Greetings!

Sheila, Dr. Shawne, & Leslie Young at WBE Healthcare Bootcamp

In this new year and new decade, it seems that everyone's theme is 20/20 vision. 20/20 vision is about clarity, perfect high-definition clarity. It's about bold goals for a new decade.

After celebrating our 10 year anniversary in 2019 and rolling out a new brand, like many of you, it's time for WBEC ORV to take another look at our vision to ensure it is up-to-date to direct our organization's actions moving forward. We recently held our first meeting to dive deeper into our vision, mission and goals, and it was both exhausting and invigorating. It can be challenging to work through this process, but having a clearer sense of purpose and direction for our team, steering committee, volunteers, and members is invaluable! Do you have a aspirational version of your business that describes the future state of your organization and progress for the future?

When it comes to your business, strive to have 20/20 vision. Don't make the mistake of not having a clear vision of where you want to be in the year 2020 and beyond. Set goals, establish priorities, have a five-year plan and be unrelenting in your efforts to meet them. "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion".

Check out the WE USA Article "Business Leaders Offer Predictions for 2020". It will provide valuable insight as you look ahead.

Sheila A. Mixon, Executive Director
What's New at WBEC ORV

Our First Industry Specific Event was a Success
The energy was infectious during the WBE Healthcare Bootcamp, sponsored by Cleveland Clinic, BB&T, OhioHealth, Cardinal Health, and Cummins Facility Services. Over 80 certified WBEs attended to get the inside scoop on what it takes to break into and compete in the highly regulated, growing healthcare industry. During lunch, General Motors sponsored Dr. Shawne Duperon, Communications Consultant, to share a keynote on "The Apology". The event included a history of supplier diversity in healthcare presented by Howard Elliott of Elliott Management Group. There were two (2) panel discussions, Doing Business in the Healthcare Space and Pathways to Doing Business with Healthcare Systems, culminating with the unique opportunity to talk one-on-one with the participating healthcare partners including Cardinal Health, Cincinnati Children's, Cleveland Clinic, OhioHealth, Premier Health, and the Ohio State University Wexner Medical Center.

If you missed the Healthcare Bootcamp, plan to attend Catch the Wave in April to network with these healthcare partners. And, look out for this year's industry specific event, WBE Utility Bootcamp in August in Columbus!

Healthcare Partners with Sheila Mixon & Kelly Kolar
Howard Elliott shares the History of Supplier Diversity

Lynnise Smith, Kai Peters, & Adrian Taylor
Lauren Dupuis, Berlon Hamilton & Brad Musk

It's Our Favorite Time of the Year: Regional Catch the Wave Conference
Following the 10 year anniversary Regional Catch the Wave Conference is no easy feat, but of course, we plan for a bigger and better conference again this year! We're headed to Kalahari Resort & Convention Center in Sandusky, Ohio to build on existing and establish new relationships with corporations and WBEs across our Ohio, Kentucky, & West Virginia region.

Hot off the press, meet this year's Keynote Speaker and Trailblazer Honoree:
Early bird registration ends March 1st and sponsorship opportunities are available to certified WBES and corporate members until February 28th! CLICK HERE to check out all things Catch the Wave and register today!

Paying It Forward
Thanks to the generous ongoing support of corporate members, WBES, and individuals, scholarships are awarded to certified WBES to attend the Catch the Wave Conference, covering the expense of their registration and hotel stay. Partial scholarships are also available for WBENC sponsored business development training. If you’d like to make a donation to support the Sheila A. Mixon Women’s Entrepreneurship Start-up Fund, please contact Sheila directly at smixon@wbec-orv.org.

Certification Corner
Maximizing Your Certification Webinars Are Back for 2020
Back again for 2020, WBEC ORV will host the Maximizing Your Certification Webinar Series. In this free webinar, learn how to maximize the impact of your WBE certification. Each webinar will share the personal perspective and approach of a WBE within our region. These webinars address some of your most pressing questions including:

- understanding the value proposition for WBE certification
- promoting and marketing your WBENC certification
- prospecting in the WBENC supplier diversity community
- engaging in local, regional, and national WBE events and activities
- creating a strategy to obtain and cultivate corporate relationships
- modeling best practices & lessons learned from experienced certified WBES

Each session is led by a featured WBE who has actively engaged in WBENC and WBEC ORV and leveraged certification to sustain and grow their business. Participants leave each webinar with business development skills that they can apply immediately and a new way of looking at certification! This webinar series will be held quarterly on the following dates: Thursday, March 12th; Thursday, May 14th; Thursday August 13th; and Thursday, November 12th from 11:00 am - 12:00 noon.

