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WBENC

Certification, Connections, Clients: The Opportunity to Connect at WIB 2010

CONTRIBUTED BY

THE WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC)



WIB2009 of the Executive Roundtable on Quality. Panelists: Anna Umberto, Vice President – Strategic Caremark Corporation; Lynn Scott, Executive Director – Supplier, Alcatel Lucent; Ranjini Poddar, President Systems, L.L.C.; Chris LaVictorie Mahai, Managing Partner, Aveus, L.L.C.; Holli Dorr, President, Hollister Con. Julie Copeland, President and CEO, Arbill

Successful entrepreneurs understand the value of making connections. Connections often lead to educational opportunities, joint ventures, partnerships, and of course, contracts and new business. Women's Business Enterprise National Council's (WBENC) 11th annual National Conference and Business Fair, Women in Business 2010: The Opportunity Connection, provides a chance for women entrepreneurs to make connections at the three-day event taking place June 22-24, 2010 in Baltimore, MD. The WBENC provides the most widely recognized and respected certification in the United States for women's business enterprises (WBEs). Through Women Presidents' Educational Organization (WPEO), a Regional Partner Organization of WBENC and Host Council for the conference, women business owners can apply for a certification that is accepted by over 800 major corporations as well as many local and state government agencies. WPEO, with the Women Presidents' Organization (WPO), also coordinates the Zenith Group for those WBEs who generate \$50 million or more in annual revenues.

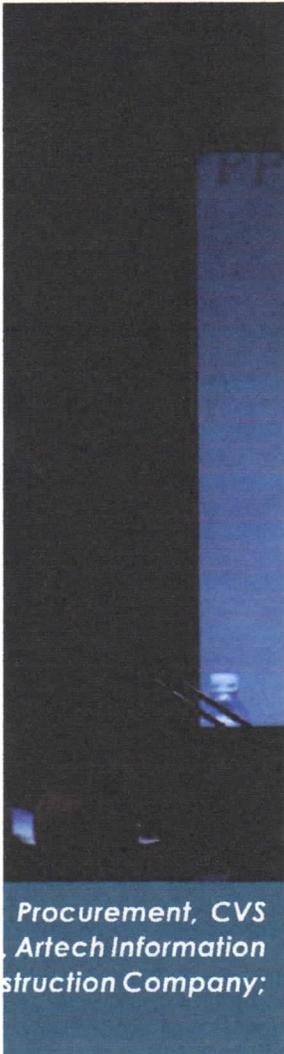
Nancy Elberty, President of NTSG and member of the East Coast Host Committee, is an example of a WBE who was connected to a successful capacity building opportunity as a result of last year's educational workshops. Nancy had the good fortune of meeting Sue Clancy of BIZPHYX at a national WBENC event and learned of a very unique partnership she had with AT&T. AT&T's Supplier Diversity Team had recognized the need to enable its M/W/DVBE suppliers to meet the quality certification requirements of many AT&T contracts. Sue explained that AT&T and BIZPHYX had teamed together to educate diverse suppliers on the benefits of certifying to TL 9000 quality standards and to provide a cost effective certification solution. TL 9000 is a Telecommunications Quality Management System which defines the unique communications quality system requirements for design, development, production, delivery, and service. In

addition, it specifies measurements for companies to help evaluate the effectiveness of quality implementation and improvement programs.

After connecting at the conference, NYSG hired BIZPHYX to provide a comprehensive portfolio of quality management solutions that would help NTSG to effectively implement quality best practices and achieve TL 9000 certification. Upon becoming TL9000 certified, the return on the NTSG investment has been huge. They now have the capability to bid on opportunities reserved for certified suppliers. Employees feel more empowered to identify improvement opportunities and make important changes to better meet customer requirements; customers, including AT&T, see NTSG's dedication and commitment to quality and are assured that they are focused on helping them succeed. This connection was a win/win/win for Nancy, her clients, and BIZPHYX.

To take advantage of learning, partnering, and business opportunities at this year's conference, you simply need to register and attend. The WIB Conference is the nation's largest business conference for procurement professionals looking for women owned businesses as vendors and is open to WBENC-certified WBEs as well as those women-owned businesses interested in doing business with major corporations.

In addition to being the Host Council for this year's WIB conference, WPEO also provides the certification service for women business owners in New York, New Jersey, Southern Connecticut, DC, Maryland, and Virginia. The WPEO is based on three principles we call the 3 As: Approval, Awareness, and Access. The first A pertains to certification as a woman owned business. Through this stringent process, a company becomes WBENC-certified, ensuring she owns, operates, manages, and controls the business. The second A refers to the fact that WPEO works to help businesses market themselves to Fortune 1000 companies by creating Awareness. The third A is based on the intent to support WBEs in accessing business opportunities. Through WIB 2010: The Opportunity Connection, WBEs and those businesses who would like to learn more about certification, can experience the benefits of Approval for, Awareness of, and Access to business opportunities. **SDR**



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