

Women Presidents' Educational Organization

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March 2005

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OUR MISSION

The WPEO creates increased access to business opportunities for WBEs.

Our programs develop skills and knowledge for WBEs; advocate in the public and private sectors; foster relationships between WBEs, corporations, and the government; and provide certification services.

WPEO

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WPEO

WOMEN PRESIDENTS' EDUCATIONAL ORGANIZATION RECOGNIZES OUTSTANDING WOMEN'S BUSINESS ENTERPRISES AND CORPORATIONS AT TAVERN ON THE GREEN AT ANNUAL AWARDS BREAKFAST

Over 250 women business owners and corporate representatives from CT to VA attended the Women Presidents' Educational Organization's (WPEO) Fourth Annual Awards Breakfast sponsored by Freddie Mac, at Tavern on the Green in New York City. WPEO recognized women business owners, corporations and women's business advocates. WPEO provides full service certification services for women business owners and is a regional affiliate of Women's Business Enterprise National Council (WBENC) in the New York and Washington, DC regions.

The Awardees are:

Outstanding WBE of the Year - NY Region
•Michelle Fabozzi, Island Computer Products (ICP, Inc.) - Staten Island, NY
www.icpcorp.com

Outstanding WBE of the Year - DC Region
•Brenda Loube, Corporate Fitness Works - Montgomery Village, MD
www.corporatefitnessworks.com

Outstanding Women's Business Advocate
•Donna L. Westerman, Avon Products - New York, NY
www.avon.com

Outstanding Corporation of the Year - NY Region
•Pfizer Inc - New York, NY
www.pfizersupplierdiversity.com

Outstanding Corporation of the Year - DC Region
•Exxon Mobil Corporation - Fairfax, VA
www.exxonmobil.com/corporate/Citizenship/Corp_citizenship_Com_supplier.asp

WPEO President's Award
•Brenda Robeson, Freddie Mac
www.freddiemac.com

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From left to right by top row first: Susan Bari, President & Founder of WBENC; Gwen Turner, Pfizer, Outstanding Corporation of the Year - NY Region; Elyn McKay, Director of Women's Business Outreach WPEO-DC; Laurie Acreman, ExxonMobil Corporation - Outstanding Corporation of the Year - DC Region; Jodi Donley, ExxonMobil Corporation, Supplier Diversity Advisor; Marsha Firestone President & Founder of WPEO; Liz Cullen, Regional Director of Certification WPEO NY and DC; Michelle Fabozzi and Annette Fabozzi of ICP, Inc. Outstanding WBE of the Year - NY Region; Brenda Loube, Corporate Fitness Works, Outstanding WBE of the Year - DC Region; Brenda Robeson, Freddie Mac, President's Award; and Donna L. Westerman, Avon Products, Outstanding Women's Business Advocate.

WPEO CALENDAR OF EVENTS

DC - March 10, 2005 -
Strengthen Your Brand on the
Web (DC), Sponsored and
Hosted by Capital One, 8:30am-
11:30am

DC - March 23, 2005 -
WBENC's Annual Salute to
Women Business Enterprises
Gala & Awards Banquet;
National Building Museum,
Washington DC.

DC - May 20, 2005 - WPEO
Annual Break Through
Breakfast and Trade Fair.
Details to be announced.

NJ - May 26, 2005 - Save the
Date for the Supplier Diversity
Development Council of New
Jersey Annual Conference. For
more information about SDDC -
visit the website at
www.sddc-nj.org.

NY - June 10, 2005 - WPEO
Annual Break Through
Breakfast Details to be
announced

June 28-30, 2005 - WBENC's
6th Annual National Conference
& Business Fair, "Women in
Business 2005", MGM Grand
Hotel & Las Vegas Convention
Center, Las Vegas, NV

DC - July 20, 2005 - "I'm
Certified...Now What?"
Details to be announced.

DC - September 28, 2005 -
"Ask the Experts", details to be
announced.

For the most recent information,
please refer to www.wpeo.us and
see the calendar or contact:

In DC - Leah at

Dcadmin@womenpresidentsorg.com

In NY - Adriana at

Adriana@womenpresidentsorg.com

WPEO'S ANNUAL AWARDS BREAKFAST

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Criteria for the corporate winners include contribution to women business owners and the women's business community, quality of programs and services, and overall commitment to the mission of the WPEO, which is opening doors for women business owners. "These corporations have shown a wonderful dedication to our WBE's and played a pivotal role in making WPEO's programming so successful" said Liz Cullen, Regional Director of Certification. The Awards Breakfast recognizes these amazing Corporations and Women's Business Enterprises. "These women business owners are exemplary role models for all of us," said Marsha Firestone, Ph.D., President of WPEO. "It's an honor to know them and learn from them. Through this awards program, we celebrate the diverse accomplishments of this year's leaders."

