

Women Presidents' Educational Organization

Volume III Issue I
January 2005

Newsletter for the
Members and Supporters
of the WPEO
Certification Effort

✂ 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
✂ Jane Aquilina
Executive Assistant to Marsha
✂ Sonu Daryanani
Program Assistant
✂ Linda Strappazon
Office Manager
✂ Lynlisa Jackson-Attaud
Bookkeeper

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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WOMEN PRESIDENTS' EDUCATIONAL ORGANIZATION TO RECOGNIZE OUTSTANDING WBES AND CORPORATIONS - JANUARY 26, 2005, TAVERN ON THE GREEN, NEW YORK CITY

New York, New York, December, 2004 - The Women Presidents' Educational Organization (WPEO) will recognize women business owners, corporations, and women's business advocates at their Fourth Annual Awards Breakfast sponsored by **Freddie Mac**, which will be held January 26, 2005 at Tavern on the Green. 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 Awards Finalists are:

Outstanding WBE of the Year - NY Region

- Anisa Balwani, RAJ Consultants
- Michelle Fabozzi, ICP, Inc.
- Betty Manetta, Argent Associates

Outstanding WBE of the Year - DC Region

- Heidi Berenson, Berenson Communications
- Brenda Loube, Corporate Fitness Works
- Dr. Jodie Monger, Customer Relationship Metrics

Outstanding Women's Business Advocate

- Donna Myers, DHM Group, Inc.
- Rita Rivas, A/Del Lithographic
- Donna L. Westerman, Avon Products

Outstanding Corporation of the Year - NY Region

- Avon Products
- JPMorgan Chase
- Pfizer Inc

Outstanding Corporation of the Year - DC Region

- Bank of America
- Exxon Mobil Corporation

Criteria for the winners include contributions 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, 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." We invite you to attend our Fourth Annual Awards Breakfast on January 26, 2005 at Tavern on the Green from 8:30 - 11:30am. The event provides a great introduction to the certification process and the successes of certified WBEs who have gained increased access to corporations.

Please email

Adriana@womenpresidentsorg.com
for more information.

WPEO CALENDAR OF EVENTS

DC - January 19, 2005 -
Kick-off Reception - McLean,
VA hosted by Freddie Mac

NY - January 26, 2005 -
Awards Breakfast - Tavern on
the Green, New York City

NJ - February 2, 2005 -
NJAWBO and WPEO
Procurement Expo in Edison, NJ

NY - February 15, 2005 -
Selling Without Selling with
Carol Super at Pfizer, New
York, NY Details to be
announced

DC - February 16th, 2005 -
"I'm certified, Now What?"
workshop, Details to be
announced

NY - February 25, 2005 -
Private Equity Workshop with
WPO, McColl Garella, and
SpringboardEnterprises -
JPMorgan Chase, NYC

DC - May 20, 2005 -
Breakthrough Breakfast DC -
Details to be announced

NY - June 10, 2005 -
Breakthrough Breakfast NY -
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

DIANE TURTON TO KEYNOTE NJAWBO AND WPEO'S ANNUAL PROCUREMENT EVENT & EXPO - FEBRUARY 2, 2005

For the first time, Women Presidents' Educational Organization will be co-hosting the Annual Procurement Event & Expo with NJAWBO (New Jersey Association of Women Business Owners) on February 2, 2005 at the Pines Manor in Edison, NJ.

Women-owned companies and supplier diversity are an integral part of successful business partnerships. This event is designed to create both new vendor opportunities and new customers for your company.

For WPEO certified WBEs, supporters, and NJAWBO members, we have an exciting, one-day agenda of workshops and speakers who can help you build relationships to make your business more successful. Learn how to partner with large companies eager to fill their diversity needs with women-owned businesses. This day is also your opportunity to meet the representatives of large companies with specific supplier needs.

Workshops will include *Differentiating Your Company with Great Customer Service* with **Jill Lane, Vice President of Daily Rental Operations, New Jersey, Enterprise Rent-A-Car**, *How to Play in the Big League* case studies on forming Strategic Alliances to look and play bigger and *The 11 Commandments of Marketing* by **Lindsay Pollak**, collaborator with **Susan Bari** on *Breaking Through*. Susan is

the **President of the Women's Business Enterprise National Council in Washington DC** and will keynote the morning presentation.

