

# Women Presidents' Educational Organization

Volume III Issue III  
July 2005

✂ Marsha Firestone, PhD  
President  
✂ Ellyn McKay  
Director of Women's Business Outreach DC  
✂ Liz Cullen  
Regional Director of Certification  
✂ Camille Burns  
Manager of Operations  
✂ Sherrie Gottlieb  
Director of Communications  
✂ Leah Miller  
DC Program Manager  
✂ Adriana Pentz  
Events Coordinator  
✂ Stephanie Yovino  
Executive Assistant to President  
✂ Sonu Daryanani  
Program Assistant  
✂ Linda Strappazon  
Office Manager  
✂ Lynlisa Jackson-Attaud  
Bookkeeper  
✂ Stephanie Wong  
Office Assistant

## 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 - NY

155 East 55<sup>th</sup>, Suite #4-H  
New York, NY 10022

### WPEO - DC

1120 Connecticut Avenue NW  
Suite 1000  
Washington, DC 20036

Tel (212) 688-4114  
Fax (212) 688-4766

E mail:  
admin@womenpresidentsorg.com



## WOMEN PRESIDENTS' Educational Organization®

PROVIDING WBENC CERTIFICATION

### THE WPEO'S ANNUAL BREAK THROUGH BREAKFAST IN DC AND NY BRINGS HUNDREDS OF WOMEN'S BUSINESS ENTERPRISES TOGETHER TO OPEN DOORS TO BUSINESS.

On May 20th and June 10th, from 8:30am to Noon, the Women Presidents' Educational Organization (WPEO) hosted its Fourth Annual DC Region Break Through Breakfast for women business owners at the Conference Center in North Bethesda and Fifth Annual NY Region Break Through Breakfast at Tavern on the Green in New York City's Central Park, respectively.

The annual Breakfast and mini trade fairs are designed to provide women business owners access to contracting opportunities and to establish business relationships with corporate purchasing officials. At these two programs, WBENC-certified women business owners were given the opportunity to enjoy breakfast and meet with corporations during the mini trade fair. Women business owners not yet certified were invited to attend as well and prior to the trade fair were provided with a mini session to learn more about the benefits of WBENC certification.

"Time is something we all have a shortage of; the key is making the smart choice of what to do with that time. In just four hours, Women Business Enterprises (WBEs) and corporations at this event are able to "meet and greet" a significant number of important key contacts; a feat that would otherwise take months or even years to achieve! I have found that this event offers the unique advantage of providing a stage where non-competing WBEs can come together to share in their struggles, successes and experiences" says Carol Muszynski, President of Eighth Day Design in Arlington, VA (WPEO - DC).

Adds Ruben Sanchez, Senior Manager Supply Chain Management at Capital One

(DC Break Through Breakfast Gold Sponsor): "Capital One is proud to be a member of WPEO. Our partnership with WPEO helps us to build relationships with some of the most promising new business owners in the region. WPEO unites corporations like Capital One with aspiring women business owners, providing invaluable networking opportunities and enabling us to provide innovative programs and services to help meet the needs of women entrepreneurs." Says Rosemary Weppeler, Supplier Diversity Analyst for Ernst & Young LLP (NY Break Through Breakfast Gold Sponsor) "WPEO's Breakthrough Breakfast has once again shown to be a triumphant event. It was a great combination of Corporate and WBE participation."

Says Julie Levi, President of Progressive Promotions (WPEO - NY) : "Attending a WPEO event such as the Breakthrough Breakfast, has helped to increase my business and yielded success. No woman business owner should miss this opportunity. The six digit contract that Progressive Promotions recently attained would not have been possible without WPEO's programs and access to the corporate world".



Will all the certified WBEs please raise their hand?

## SPONSORS

Special thanks to our local sponsors  
whose support  
make our programs possible.

### New York Region

Altria Group, Inc.  
Avaya  
Avon  
Cendant Car Rental Group  
Chubb Specialty Insurance  
Citigroup  
City of New York  
Colgate-Palmolive  
Con Edison  
Cornell University  
Deutsche Bank  
Educational Testing Service  
Ernst & Young  
Goldman Sachs  
HIP  
IBM  
Johnson & Johnson  
JPMorgan Chase & Co.  
L'Oreal  
Macy's East  
Major League Baseball  
Merrill Lynch  
MetLife  
Microsoft Corporation  
Morgan Stanley  
New York Life  
Novartis Pharmaceuticals Corp.  
PepsiCo  
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  
Comcast  
Computer Sciences  
Corporation  
Enterprise Rent-A-Car  
Ernst & Young  
Exxon Mobil  
Fannie Mae  
Freddie Mac  
Intelsat  
Lucent Technologies  
Major League Baseball  
Marriott International  
McCormick & Co.  
MCI  
Microsoft Corporation  
Pepco Holdings Inc.  
Unisys  
UPS

## THE WPEO'S ANNUAL BREAK THROUGH BREAKFAST

(CONT. FROM PAGE 1)

Platinum Sponsors included: *Merrill Lynch and Time Warner*, for the NY event and for the DC event, *Microsoft Corporation*. Gold Sponsors included: *Citigroup, Ernst & Young, Goldman Sachs & Co., IBM, JPMorgan Chase & Co., Major League Baseball, MetLife, Microsoft Corporation, Morgan Stanley, PepsiCo, Pfizer, PSEG, and UPS* for the New York Breakfast and for the Maryland Breakfast: *Capital One Services, ExxonMobil and Freddie Mac*. There were many other silver sponsors as well who were able to meet with 200 attends in Maryland and over 300 attendees in New York.