For more information about the Women Presidents' Educational Organization, submitting a certification application or to view the Winter/Spring calendar of events, visit www.wpeo.us

Thank you to all our corporate sponsors who make our work possible: Altria Group, Inc., Amtrak, Avaya, Avon, Bank of America, BB&T, BGE, Capital One Services, Inc., Cendant Car Rental Group, Charles Schwab, Choice Hotels International, Citigroup, City of New York, Colgate-Palmolive, Computer Sciences Corporation, Con Edison, Deutsche Bank, Educational Testing Service, Enterprise Rent-A-Car, Ernst & Young, Exxon Mobil Corporation, Fannie Mae, Freddie Mac, Goldman Sachs, HIP, IBM, Intelsat, JH Cohn, LLP, Johnson & Johnson, JPMorgan Chase & Co., L'Oreal, Lucent Technologies, Macy's East, Major League Baseball, McCormick & Co., MCI, Merrill Lynch, MetLife, Microsoft Corporation, Morgan Stanley, New York Life, Novartis Pharmaceuticals Corp., Pepco Holdings Inc., PepsiCo, Pfizer, Inc., Pitney Bowes, Prudential Financial, PSEG, Schering-Plough, The Hertz Corporation, Time Warner, Unisys, UMDNJ, UPS, Verizon Wireless, and Wachovia.

WBENC'S EIGHTH ANNIVERSARY

Washington, DC Jan 26, 2005 - Women's Business Enterprise National Council (WBENC), the leading advocate of women's business enterprises as suppliers to corporate America, is embarking on its eighth year with an intensified mission to advance the success of both women's business enterprises (WBEs) and the corporations they serve.

To accomplish this, WBENC will commission original research on best practices for world-class supplier diversity programs, partner with the Amos Tuck College of Business at Dartmouth College to present the Tuck/WBENC Executive Management Program, arrange high-level MatchMaker meetings, reward excellence among corporations and women business owners, and host the largest conference and business fair for women's business enterprises in the nation.

This agenda will enable women's business enterprises to improve their ability to win business with the increasingly global corporate purchasing environment. In fact, WBENC's new logo being unveiled in March reflects the organization's integrated approach to these issues.

www.wbenc.org

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Ernst & Young
Goldman Sachs
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L'Oreal
Macy's East
Major League Baseball
Merrill Lynch
MetLife
Microsoft Corporation
Morgan Stanley
New York Life
Novartis Pharmaceuticals Corp.
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Pfizer Inc
Pitney Bowes
Prudential Financial
PSEG
Schering-Plough
The Hertz Corp.
Time Warner
UMDNJ
UPS
Verizon Wireless
Wachovia

Washington DC Region

Amtrak
Bank of America
BB&T
BGE
Capital One Services
Charles Schwab
Choice Hotels International
Computer Sciences Corporation
Enterprise Rent-A-Car
Ernst & Young
Exxon Mobil
Fannie Mae
Freddie Mac
Intelsat
Lucent Technologies
Major League Baseball
McCormick & Co.
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THE SMALL BUSINESS FEDERAL CONTRACTOR SAFEGUARD ACT

WASHINGTON -- Sen. John F. Kerry (D-Mass.), Ranking Member of the Committee on Small Business and Entrepreneurship, has introduced legislation designed to expand protections for small businesses with federal contracts.

For far too long, small businesses have been getting the short end of the stick when it comes to federal contracting, Kerry said. We need to be helping small businesses compete by providing fair access and equal opportunity at the federal level.

Kerry's bill, **The Small Business Federal Contractor Safeguard Act** would:

- Hold prime contractors accountable for their subcontracting agreements by requiring them to certify their subcontracting plans.

- Protect small business subcontractors by increasing the penalty for big businesses that falsely report.

- Federal contracting officers would be required to keep a record of contract performance so that small firms can build a history of subcontracting performance.

- Curb the practice of contract bundling by requiring federal agencies to meet specific

standards for consolidated contracts over \$2 million, and more stringent requirements for contracts greater than \$5 million.

- Hold contracting officers accountable for meeting their procurement goals by tying performance evaluations to meeting such goals.

This bill addresses a number of serious problems in federal contracting that are reducing competition, eliminating opportunities, and making contracting programs vulnerable to fraud and abuse, Kerry added. Unless you're happy with the status quo that hurts small businesses, we need to change the culture at federal agencies and close the loopholes the Bush administration and large firms use to shut small businesses out of the procurement process.