The highlights of the day is the keynote lunch presentation with Diane Turton of Diane Turton Realtors - **They Said She Couldn't Do It!** - how she built her company into the Billion Dollar Business it is today.

WPEO certified WBEs, NJAWBO members, and corporate participants who wish to showcase their business and products may purchase tables at our Business "Expo". Tables will be arranged in the Ballroom of the Pines Manor. Conference attendees will be encouraged to browse through the Business Expo during their unscheduled time during the day. The Expo will be open from 8 am until the close of the event.

We have also partnered with the following organizations: NJ Chamber of Commerce, Supplier Diversity Development Council, State Hispanic Chamber of Commerce of New Jersey, Black Chamber of Commerce of Northern NJ, NJ Business & Industry Association, New York & New Jersey Minority Supplier Development Council, NJ Small Business Development Center

Please check NJAWBO's website for more information and registration at www.njawbo.org.

"DONE DEAL™" REPORTS

With Non Disclosed WBE's and Corporate Sponsors.

Choice Hotels International had a contract with an undisclosed WBE (WPEO - DC) as of July 2004 which came after a WPEO program.

more Done Deals™ on page 3

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
Citigroup
City of New York
Colgate-Palmolive
Con Edison
Continental Airlines
Deutsche Bank
Educational Testing Service
Ernst & Young
Goldman Sachs
HIP
IBM
J. H. Cohn, LLP
Johnson & Johnson
JPMorgan Chase & Co.
JPMorgan Chase Foundation
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
Verizon Wireless

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.
MCI
Microsoft Corporation
Pepco Holdings Inc.
Unisys
UPS
Verizon

WPEO DC CELEBRATES ACCESS - JANUARY 19, 2005, FREDDIE MAC, WASHINGTON DC

Register now. Contact Leah Miller at
dcadmin@womenpresidentsorg.com or (202) 872 - 5515 ext. 18.

Save the Date! January 19, 2005

You're invited to meet extraordinary Washington area women business owners and corporate representatives for cocktails and hors d'oeuvres to Celebrate Access 2005!

Join our local sponsors who demonstrate their commitment and support of women business owners every day. Amtrak, Bank of America, BB & T, BG&E, Capital One, Charles Schwab, Choice Hotels International, Computer Sciences Corporation, Enterprise Rent-A-Car, Ernst and Young, Exxon Mobil, Fannie Mae, Freddie Mac (2003 WPEO/DC Corporation of the Year), Intelsat, Lucent Technologies, Major League Baseball, McCormick & Co., MCI, Microsoft Corporation, Pepco Holdings, Inc., Unisys, UPS, Verizon

Special thanks to Freddie Mac for hosting this event at their headquarters in Mclean, VA
Registration information will follow at a later date.

For more information, please contact Leah Miller, Program manager, at
dcadmin@womenpresidentsorg.com

"DONE DEAL™" REPORTS

With WPEO Corporate Sponsors

Renard Communications

Roberta Renard (WPEO - NY
www.diversitycareers.com) was awarded a contract with Verizon for advertising space in Diversity Careers In Engineering and Information Technology Magazine. Renard marketed their publication to Verizon with notification that they are a WBE certified organization and Roberta feels this was a selling point in their favor. This is to be an ongoing Done Deal TM as of September 2004.

Renard Communications

Roberta Renard (WPEO - NY
www.diversitycareers.com) was awarded a contract with Citigroup in October 2004 for advertising space in Diversity Careers In Engineering and Information Technology Magazine. Renard marketed their publication to Citigroup with notification that they are a WBE certified organization and Roberta feels this was a selling point in their favor. This is to be an ongoing Done Deal TM.

Progressive Promotions

Julie Levi (WPEO - NY
www.progressivepromotions.com) was awarded a contract with Cendant Car Rental Group (CCRG). The contract is for a two year commitment as of December 1, 2004 to provide promotional items to Cendant. Cendant met Julie at the 2004 WBENC Conference in NYC. Julie followed up with the Strategic Business & Diversity Relations unit and in turn, they encouraged their Marketing Department to meet with Julie as her firm could offer CCRG a full line of promotional products as well as fulfillment services

"DONE DEAL™" REPORTS

With other WBE's

Hewson Enterprises

Shelly Hewson (WPEO - NY) was awarded a contract with WPEO headquarters to install planters on the office deck space. This contract was awarded on July 2004 as a result of Hewson's being a certified WBE.