## CONGRATULATIONS TO THESE WBE'S!!

**Michelle Benjamin**, President,  
**M.L. Benjamin Enterprises, Inc.**

[www.benjaminenterprises.com](http://www.benjaminenterprises.com), (WPEO-NY) is a winner of the Inner City 100. Inner City 100 (now in its seventh year) is a list of 100 of the fastest-growing companies in America's inner cities. The program is a partnership between the Initiative for a Competitive Inner City (ICIC) and Inc. Magazine to spotlight and support growing companies in urban areas and to highlight the importance of a healthy economy in developing healthy urban communities. The winners are determined based on revenue growth over a five-year period (1999-2003 for the 2005 list).

**Loreley De George**, President, **Daystar Promotions, Inc.**,

[www.daystarpromotions.com](http://www.daystarpromotions.com) (WPEO - NY) and **Carol Muszynski** President, **Eighth Day Design**,

[www.edd.biz](http://www.edd.biz) (WPEO - DC) were honored as two of the nation's 14 leading "Business Stars" in a gala Salute to Women's Business Enterprises presented by The Women's Business Enterprise National Council (WBENC), the nation's leading advocate of women-owned businesses as suppliers to corporate America. The 2005 Women-Owned Business Stars were recognized before more than 800 corporate executives and entrepreneurs at the eighth annual black-tie event on March 23, in Washington, D.C. at the prestigious National Building Museum

**Vigdis Eriksen**, President of **Eriksen Translations**,

[www.erikseninc.com](http://www.erikseninc.com) (WPEO - NY) and Eriksen's use of the immensely popular Skype VoIP technology are featured in Thomas L. Friedman's best-selling book *The World Is Flat*. Friedman is a Pulitzer Prize-winning author and the foreign affairs columnist for *The New York Times*. His book is currently #1 on *The New York Times* Best Sellers List for Hardcover Non-Fiction. Picked up from a November 1, 2004 *Business Week* article, Friedman uses Eriksen's implementation and evangelization of Skype as the chief case study regarding VoIP technology. *Business Week* and, subsequently, *The World is Flat* chronicles Eriksen's use of Skype to connect with its 5,000 freelance linguists around the world. Eriksen Translations discovered that it was featured in *The World is Flat* when prospective clients began calling after reading the book.

**Amy Frankel**, Partner at **TAG Creative, LLC**

[www.tagcreativity.com](http://www.tagcreativity.com) (WPEO - NY), received a special thank you from the Director at the United Nations Division for the Advancement of Women for their assistance in compiling a video. The video was for an event held on March 4, 2005 called "the Commemoration of Thirty Years of United Nations Efforts to Promote Gender Equality". The letter stated that the event was a huge success and TAG's work on the video made a major contribution to the commemoration.

## CONGRATULATIONS TO THESE WBE'S!!

*continued from page 2*

### **Kimberly Gillespie, CEO and President, Economic Project Solutions,**

[www.economicprojects.com](http://www.economicprojects.com) (WPEO - NY) will be honored by the Irish American Building Society at the *8th Annual Awards of Honor Dinner Dance* on May 20, 2005. Founded in 1995 as a not-for-profit group of professionals in real estate, construction and related industries, the IABS has become one of the premier Irish American networking and philanthropic organizations in the Tri-State area. Kimberly is a Construction Honoree. For more information visit: [www.iabsusa.org](http://www.iabsusa.org).

### **Janice Hamilton, President of JMH Education,**

[www.jmheducation.com](http://www.jmheducation.com) (WPEO - NY), was awarded six top awards for three of their films from The International Film and Video Festival in Los Angeles on June 4th. The award categories are: *The Gold Camera award* for Handy & His Helpers -- a video on handwashing featuring Handy the Octopus. Three *Silver Screen awards* for The Legend of Tooth Kingdom -- Dr. Rabbit and Dr. Brushwell take 5 children on an adventure where they learn about taking care of their teeth. The 3 category awards are in animation, consumer education and education. *Certificates of Excellence* for Food Safety for the Moms-to-Be and Handy & His Helpers.