Corporate Member Spotlight
Kai Peters was recently hired as a Senior Commodity Manager, focusing on Supplier Diversity and Sustainability at The Ohio State University and Wexner Medical Center. She is working to expand the program's scope and re-establish connections in the communities throughout the state to build a strong, sustainable supply base. As the Supplier Diversity program evolves, Kai will focus on developing the Tier II program through prime supplier outreach events. She is also working with the sustainability teams to move their initiatives and goals forward to take better care of our environment.

Prior to this position, Kai worked for 16 years in sourcing, managing direct and
The Ohio State University and Wexner Medical Center
Karen Wing, CEO
Walker Transfer-Powell

indirect materials for two leading technology companies.

At Ohio State, building and maintaining collaborative relationships with their diverse supply base stimulates innovative thinking and encourages the exchange of ideas. Through cooperation with internal and external stakeholders, they work to grow and develop them. The partnerships built support positive economic impact in the communities in which we live and serve. Their vision is to provide access to The Ohio State University by including diverse suppliers in the sourcing process, striving to award the most responsive supplier and to foster mutually beneficial, successful partnerships.

Ohio State is one of our newest corporate members, but they have already actively engaged as a partner in our first industry specific event, the WBE Healthcare Bootcamp, held in November in Columbus. Kai shares "We're new members of WBEC ORV, but we have learned the Council has excelled as a resource to match corporations with WBEs. We look forward to participating in events to engage with certified businesses with the longevity to become partners with the university and maintain successful performance throughout our contracts".

For suppliers interested in doing business with The Ohio State University and Wexner Medical Center, Kai shares "The sustainability of your business is critical to higher education and academic medical centers. Our best suppliers must be ready for high demand and be able to provide the same quality to the university through lower demand periods for multiple year contracts". To contact Kai directly, email kai.peters@osumc.edu.

WBE Spotlight

Walker Transfer Inc. was founded in 1964 and became Walker Transfer-Powell, LLC in 2015. Based in Kenova, WV, they are a full service household goods and commercial moving and storage company. As a long-term quality agent for Atlas Van Lines, the second largest moving and storage van line in the U.S., they pack, load, store and haul goods locally, nationally, and internationally. Valued long-term business clients include Marathon Petroleum Company LP, Speedway, Huntington Bank, and Fifth Third Bank. Walker Transfer-Powell sets the standard in its industry. They have received the Atlas Hauling Excellence Award for 20 consecutive years and the Superior Packing Award, both acknowledging excellence in their operations and favorable customer ratings.

Before joining the relocation industry, Karen Wing, CEO & Owner, worked for 28 years at Amway Corporation and at Powell Relocation Group. She joined Walker Transfer-Powell with her brother-in-law, Chris Wing, in 2015. Chris has been in the relocation industry for 35 years and is now President of Walker Transfer-Powell.

The past five (5) years, Walker Transfer-Powell, LLC stepped up their engagement and have attended several WBENC Summit & Salute and National Conferences, as well as the regional Catch the Wave Conference and several other Regional Partner Organization (RPO) events in states including Michigan and Texas. Over the past year, Karen and Marcia Walker Daniels, Vice President, have been key partners working diligently with WBEC ORV to increase WBE engagement in West Virginia. They sponsored and were members of the planning committee for the West Virginia WBE Forum Luncheon Relaunch in October and brought Brad Smith, Executive Chairman of Intuit in as a keynote speaker for both the Huntington luncheon and the upcoming luncheon in Morgantown this month.

This is Walker Transfer-Powell, LLC's fifth year being WBENC certified with the parent company Walker Transfer Inc. being WBENC certified since 2005. Gerri Walker, the former owner, was recognized as ORV's 2013 WBE Star. Since getting more actively engaged with WBEC ORV and WBENC, Karen shared "when we meet other WBEs and learn about their businesses, we're able to share knowledge and utilize each other's services. Because of WBENC and WBEC ORV, we've met face-to-face with corporate supplier diversity representatives that we would otherwise not have the opportunity to meet".

WBE Forum Luncheons

The WBE Forum Quarterly Luncheons are an opportunity to get engaged and build relationships with other WBEs and corporate members across the region. Contact the WBE Volunteer Chair(s) nearest you for more info.
Columbus WBE Forum Luncheon Hosted by Honda

Cincinnati
Cincinnati WBE Forum Luncheons are held quarterly on the 2nd Thursday (unless otherwise noted). The next Cincinnati Luncheon is Thursday, June 11th. Save the date!