Concept Printing

Kerry Monahan (WPEO - NY) was awarded a contract with WPEO headquarters to print the Organization's new brochures. This contract was awarded in November 2004 as a result of Concept's being certified as a WBE.

Ellyn McKay & Associates

Ellyn McKay (WPEO - DC) was awarded a contract with sister WBE McKinley Marketing Partners, Marcia Call (WPEO - DC
www.mckinleymarketingpartners.com) to assist in the development of a training module. This Done Deal™ originated as a result of networking at a DC educational program.

more Done Deals™ on page 6

SPECIAL THANKS TO
OUR BOARD OF
DIRECTORS

Diane Ashley

VP Supplier Diversity,
Citigroup

**Nancy Berkowitz
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

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Technology Concepts Group

CONGRATULATIONS TO ALL OUR WBE'S WHO HAVE BEEN RECOGNIZED FOR THEIR ACHIEVEMENTS.

Snooky Bellomo, **Tish & Snooky's Manic Panic** N.Y.C. (WPEO - NY www.manicpanic.com) was interviewed by Girl Scouts of America for a new book titled *Mind Your Own Business*, specifically geared towards teens, girls and entrepreneurship. Tish and Snooky, sisters, started Manic Panic the world's first line of alternative cosmetics and hair color. Their clients range from teenage girls who "wanna have fun" to Hollywood stars like Marilyn Manson, Cyndi Lauper and Christina Aguilera. Snooky and Tish advise "You can be or do whatever you want, as long as you're willing to devote yourself to it".

Gloria Bohan, **Omega World Travel** ((WPEO - DC www.owt.net) made the Div500 5th annual listing of the nations top 500 Women owned businesses. Ranging in revenue size from \$5 million to over \$1 billion, the companies listed on the Div500 represent the nations top earners and challenge the long-held notion that Women-owned businesses are small or insignificant. DiversityBusiness.com is the nations leading multicultural B2B online portal.

Amy Frankel, **TAG Creative** (WPEO - NY www.tagcreativeny.com) produced a major event for Avon Products- the Avon Kiss Goodbye To Breast Cancer Gala at Jazz at Lincoln Center on November 8th. Both Vanessa Carlton and Harry Connick Jr. performed.

Judith Lindenberger, **The Lindenberger Group LLC** (WPEO - NY www.lindenbergergroup.com) a human resources consulting firm located near Princeton, New Jersey, presented a session entitled Avoid a Time Bomb: Sexual Harassment at the 13th Annual Garden State Council Society for Human Resource Management Conference and Expo on November 8-9, 2004.

Dr. Jodie Monger, **Customer Relationship Metrics** (WPEO - DC www.metrics.net) has made the finalists for the Fast Company Fast 50. The Fast 50 is Fast Company magazine's annual readers' challenge, a worldwide search for ordinary people doing extraordinary things. Our goal is to remind the world of all the good that's created when passionate people with big ideas and strong convictions are determined to make a difference. For more information on Jodie's application click here: www.fastcompany.com/fast50_05/profile/index.html?monger214.

Kim Scott, **The Great Gourmet, Inc.** (WPEO - DC www.thegreatgourmet.com) closed with Home Shopping Network and will be going live beginning this month to sell her products. The Great Gourmet will go live on television monthly.

Barbara Singer, **Barbara Singer Photography** (WPEO - NY www.barbarasinger.com) was featured in an article by Maximillien de Lafayette, entitled "Barbara Singer: Photographer Extraordinaire". This article is available online at www.lafemmagazine.com/art_and_photography.htm and www.modernwomantoday.com/Barbara%20Singer.htm and www.thejewishpost.com/art_and_photography.htm. The article will be published in print and circulated in these cities: New York, London, Rome, Paris, and Madrid. What is amazing is that Ms. Singer had not made the acquaintance of Mr. de Lafayette before he wrote the article! Additionally, Barbara was ranked 10th of 60 in The Jewish Post's List of America's Brightest, Most Talented And Hottest Women Of The Year and 10th of 26 in The Jewish Post's List Of The Outstanding Jewish Women Of The Year.