### **Pennye Jones-Napier, President of Triratna Web Design & IT Development,**

<http://www.triratna.com> (WPEO - DC), the small women-owned, full service design and development company known for creating robust, dynamic designs with stellar navigation, took home the ADDY award in the HTML/Interactive Media category at the 2005 ADDY Awards in Washington, DC for this website: [www.travispricearchitects.com](http://www.travispricearchitects.com). This is Triratna's second ADDY recognition after receiving a citation in the Web Site, Consumer Flash-Based category in 2004.

### **Leslie Kahn, President of Craig Personnel Agency Inc.,**

[www.craigpersonnel.com](http://www.craigpersonnel.com) (WPEO - NY), authored a book for children titled *"My Dentist Makes Me Smile"*. The book was created to educate children early on in the proper techniques of dental healthcare. The book includes short stories and interactive coloring to engage both the parent and child in the education process about a first visit to the dentist. More information is available at: [www.mydentistmakesmesmile.com](http://www.mydentistmakesmesmile.com).

### **Kalpna Patel, President of Unique Computer, Inc.**

[www.uciny.com](http://www.uciny.com) (WPEO - NY) was a winner of the City of New York's Office of the Mayor's "Small Business Award of Distinction". WPEO notified Kalpna of this award in an Access to Information email. UCI applied for and was awarded this distinction on March 3, 2005. The award is based on UCI's demonstration of vision and resourcefulness and contributing to the success of women in New York City.

### **Maryanne Russell, founder of Maryanne Russell Photography, Inc.**

[www.maryannerussell.com](http://www.maryannerussell.com) (WPEO - NY), has joined EMR Asian Antiques, Inc. on a journey of discovery and humanitarianism in Cambodia for a special exhibit: "Cambodia: Light After Darkness." Maryanne's award-winning photographic eye and Mark's extensive experiences in Asia combine to share the humanity and beauty of the Kingdom of Cambodia. The exhibit includes 50 photographic images and portfolios presenting five humanitarian causes in need of support and was featured on the cover of AM New York daily newspaper on May 10th, 2005.

### **Kathryn Goetzke White, President of Innovative Analysis, Inc.**

(WPEO - DC), recently launched a new product line called Mood-lites™ [www.mood-lites.com](http://www.mood-lites.com), a product named by New York Metro as a 'Best Bet'. Mood-lites™ are a line of colored light bulbs that glow; to allow you to create the atmosphere you want just as you would with paint, furniture, and other decor. HGTV recommends Mood-lites as "a great summer addition to color.", and the Health and Wellness Club just tested and approved this new and innovative line.

**We hope to see you at the WBENC conference in Las Vegas, Nevada June 28 - 30.  
Stop by the WPEO/WPO booth during the trade fair #705**

## BETTER DATA ON FEDERAL CONTRACTING FOR WOMEN-OWNED BUSINESSES

A new National Research Council report claims that federal agencies don't really have a grasp on exactly where women-owned businesses are under-represented in federal contracting. Thus, it is impossible for them to identify and focus resources on those contract opportunities where women-owned firms have been excluded. The report's authors recommend that the SBA and other federal agencies improve their data collection and present such data in a manner and form that is useful both to policymakers and business owners. In addition, they recommend that SBA develop a research agenda that offers a more comprehensive look at the role of women-owned companies in government contracting. *Analyzing Information on Women-Owned Businesses in Federal Contracting* offers a detailed look at the challenges facing the Small Business Administration as it tries to open up more contract opportunities for women.

Access the 2005 National Research Council report, *Analyzing Information on Women-Owned Businesses in Federal Contracting* at <http://www.nap.edu/catalog/11245.html>.

National Dialogue on Entrepreneurship

### “DONE DEAL™” REPORTS with WBENC Sponsors

**Mary Branham, President of Pivotel, LLC**

([www.pivotelonline.com](http://www.pivotelonline.com)) WPEO - NY was awarded a contract with a WBENC National Sponsor. Pivotel was invited to participate in the RFP process to become an approved engineering furnishing and installation vendor. Pivotel was awarded this contract in March of 2005 and the terms are a minimum of 3 years up to 7 years. Pivotel will provide bar coding services to central offices and remote sites for the Sponsor.

**Ranjini Poddar, President of Artech Information Systems, LLC**

([www.artechinfo.com](http://www.artechinfo.com)) WPEO - NY was awarded a contract with a WBENC National Sponsor. Artech responded to a Request for Proposal for Temporary Staffing Services to establish a pool of suppliers to support the Corporation's need for staff augmentation services. Artech was chosen as one of 24 preferred IT suppliers due to their excellent delivery track record as a MWBE Preferred IT Supplier to more than 20 Fortune 500 companies and extensive experience in supporting such large, multi-location global clients.

**Roberta Renard, CEO of Renard Communications, Inc.**

[www.diversitycareers.com](http://www.diversitycareers.com) (WPEO - NY) reports a contract with a WBENC National Sponsor effective as of April 2005. This contract came about due to a marketing pitch from Roberta targeting the sponsor's supplier diversity department and interviewing the key representative in a magazine interview. Roberta's certification as a WBE was a key factor in this Done Deal™. As a result Renard has been invited to attend as the sponsor's guest at an upcoming Gala furthering their relationship.