WPEO encourages its WBE's to write in support of the passage of this bill. WPEO encourages its WBEs to write the committee in support of the passage of this bill. Visit www.congress.org to look up your local Representative based on your zipcode. For more information on this bill, visit <http://thomas.loc.gov/> and search under Legislation - Bills and Resolutions - S.1375 under the 108th (2003 - 2004) Congress.

CONGRATULATIONS TO THESE WBE'S!!

Hallie Satz, **HighRoad Press, LLC** (www.highroadpress.com) WPEO - NY, was a recipient of the Printing News' Florence Joachim Woman Printer of the Year Award. The Joachim Award is given to individuals in recognition of exceptional service. Industry groups and clubs in the New York-New Jersey Metro area select recipients from among their peers. Hallie was presented the award for "having spent her entire career in business overcoming obstacles in a male-dominated industry" said Printing News publisher Michael Zerner. (www.printingnews.com)

Kimberly Scott, **The Great Gourmet** (www.TheGreatGourmet.com) WPEO - DC, was picked up by the Home Shopping Network and aired on television February 7th & 15th. The Great Gourmet's products and charity Say No To Abuse will be featured in a Hollywood movie called I See You.com produced by Eric Steven Stahl. Visit www.saynotoabuse.com for more information on this charity. Kim recently returned from a trip to Halifax Nova Scotia, where the Canadian Embassy had invited her and is headed next to the Country of Tobago in Feb., at Tobago's request.

SPECIAL THANKS TO
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Avon Products

“DONE DEAL™” REPORTS
between WBE's and Corporate Sponsors

Greene-Levin-Snyder Legal Search Group

Susan Kurz Snyder (WPEO- NY
www.glsosg.com) was awarded a contract with
Goldman Sachs. Greene-Levin-Snyder is a legal
and compliance staffing vendor for Goldman
Sachs and the firm works on legal and
compliance searches on an ongoing basis.

Greene-Levin-Snyder Legal Search Group

(WPEO- NY www.glsosg.com). Greene-Levin-
Snyder is a legal and compliance staffing
vendor with Morgan Stanley and has been for
several years. GLS works on legal and
compliance searches at Morgan Stanley and
recently made another attorney placement.

The Elements, Inc.

Debbie Faraone (WPEO - DC)
www.the-elementsinc.com was awarded a
contract with Time Inc., a division of Time
Warner as of December 12/04. Debbie was
invited to attend a supplier diversity vendor
fair hosted by the company's Supplier Diversity
Program. The Elements will provide
promotional products and work with several
publications under the Time Inc. umbrella on
future programs.

“DONE DEAL™” REPORTS
between WBE's and WBENC National Corporate Sponsors

brandMatters

Karen McSteen(WPEO - DC)
www.brandmatters.com was awarded a
contract with a WBENC National Sponsor to
provide brand strategy consulting
as of January 2005. Karen has worked with
this corporation in the past and
credits her past relationship as a factor in this
contract.

Shan Industries, LLC's

CEO, Sheri L. Orlowitz (WPEO - DC
www.shanindustries.com) was awarded a large
contract with a WBENC National Sponsor as
of December 12/04 which could produce sales
up to \$1 million annually. Sheri met with
representatives of the corporation at a
conference and in addition to manufacturing
all the parts which are used by Fisher Space
Pen to fill this contract, Sheri will be providing
distribution/sales representation for Fisher
Space Pen (www.fisherspacepen.com) in all of
this National Sponsor's 950 plus stores
located throughout the United States. Fisher is
famous for making an anti-gravity pen which
writes upside down and is standard
"equipment" used in all manned space
missions. Fisher prides itself on using products
"manufactured in the USA".