WELCOME NEW WOMENS' BUSINESS ENTERPRISES SINCE SEPTEMBER 2004

Aggie Perilli Communications Int.	Pennington, NJ	J Ganes Consulting, LLC	Katonah, NY
ALTEK Information Technology	Frederick, MD	Janel Inc.	Bound Brook, NJ
Alternative Professional Solutions, Inc.	Cranford, NJ	Janet R. Duggan & Associates Inc.	Chappaqua, NY
B&Y Communications LLC	Montclair, NJ	Kelly McCroskey Trucking	Bristol, VA
BedRail Solutions, LLC	Niskayuna, NY	KMB & Associates, Incorporated	Stockton, NJ
Butler/Till Media Services Inc.	Rochester, NY	Launch Partners International, Inc.	Great Falls, VA
Byne Graphics Inc	Suffern, NY	Lending Talent, Inc.	Pompton Lakes, NJ
Camelot Communications Group, Inc	Fairfield, NJ	Luxeworks Ltd	New York, NY
Cantor Executive Search Solutions, Inc.	New York, NY	Mac Felder, Inc.	New York, NY
Capital Contractors Inc.	Huntington Station, NY	Management Alternatives, Inc.	Norwalk, CT
Cara Construction Management, Inc.	Bronx, NY	Marjorie Wilner Communications, LLC	New York, NY
Cirrus Aviation Inc.	Bergenfield, NJ	Meredith Realty Partners LLC	Pennington, NJ
Classic Conferences, Inc.	Hackensack, NJ	Meridian Imaging Solutions	Alexandria, VA
Clinton Business Products, Inc.	Clinton, NJ	Messenger Associates, Inc.	Liverpool, NY
Coastal Promotions, Inc	Manalapan, NJ	Metro-Home NYC, LLC	New York, NY
CommuniQue Marketing	Richmond, VA	Minority Temporary Agency, Inc	New York, NY
Complete Auto Network	Buffalo, NY	ML Innovative Solutions, LLC	Harrisonville, MD
Consumer Dynamics LLC	New York, NY	Novo Arts Inc.	New York, NY
Corporate Art, LLC	West Caldwell, NJ	Owen and Whitehurst, Inc.	Glen Allen, VA
Corporate Family Network	New York, NY	Performance First Inc	Greenwich, CT
Corporate Office Solutions, L.L.C.	Fairfax, VA	Professional English, Inc.	Newport News, VA
Currituck Consulting Group	Short Hills, NJ	Safe Harbor Electronics, Inc.	Baltimore, MD
Diane Paparo Associates, Ltd.	New York, NY	Security Vault Works, Inc.	Laurel, MD
Eagle Hill Consulting, LLC	McLean, VA	Shenandoah Valley Consulting	Harrisonburg, VA
Educational Awareness Solutions	Stamford, CT	Siwel Consulting, Inc.	New York, NY
Elizabeth Contracting Corp.	Armonk, NY	Socrates Executive Consulting, LLC	Whitehouse Station, NJ
Energy360, Inc	Stamford, CT	Software Quality Management Inc	Towson, MD
ETCS Associates	Brooklyn, NY	Source One Technical Solutions, LLC	Bound Brook, NJ
Exhibit Edge Inc.	Lorton, VA	Soyka Smith Design Studios	Upper Montclair, NJ
Family Facts	Mt. Kisco, NY	Star Poly Bag, Inc.	Brooklyn, NY
FAS Group, LLC	Bethesda, MD	Studio 210, LLC	Norwalk, CT
Galtera N.A. Inc.	New York, NY	Tag Creative, LLC	New York, NY
Gillespie Design, Inc.	New York, NY	TeleRep	Glen Burnie, MD
Green Consulting Group	Chevy Chase, MD	Terry Steiner International, Inc.	New York, NY
HighRoad Press, LLC	New York, NY	The Maslow Media Group, Inc.	Washington DC
HyperGen Inc.	Roanoke, VA	Tori Cooper & Associates, Inc.	Fairfield, CT
Illumination Arts LLC	Bloomfield, NJ	Transcend Business Solutions, LLC	Bethel, CT
INDOFINE Chemical Company Inc.	Hillsborough, NJ	Transperfect Translations, International, Inc.	New York, NY
Infinite Resources, Inc.	Manassas, VA	UROOJ LLC	Rutherford, NJ
Infosolve Technologies, Inc.	Kendall Park, NJ	VICCS, Inc	Rockville, MD
Integra Project Management and Consulting, LLC	Charlottesville, VA	Willie Landau Interiors, Inc.	Scarsdale, NY
Intelisolutions Inc.	Fort Lee, NJ	Woolsey Performance Experts, Inc.	Woodbridge, VA
		Yestime Legal Services, LLC	Washington DC