**Valerie Shondel, CEO of Selecto-Flash, Inc.**

([www.selectoflash.com](http://www.selectoflash.com)) WPEO - NY completed a Done Deal with a WBENC National Sponsor as of November 2004. Selecto-Flash will provide flat cut out signs, vinyl signage and parking signs. This contract came about after the WBENC national conference in New Orleans (2004) where Valerie was able to connect with the supplier diversity representative who followed up with the appropriate introductions.

**Margaret Vernet, President of Corporate Aviators, Inc.**

([www.corporateaviators.com](http://www.corporateaviators.com)) WPEO - NY reports a Done Deal with a WBENC National Sponsor. Corporate Aviators will provide corporate pilots, flight attendants, and aircraft schedulers for temporary assignments effective as of May 2005. Vendors that met the sponsors' criteria were issued a Request For Bid. Corporate Aviators, Inc. responded to the RFP and RFB and was notified in October 2004 of being awarded this competitive bid.

SPECIAL THANKS TO  
OUR BOARD OF  
DIRECTORS

**Diane Ashley**  
VP Supplier Diversity, Citigroup

**Ellen Berkowitz Klein**  
CEO, Arbee Associates

**Lynn Boccio**  
Chair, Board of Directors  
Cendant Rental Car Group

**Michelle Boggs**  
President and CEO, McKinley  
Marketing Partners

**Harvey Butler**  
JPMorgan Chase & Co.

**Mercedes Colwin**  
L'Abbate Balkan Colavita &  
Contini

**Marsha Firestone, Ph.D.**  
President, WPEO

**Rhonda Gebicke**  
Manager, Minority Business  
Development Pepco Holdings,  
Inc.

**Tiffany Hendry**  
President, Kipany Productions

**Keith Hines**  
Altria Group, Inc.

**Bruce Perkins**  
Vice President, Manager  
Merrill Lynch Supplier Diversity  
Group

**Judy Priolo**  
Director, Global Procurement  
PepsiCo

**Karen Ritter**  
Goldman Sachs & Co.

**Avis Yates Rivers**  
Vice Chair, Board of Directors  
Technology Concepts Group

**Brenda Robeson**  
Director of Corporate Services,  
Freddie Mac

**Michael Robinson**  
Program Director, Global  
Supplier Diversity, IBM

**Gwen Turner**  
Manager, Supplier Diversity  
Pfizer, Inc.

**Donna L. Westerman**  
Avon Products

## “DONE DEAL™” REPORTS

with Sponsors

**Amy Birnbaum**, CEO of **Royal Coachman Worldwide**, ([www.royalcoachman.com](http://www.royalcoachman.com)) WPEO - NY was awarded a contract with WPEO - NY sponsor, **Citigroup** ([www.citigroup.com](http://www.citigroup.com)) to provide employee shuttle mini coaches to and from the local train stations to Warren, an intra -location shuttle on the large Warren Citigroup Campus, and a shuttle to and from their Rutherford facility and Warren. The contract came about through a referral from an existing customer, a WBENC national sponsor who put Amy in touch with Citigroup. Amy worked with Citigroup Supplier Diversity to expedite her approval and acceptance as a new Citigroup approved diverse supplier.

**Joyce Bosc**, President of **Boscobel Marketing Communications** ([www.boscobel.com](http://www.boscobel.com)) WPEO - DC, reports a Done Deal™ with WPEO -DC sponsor, **Intelsat General Corporation** ([www.intelsatgeneral.com](http://www.intelsatgeneral.com)). Boscobel had several points of contact with Intelsat General, one was through their Director of Contracts and Procurement, local corporate representative for WPEO sponsorship. Boscobel was awarded this contract as of March 2005 and will provide Public Relations and marketing services to Intelsat General.

**Sally Guido**, President of **Lee Myles Fleet Services, Inc.**, ([www.leemyles.com](http://www.leemyles.com)) WPEO - NY reports a Done Deal™ with WPEO - NY sponsor, **Con Edison** ([www.coned.com](http://www.coned.com)). After Lee Myles was certified they began to form relationships with local utility companies. The first affiliation was with Con Edison, after presenting them with their WBENC status as a WBE. Lee Myles submitted a bid proposal and met the necessary qualifications resulting in a five-year contract for vehicle transmission repairs in New York City (5 Boroughs) and Westchester County.

**Devra Karlebach**, President of **Glyphic Technologies, Inc.**, ([www.glytec.com](http://www.glytec.com)) WPEO - NY was awarded a contract with WPEO - NY sponsor, **Major League Baseball** ([www.mlb.com](http://www.mlb.com)) as of May 2005. Glyphic Technologies, Inc has been a supplier to Major League Baseball since March of 2003. Glyphic has provided Enterprise IT solutions focusing on application and portal development using WebSphere Portal. Glyphic will design and develop a series of custom portlets within an IBM WebSphere Portal environment. Through the adoption of WebSphere Portal and portlet technology, Glyphic has been able to help Major League Baseball realize their vision of achieving productivity gains through technology.

