Bradshaw is the owner of First and Last PR, an award-winning, WBENC-certified public relations and digital marketing agency specializing in beauty, wellness, and healthy lifestyle brands. A communications strategist and lifelong storyteller, she leads her team in developing strategies that strengthen brands across a range of sectors. Stephanie is a graduate of Spelman College and the Goldman Sachs 10,000 Small Businesses program. Her leadership extends to professional and community service, including serving on the Board of Directors of the Public Relations Society of America, New Jersey Chapter, and as Vice President of the National Alumnae Association of Spelman College, New Jersey Chapter.



SAMANTHA WILLIAMS, M.S.

President and CEO, 628 Digital Design

Samantha "Sammi" Williams is a multi-award-winning entrepreneur and content engineer with more than 20 years of experience in professional writing, digital content design, and business leadership. She is President and CEO of 628 Digital Design, a certified B Corp providing digital content design, marketing, consulting, and business support services. Samantha also founded CMWP Foundation, an entrepreneurial support organization serving Black and minority entrepreneurs, and its 200+ member Collaboration of Minority Women Professionals. Through her business and community leadership, she combines creative and technical expertise with a commitment to expanding resources, connections, and opportunities for Black and minority business owners and professionals.



YULIYA GIMADIEV

CEO, The Best Shades LLC

Yuliya Gimadiev is CEO of The Best Shades LLC, where she leads operations, financial planning, hiring, project management, and client relations. A hands-on executive, she directs installations, oversees regulatory compliance, and maintains the company's MWBE certifications, bringing operational discipline to every aspect of the business. Yuliya also leads strategic growth initiatives, developing partnerships and expanding business opportunities through digital marketing and government procurement. By connecting day-to-day execution with long-term business development, she helps position The Best Shades for continued growth while ensuring the company maintains the standards, relationships, and operational capabilities needed to pursue new opportunities.



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2027 WBEC METRO DMV WBE STAR AWARD FINALISTS



DOTTIE LI

Founder and CEO, TransPacific Communications

Dottie Li is the founder and CEO of TransPacific Communications and an expert in cross-cultural communications and workforce diversity. As a coach, speaker, consultant, and trainer, she has helped thousands of professionals strengthen cultural competencies and communicate more effectively across cultures. Her career includes serving as a producer at C-SPAN and handling presidential advance assignments at the White House from 1997 to 2001. She is also the Mandarin voice and voice coach for Rosetta Stone products. Dottie currently serves as a Commissioner on the Maryland Governor's Commission on Asian Pacific American Affairs, extending her expertise through public and community leadership.



DR. DRENA VALENTINE

Founder and CEO, Integrative Management Solutions, LLC

Dr. Drena Valentine is a strategic and operations management leader with more than 25 years of experience helping businesses strengthen operations and achieve sustainable growth. As Founder and CEO of Integrative Management Solutions, LLC, she develops practical, performance-based strategies that align people, processes, and organizational goals. Her proprietary I.N.S.I.G.H.T. for Operational Excellence framework helps leaders identify operational gaps and build stronger businesses. Dr. Valentine also advances economic equity through advocacy, mentorship, and leadership across Maryland. Her work expands procurement readiness and business capacity for Black, minority, and women entrepreneurs, helping underrepresented businesses strengthen their operations, pursue opportunities, and position themselves for long-term growth.



ISABELLA PIÑA

CEO, Inspired Solutions Inc.

Isabella Piña is CEO of Inspired Solutions Inc., a Minority Woman and Service-Disabled Veteran-Owned small business providing IT solutions, network engineering, logistics, and program management services. After 21 years of service in the U.S. Army, Isabella applied her expertise in leadership, logistics, and supply chain management to building a company focused on solving critical organizational challenges. Under her leadership, Inspired Solutions was recognized among the 50 Fastest Growing Women-Owned/Led Companies. Isabella also extends her commitment to service through nonprofit leadership and philanthropic work supporting underserved communities in the United States and internationally.

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