THE FIRST ANNUAL FAST COMPANY/WOMEN PRESIDENTS' ORGANIZATION AWARDS "PLAYING BY THEIR OWN RULES: 25 WOMEN WHO ARE CHANGING THE GAME"

Fast Company, in partnership with the Women Presidents' Organization, is pleased to announce the first annual awards competition for women entrepreneurs. Entitled, "Playing by Their Own Rules: 25 Women Who Are Changing the Game," these awards seek to identify and celebrate women business owners who are innovating new business models and leading the organizations that are redefining the way we all live and work. Already, two out of every three new business are started by women, and women-owned businesses employ more than 19 million people nationwide. Women-owned firms grow at twice the rate of other companies and these awards will allow their leaders to stand up and be recognized.

Finalists for the awards will be selected through an open application process and vetted by the editorial staff of Fast Company magazine. A panel of accomplished judges will then help select the 25 winners, who will be featured in a special section of the May 2005 issue of Fast Company and honored at the annual Women Presidents' Organization conference, to be held in Toronto, Canada in April 2005.

We are pleased to announce the following judges for these first annual Fast Company/Women Presidents' Organization Awards:

- o Marilyn Carlson Nelson, Chairman and CEO, Carlson Companies Inc. (Carlson Companies Inc. is the largest woman-owned company in the U.S.)
- o Melanie Sabelhaus, Deputy Administrator, Small Business Administration
- o Myra Hart, Co-founder, Staples, and Professor of Management, Harvard Business School
- o Mark Lange, Executive Director, Edward Lowe Foundation
- o Caroline Gundeck, Director of Women's Business Development, Merrill Lynch
- o Penni Berns, VP High Value Customer Relationship Management, OPEN: The Small Business Network from American Express

Note, applicants need not be WPO members to qualify. To apply for the Fast Company/WPO Awards, enter online at <http://www.fastcompany.com/keyword/women>. All applications must be received by Friday, January 14, 2005.

"DONE DEAL"™ REPORTS

With WBENC National Corporate Sponsors

Selecto-Flash Inc.

Valerie Shondel (WPEO - NY www.selectoflash.com) was awarded a contract with a WBENC National Sponsor as a result of meeting at the WBENC 2004 National Conference in New Orleans. Contract is as of November 2004.

Renard Communications

Roberta Renard (WPEO - NY www.diversitycareers.com) was awarded contracts with WBENC national sponsors for placing advertisements in Diversity Careers In Engineering and Information Technology Magazine.

Action LLC

Mary Meyer (WPEO - DC www.actionsurgical.com) was awarded a contract for instrument care products such as instrument cleaner, enzymatic cleaner and instrument lubricant. The agreement runs through March 31, 2006.

"DONE DEAL"™ REPORTS

With non-disclosed recipients due in part to the firm's status as a certified Women's Business Enterprise

Renard Communications

Roberta Renard (WPEO - NY www.diversitycareers.com) was awarded advertising contracts as of July and September 2004

The Great Gourmet

Kimberly Scott (WPEO - DC www.thegreatgourmet.com) was awarded a contract for filling fresh seafood orders, as a repeat business transaction.

Three Gems Inc.

dba Triratna Web Design & IT Development, Penny Jones-Napier (WPEO - DC www.triratna.com) was awarded a contract to build a Web-based application to build a complete online class registration system including class catalogue input and updates, instructor, student, and assistant administrative areas, and payment registration tracking. The contract was awarded in August 2004.



WPEO

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