**Ellen J. Solomon**, Strategic Change, Inc. ([www.strategicchangeinc.com](http://www.strategicchangeinc.com)) and WPEO-DC reports an ongoing contract with WPEO - NY sponsor, **Pitney Bowes** ([www.pb.com](http://www.pb.com)). Strategic Change, Inc., a full-service Organization Development consulting firm, is providing strategic planning; change management; leadership development; team-building; and executive coaching for a department in the Technology Center in Shelton, CT.

**Teresa Ward**, President of **California Radio dba Lambert ~Ward, LLC** ([www.californiaradios.com](http://www.californiaradios.com)) WPEO - DC reports a Done Deal with WPEO - DC sponsor **Marriott International** ([www.marriott.com](http://www.marriott.com)). California Radio will provide the Fairfield Inn by Marriott with four portable radios and is the new two-way radio dealer for this location. The contract was awarded in May of 2005 and came about through word of mouth and Direct Marketing.

## OTHER “DONE DEAL™” REPORTS

**Sharon Rowe**, **ECOBags™ Products, Inc.**, WPEO - NY (<http://www.ecobags.com>) was awarded a contract to provide classic ECOBags string market bags for a NAWBO conference in Florida this year. The client found ECOBags on the Internet and requested information.

Upon realizing ECOBags was WBENC certified, the client completed the order placement.

## “DONE DEAL™” REPORTS

with WBEs

**Joan Cohen**, President of **Samson Electrical Supply Company, Inc.**, WPEO - NY, ([www.samson-electrical.com](http://www.samson-electrical.com)) reports a Done Deal with **Julie Griffin**, President of **SoundWave Productions, Inc.** ([www.soundwavepro.com](http://www.soundwavepro.com)) Women's Business Enterprise Council-Southeast) as of May 2005. Julie searched the WBENC database and found Samson Electrical. SoundWave will provide on hold music for Samson's telephone system.

**Loreley De George**, President of **Daystar Promotions, Inc.** ([www.daystarpromotions.com](http://www.daystarpromotions.com)) WPEO - NY reports a contract with **Gayle Waldron**, President of **The Management Edge** ([www.themanagementedge.com](http://www.themanagementedge.com)) Women's Business Development Center/Miami. Loreley and Gayle met at the WBENC annual conference in 2004. Daystar provided The Management Edge with message board badges that light up to attract attention and direct potential clients to their booth at trade fair exhibits.

**Loreley De George**, President of **Daystar Promotions, Inc.** ([www.daystarpromotions.com](http://www.daystarpromotions.com)) WPEO - NY reported a contract with **Leslie Segal**, President of **Testware Associates, Inc.**, ([www.testwareinc.com](http://www.testwareinc.com)) WPEO - NY. Leslie and Loreley had met at a WPO chapter retreat and reconnected at various WPEO events. Daystar provided Testware with promotional products for marketing to clients and holiday gifts. This contract began in September of 2004.

**Loreley De George**, President of **Daystar Promotions, Inc.** ([www.daystarpromotions.com](http://www.daystarpromotions.com)) WPEO - NY reported a contract with **Christine Manbeck**, CEO of **Kinley & Manbeck** ([www.km-ent.com](http://www.km-ent.com)) WPEO - NY. Daystar will provide Promotional products for marketing to clients including: Pad folios, golf umbrellas, note pads, pens, and pencils. This contract began in February 2005 and continues. Loreley and Chris both participated in a WPO Gibbons workshop and reconnected at a WPEO committee meeting.

**Amy Frankel**, President of **TAG Creative** ([www.tagcreativity.com](http://www.tagcreativity.com)) WPEO - NY reports a contract with **Orit**, President of **The O Group** ([www.ogroup.net](http://www.ogroup.net)) WPEO - NY. TAG created a TV spot for one of the O Group's Clients. The TV spot was created for AIMM On Demand Technology conference in Philadelphia. As WBEs, Amy and Orit had met first through NAWBO and then again at the Women's Leadership Exchange Conference.

**Ellen Jennings**, CEO of **Business Engineering, Inc. (BEI)** WPEO - DC ([www.beinetworks.com](http://www.beinetworks.com)) reports an ongoing contract with **Kathy Benson**, President of **Office Remedies, Inc.** ([www.officeremediesinc.com](http://www.officeremediesinc.com)) WPEO - DC. The WBEs met at McLean Business Forum, a networking organization. BEI provides regularly scheduled maintenance to Office Remedies' Computer network, including updates to their server, workstations and other equipment.