WELCOME NEW WOMENS' BUSINESS ENTERPRISES SINCE DECEMBER 2004

American Sheet Metal Corporation	Norfolk, VA	Novatek Communications, Inc.	Rochester, NY
backOfficenyc	New York, NY	Organizational Learning Associates	Arlington, VA
Behavioral Insights LLC	New York, NY	Organizational Performance Consultants, LLC	
Bell Wishingrad Partners Inc	Norwalk, CT		Basking Ridge, NJ
Berkshire Associates Inc.	Columbia, MD	PDQ Communications, Inc.	Garden City, NY
BOSS Staffing	Bethesda, MD	Plastic Pasta Crafts Inc.	Vernon, NJ
Bridge Row Communications	Irvington, NY	Prolink Communications	Vienna, VA
Carpenter Group, Inc.	New York, NY	Quantitative Technologies, Inc.	Somerset, NJ
Clarus Health, LLC	Roseland, NJ	Quick Shorthand Reporters	West Caldwell, NJ
Creative Tiebacks, Inc.	Miller Place, NY	Sonnia Samalya Designs	Winchester, VA
Cyhnergy	Virginia Beach, VA	SPG & Associates, LLC	Washington, DC
FI Technical Solutions, Inc	Gambrills, MD	The Squires Group, Inc.	Annapolis, MD
Glyphic Technologies, Inc.	New York, NY	Standard Supplies, Inc.	Gaithersburg, MD
Grillo & Company	Washington, DC	Stahl Soap Corporation	East Rutherford, NJ
HBR Production Company	Holmdel, NJ	Stellar Security Solutions, Inc.	White Plains, NY
Impacto Group LLC	Washington, DC	Tricorp, Inc.	Fairfax, VA
The Intrepid New Yorker LLC	New York, NY	Uman Resource Associates, Inc.	Reston, VA
KAI Research, Inc.	Rockville, MD	uwells.com	Fairfax, VA
Keystone Staffing Solutions	Mechanicsville, VA	Valbin Corporation	Washington, DC
KMM Telecommunications	New York, NY	Van Zile Travel Service	Rochester, NY
KND Licensed Electrical Contracting & Services, Co		ViCo Enterprises Corp.	New York, NY
	Deer Park, NY	Wong Fleming, PC	Princeton, NJ
Marketing Solutions, LLC	Warren, NJ	ZONA Design, Inc	New York, NY
Merlin's Restorations	Stafford, VA		
Multi Media Promotions	Plainview, NY		

WBE PROFILE: KAREN MCSTEEN

Karen McSteen, President brandMatters, LLC Great Falls, VA

When Karen McSteen decided to leave her post as Senior Vice President of Brand Strategy at AOL, she wasn't quite sure what she wanted to do next. After all, she had been planted in the middle of the action at the biggest media conglomerate on the planet. Life was a constant Instant Message - exciting, yet 24-7.

McSteen was seeking life balance, as well as a way to use her strategic brand-building skills from her 20 years at top levels at both AOL and Marriott International. She wanted to spend more time with her husband and children, 11 and 8. She also wanted a new challenge.

Inspired by her good friend and WBE colleague Debbie Faraone, Karen decided to start her own business. The two-year-old firm, brandMatters, is dedicated to helping companies strengthen their business by strengthening their brand.

Now McSteen can't imagine working again for only one company. "I find it extremely gratifying to help different organizations -- both large and small -- discover their brand promise and live it in everything they do," she said.

McSteen started her business in the fall of 2003, offering brand strategy consulting, meeting facilitation, qualitative market research and highly interactive Brand Education workshops. Recent clients include Ritz-Carlton, Vance International and Dimension Data, and, in partnership with ENC Marketing, she consulted with Symantec and Unisys.

McSteen pursued her WBE certification as a result of her participation on the WPEO Steering Committee where she actively contributes to shaping the programming and events for the organization's Washington region. According to Ellyn McKay, WPEO/DC Director of Outreach, "Karen has provided invaluable guidance and creativity to our Steering Committee, propelling us to a new level of programming and visibility. As a result of her leadership, we have begun to offer a highly-successful 'tiered' approach to our programs which provides certified WBEs and local corporate partners additional access to each other, reinforcing the value of WBENC certification to both groups. The feedback from corporate representatives and WBEs has been tremendous. "

McSteen, recognizing the interest people have in learning to manage their brand has now added a two-day brandMatters Institute, an individualized consulting package, but offered at group rates. The Institute has two tracks:

- Track A: Small/medium-sized businesses
- Track B: Corporate Marketing, Human Resources and Operations teams

The next Track A session is scheduled for May 5th and 6th and already is drawing quite a bit of interest. For small/medium-sized businesses, this Track will help participants better brand and deliver their product or service -- both internally and externally - in order to grow their business. The Institute serves as one-stop shopping for brand strategy, research and action steps. Through advance work, one-on-one consultation and rare follow-up tracking, participants:

- Learn how customers perceive their brand and the competition
- Learn how to uniquely position their brand to grow their business
- Learn how to "spread the Brand word" with customers and throughout their organization
- Implement what 's been learned

Bottom line? Says McSteen, "You leave the Institute with a targeted brand strategy, proprietary research and an operational plan. This is not just a workshop; this is a targeted, affordable, consulting package".

Special pricing is being offered to certified WBEs for the May program.

For more information about brandMatters or the brandMatters Institute, contact Karen McSteen 703-757-0998 or kmcsteen@brandmatters.com



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