**Pennye Jones-Napier**, President of **Triratna Web Design & IT Development**, WPEO - DC, (<http://www.triratna.com>) was awarded a contract with **Joyce Golden**, **SPG & Associates, LLC** WPEO - DC ([www.spgassociates.com](http://www.spgassociates.com)). Triratna will provide web development and small site design services to SPG. This contract was awarded in March 2005 and came about as a result of networking at the DC-area I'm Certified .. Now What? Program in February of 2005.

**Pennye Jones-Napier**, President of **Triratna Web Design & IT Development**, WPEO - DC, (<http://www.triratna.com>) was awarded a contract with **Debra Cowen**, President of **D.C. & Company**, Georgia Women's Business Council ([www.dcandcompany.com](http://www.dcandcompany.com)). Triratna will provide website maintenance on D.C.'s original site design. This contract was awarded in February 2005 after Debra did a WBENCLink search for WBEs who provide this type of service.

**Kerry Monahan**, President of **Concept Printing**, [www.conceptprintinginc.com](http://www.conceptprintinginc.com) (WPEO - NY) reports a Done Deal™ with the **Women Presidents' Educational Organization** ([www.wpeo.us](http://www.wpeo.us)). Kerry responded to a Request for Proposal in April from the WPEO and was awarded the print job. The contract is for full color printing of WPEO NY and DC's new letterhead, envelopes, brochures, business cards and presentation folders.

### Do you have a Done Deal™ to report? We want to know about it.

Please email [Sherrie@womenpresidentsorg.com](mailto:Sherrie@womenpresidentsorg.com) with news of your Done Deal™ As a reminder, a Done Deal™ is a contract executed between two parties as outlined below. At least one of the parties must be a member of the local WBENC affiliate (read: WPEO) and both parties must be WBENC members, either another WBE or a corporate sponsor. The deal can be due to the direct result of a certification event, a WBE's certification status, marketing using the WBENC database or other related networking.

## WELCOME TO WPEO'S NEWEST CORPORATE SPONSORS

### COMCAST, MARRIOTT INTERNATIONAL, MICROSOFT CORPORATION, WACHOVIA

#### COMCAST

Comcast is the nation's leading provider of cable, entertainment and communications products and services. With 21.5 million cable customers and 7.4 million high-speed Internet customers, Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content. The Company also has a variety of content networks and investments, including E! Entertainment Television, Style Network, The Golf Channel, Outdoor Life Network, G4, AZN Television, TV One and four Comcast SportsNets.

#### Supplier Diversity Statement

As a part of their supplier diversity program, Comcast instituted a nationwide training program to educate suppliers on how to establish a business relationship with Comcast. In addition, the Company encourages their larger suppliers to either partner with a vendor of diversity or to spend with vendors of diversity themselves. In 2004, Comcast was named one of America's Top 50 corporations for multicultural business opportunities by DiversityBusiness.com; and was honored by the Women's Business Enterprise Council (WBEC) with their "Done Deals" award, recognizing Comcast for the highest number of actual deals and dollars spent with WBENC certified business enterprises for 2004. In 2005, Comcast was ranked number seven (7) of the Top 10 Companies for Supplier Diversity by *DiversityInc* magazine.

Comcast is dedicated to reflecting the customers, communities and cultures we serve, and one way we achieve this is by working with a diverse supplier base. Through our partnership with the Women Presidents' Educational Organization, Comcast is looking to expand our relationships with women-owned and certified businesses in the Washington, D.C., Maryland and Virginia areas. With Comcast's decentralized purchasing structure, partnering with regional WBENC organizations is beneficial in helping us to reach our ambitious supplier diversity goals.

#### MARRIOTT INTERNATIONAL

Marriott International is a leading worldwide hospitality company. Some of the products and services frequently purchased and contracted for are: Construction, Cleaning and Maintenance Services, Dry Cleaning, Food and Beverage, IT Services and Landscaping. Any interested MWBE can register on-line at [www.marriott.com/corporateinfo/supplier](http://www.marriott.com/corporateinfo/supplier) or contact Louise Long Rosamont at 301-380-5889.

Marriott International is committed to identifying and utilizing Minority and Women-Owned businesses who can provide high quality, competitive goods and service. We ensure that any qualified potential MWBE is reviewed by an appropriate decision making and followed up with in regards to business opportunities.

#### MICROSOFT

Microsoft's mission reflects our commitment to helping people and businesses throughout the world realize their full potential. We've been in business 30 years, providing personal computing products and services to people and businesses. Today, we continue to expand the possibilities of personal computing by developing new ways to empower our customers anytime, anywhere, and on any device.

#### Supplier diversity statement

At Microsoft, we see no limits to the potential we all might realize. We believe in creating opportunities for people to succeed-in our products, in

our workplace, and among our suppliers. For that reason, Microsoft continues our commitment to building a strong, diverse supplier base. (<http://www.microsoft.com/mscorp/procurement/diversity/>)  
For more information contact: [mwdbe@microsoft.com](mailto:mwdbe@microsoft.com)

Says Crystal Wilson, Vendor Programs Manager for Microsoft: "We're excited to be a part of WPEO and look forward to getting more involved with the organization and its membership. One of our main goals in the coming months will be to identify certified WBEs that are Microsoft Certified Partners (<https://partner.microsoft.com/>) and connecting them with our Consulting group as well as with our customers and corporate members of WBENC and the WPEO."

#### WACHOVIA

Wachovia Corporation is a diversified financial services company offering complete banking services, retail brokerage services, asset management, wealth management, and innovative products for individual customers. Financial expertise in treasury services, corporate and investment banking, and international banking for business customers. Also offer credit and debit card products, trust services, mortgage banking, and home equity lending.

With over 95,000 employees, we are able to serve banking, brokerage, and corporate customers primarily on the East Coast and now in Texas, as well as through investment banking offices in selected locations. We also have full-service retail brokerage offices that serve customers under the Wachovia Securities name in 49 states and Washington, D.C. Global services are provided through 33 international offices.

#### Supplier diversity statement

Wachovia Corporation recognizes the importance of supplier diversity and is committed to ensuring that it is an integral part of our strategic sourcing and procurement processes. We believe that the success of the organization and society depends on enabling Minority/Women Business Enterprises, to share in the nation's economic growth. Our commitment is to maximize Minority/Women Business Enterprises' participation through the development of mutually beneficial business relationships with these firms.

Wachovia is committed to providing opportunities to certified Minority/Women Business Enterprises to participate as partners and suppliers of goods and services as part of our corporate procurement process.

Our policy of encouraging and assisting minority-owned and women-owned enterprises is a reflection of Wachovia's commitment to diversity and the communities where we work and live. This commitment is emphasized by the highest levels of management and is communicated to all employees.

Wachovia recognizes the impact that supplier diversity has on the community. Therefore, we understand that when minority- and women-owned businesses flourish and prosper, the communities they serve share the benefits. And when our communities succeed, we all win.

G. Kennedy Thompson, Wachovia President and CEO  
[http://www.wachovia.com/inside/page/0,,136\\_1343\\_3026,00.html](http://www.wachovia.com/inside/page/0,,136_1343_3026,00.html)

Contact: Leonard Spring, Senior Vice President

Supplier Diversity Web Link:

<http://www.wachovia.com/inside/page/0,,136,00.html>

## WELCOME NEW WOMEN'S BUSINESS ENTERPRISES AS OF MARCH 2005

17 Machinery, LLC	Hayes, VA	Kodiak Finance, LLC	Clifton, VA
Accel Personnel, Inc.	Silver Spring, MD	KR Diamonds, Ltd.	New York, NY
Access Impact Marketing, Inc.	Jersey City, NJ	Law Offices of GERALYN F. SCHMITT, LLC	Cheshire, CT
Adam Communications	Rochester, NY	LEG Plumbing Contractors LLC	Laurel, MD
Advanced Doors & Hardware, LLC	West Harrison, NY	Lindsey Pollak	New York, NY
Alliance technology Group, LLC,	Hanover MD	Magus Consulting, LLC	Arlington, VA
Arcanna, Inc.	Peeksill, NY	Mahin Impressions, Inc.	New York, NY
Bates Jackson Engraving Company, Inc.	Buffalo, NY	Meeting Logistics LLC	Providence, NJ
BI Group, LLC	Irvington, NJ	Megawatt Machine Services LLC	Rahway, NJ
Bickerstaff Sports & Entertainment, LLC	Washington DC	Mirror Show Management, Inc.	Rochester, NY
Boccio Design Group Ltd.	Bethpage, NY	MKAssociates, Inc.	Warrenton, VA
Brinco Mechanical Services, Inc.	Floral Park, NY	Moonlight Imaging LLC	Newton, NJ
Business Engineering, Inc.	Reston, VA	Namtra Business Solutions, Inc.	Washington DC
Butler Hill Group, LLC	Ridgefield, CT	Network for Packaging, Inc.	Emerson, NJ
California Radio	Frederick, MD	Opus Plus, Inc.	McLean, VA
Cardinal Capital Management, LLC	Greenwich, CT	Partners in Human Resources International	New York, NY
Citroil Enterprises, Inc.	Carlstadt, NJ	Patty's Gifts and Baskets, LLC	Forest Hill, MD
Claim Services International	Brewster, NY	Performance Improvement Solutions, Inc.	New York, NY
Cole Travel	Lexington Park, MD	Pinkie Swear, LLC	Nanuet, NY
Concepts Video Productions, Inc.	Boonton, NJ	Pinnacle Development, Inc.	Flemington, NJ
Construction and Service Solutions Corp.	Akron, NY	Quantum Technology Associates, Inc.	Rochester, NY
Conyngham Partners LLC	Ridgewood, NJ	Randy Hangers, LLC	East Rutherford, NJ
Corporate Marketing, Inc.	Somerville, NJ	S & P Janitor Services, Inc.	Rochester, NY
DBTS Inc.	Washington DC	Schuyler Valley Brokerage	Schuylerville, NY
Dibgy 4 Group, Inc.	New York, NY	SD Services, Inc.	Wantagh, NY
Divine Holdings, LLC	New York, NY	SGB Packaging Group, Inc.	Hackensack, NJ
Eat Your Heart Out!	Jersey City, NJ	Shore Incentives, Inc.	Rumson, NJ
ECOBags Products, Inc.	Ossining, NY	Soft Tech Consulting, Inc.	Fairfax, VA
EMA - Ethnic Marketing Associates, LLC	Bernardsville, NJ	Spitfire Communications	New York, NY
First Choice Personnel	Mountainside, NJ	Sutter Design, Inc.	Lanham, MD
Flower City Digital	East Rochester, NY	Suzanne's Specialties, Inc.	New Brunswick, NJ
FutureTHINK	New York, NY	The Avoca Group	Princeton, NJ
GB Herndon and Associates, Inc.	Washington DC	The Hartshorn Group	Parsippany, NJ
Gem Limousine Service, Inc.	Woodbridge, NJ	The Jewel Cuff	Whiteford, MD
General Research Division of Artenyra Inc.	Teaneck, NJ	The Printe Shoppe, Inc.	Flemington, NJ
Global Customer Contact Solutions, Inc.	Hazlet, NJ	The Stroud Group	Columbia, MD
Global Executive	Ridgefield, CT	The Wellspring Group, Inc.	Shelton, CT
Hampton-Clarke, Inc.	Fairfield, NJ	Tradewinds Studio, Inc.	Halethorpe, MD
HealthMatters Communications	New York, NY	Versatile Metal Fabricators, Inc.	Newark, NJ
HIRECounsel, Inc.	New York, NY	Waterfront Energy Capital, LLC	Washington DC
Impressive Events	Upper Montclair, NJ	Webster Watch Co. Associates, LLC	New York, NY
Innovative Analysis, Inc.	Annapolis, MD	Wolferz Painting Co., LLC	Asbury, NJ
Ivy Planning Group, LLC	Rockville, MD	Work & Well, Inc.	Somerville, NJ
JD Light International	New York, NY		
Jennifer Kass	Skillman, NJ		
JP Energy Strategies, LLC	Washington DC		
KBM Rebar LLC	Salem, CT		
KL Strategies, Inc.	Hoboken, NJ		

Thank you to our certification committee. You know who you are!! Interested in learning more about the committee? Email [Liz@womenpresidentsorg.com](mailto:Liz@womenpresidentsorg.com)

## PRIVATE EQUITY WORKSHOP

In February WPEO hosted the Private Equity Workshop with Springboard Enterprises, Women Presidents' Organization, and McColl Garella. Hosted by JPMorgan Chase at their 270 Park Avenue location, the program provided a wealth of knowledge for women business owners.

*Essentially, equity capital is money that is invested in a company in exchange for an ownership interest in that company. Traditionally, equity capital (unlike debt) is not intended to be repaid according to a specific schedule and is not secured (or guaranteed) by the company's assets. Instead, an equity investor (i.e., the individual or entity that supplies the company with the money) expects that, within a certain time frame, the ownership percentage she holds will be worth more than the original amount she invested. (Springboard Enterprises, Private Equity Primer)*

This day-long program was designed for later-stage women-owned and led companies looking for funding for growth or acquisitions, exploring recapitalization, or those looking to purchase a company with an equity sponsor. The program featured content, case studies and an introduction to the resources available to guide business owners through the process.

Highlights included:

- **Hala Modellmog**, former President of **Church's Chicken** told the crowd about things to look out for as a CEO, before, during and after the process.

- **Julie Garella**, of **McColl Garella**, spoke about the Nuts and Bolts of Private Equity, giving attendees tips on how to get started and how to determine whether Private Equity was right for their businesses.

- **Jeffrey Walker** of **JPMorgan Partners** keynoted the lunch in an interview, discussing the ins and outs of Private Equity from the investor side and highlighting JPMorgan Partners' success stories, including jetBlue.

- Attendees broke into groups to discuss topics and issues specifically as they related to their industries.

- Three women business owners discussed the good, the bad and the ugly regarding Private Equity including **Danielle Hughes**, **Divine Capital Markets** a certified WBE and member of WPO ([www.divinecapital.com](http://www.divinecapital.com)).

WPEO holds one annual program in cooperation with Springboard Enterprises and the Women Presidents' Organization. For more information about upcoming WPEO programs, please see the website at [www.wpeo.us](http://www.wpeo.us).



**WOMEN PRESIDENTS'**  
**Educational Organization**®  
PROVIDING WBENC CERTIFICATION

WPEO - NY  
155 East 55<sup>th</sup> St., Suite #4-H  
New York, NY 10022

WPEO - DC  
1120 Connecticut Avenue NW Suite 1000  
Washington, DC 20036



A regional partner of the Women's  
Business Enterprise National Council