WBE Volunteer Chairs:
Laureece Johnson, WBEC ORV Volunteer
Phone: 513.325.0626
Email: laureecej@yahoo.com
Tina Macon, President, AllMac & Associates
Phone: 513.289.5073
Email: Tina.macon@allmacassoc.com

Columbus
Columbus WBE Forum Luncheons are held quarterly on the 3rd Wednesday (unless otherwise noted). The next Columbus Luncheon is this Wednesday, May 20th. Save the date!

WBE Volunteer Chair
Pamela Stanczewski, CEO, Central Point Partners
Phone: 614.795.1659
Email: pam.stanczewski@centralpointpartners.com

Cleveland
Cleveland WBE Forum Luncheons are quarterly on the 2nd Wednesday (unless otherwise noted). The next Cleveland Luncheon is Wednesday, March 11th. Click here to register today!

WBE Volunteer Chairs:
Janet Kendall White, CEO, Berkshire Group
Phone: 800.556.5549
Email: janet@berkshire-leadership.com
Gabrielle Christman, President, Hunter International Recruiting
Phone: 440.389.2684
Email: gchristman@hirecruiting.com

Dayton
Dayton WBE Forum Luncheons are held quarterly on the 4th Wednesday (unless otherwise noted). The next Dayton luncheon is Wednesday, May 27th. Save the date!

WBE Volunteer Chairs:
Beth Radford, COO, Allied Shipping & Packaging Supplies
Phone: 937.222.7422
Email: bradford@asapi.com
Judy Brinegar, President & CEO, B63Line
Phone: 937.490.4002
Email: jbrinegar@b63line.com

Lexington
Lexington WBE Forum Luncheons are held quarterly on the 4th Thursday (unless otherwise noted). The next Lexington luncheon is Thursday, February 27th presented by Humana. Click here to register today!
WBE Volunteer Chairs:
Nancy Wiser, President, Wiser Strategies
Phone: 859.887.0866
Email: nancy@wiserstrategies.com
Megan Lincavage, Associate, Sutherland & Associates
Phone: 859.229.4020
Email: megan@sutherlandww.com

Louisville
Louisville WBE Forum Luncheons are held quarterly on the 4th Tuesday (unless otherwise noted). The next Louisville Luncheon will be Tuesday, July 28th. Save the date!

WBE Volunteer Chair:
Maria Mackey, President, Mackey Printing Services
Phone: 502.292.0000
Email: maria@mackeyprinting.com

Toledo
Toledo WBE Forum Luncheons are held quarterly on the 2nd Tuesday (unless otherwise noted). The next Toledo Luncheon will be Tuesday, March 10th presented by Marathon Petroleum. Click here to register today!

WBE Volunteer Chair:
Molly Zraik, Founder & CEO, BAZ Group
Phone: 419.531.7727
Email: mzraik@thebazgroup.com
Megan Taylor, Quality Control Mgr., Triple Diamond Plastics
Phone: 419.533.0085
Email: megan.taylor@tdplastics.com

West Virginia
The next West Virginia WBE Forum Luncheon relaunch event is Friday March 6th in Morgantown, WV. Click here to register today!

WBE Volunteer Chairs:
Marcia Walker Daniels, VP Operations, Walker Transfer Powell LLC
Phone: 304.453.3321
Email: mdaniels@walkertransferpowell.com
Lydotta Taylor, President & CEO, L-evation, LLC
Phone: 304.288.6806
Email: Lydotta@levation.com

Awards & Recognition
Enterprising Women Magazine announced their 2020 Enterprising Women of the Year Award Winners. Honorees will be recognized at the 18th Annual Enterprising Women of the Year Awards Celebration & Conference in March in Clearwater Beach, Florida. The Enterprising Women of the Year Awards is widely considered one of the most prestigious recognition programs for women business owners. Nominees must demonstrate that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship, and stand out as leaders in their communities. Congratulations to Lois Elrich, Solid Blend Technologies, Inc. and Vidya Ravichandran, GlowTouch for being among this year's award winners. Click here to read more.
The Todd Portune Innovation Champion Award went to Kelly Kolar of Kolar Design, Inc., during the HCDC Annual Meeting & Business Development Awards Ceremony. Kelly is an inspiration in her field and has experienced growth by leveraging award-winning insights and brand innovation to create data-driven design solutions for her clients. She gives back to the industry through mentoring, board roles, teaching at DAAP and championing for female founders. [Click here](#) to read more.

**Casco Manufacturing Solutions** recently celebrated 60 years in business as a third-generation, family-owned manufacturer of soft goods. Today Casco is one of the only of a handful of U.S. soft goods manufacturers left in the nation. Most of its employees are industrial sewing operators who come from three main arenas: recent legal immigrants who have industrial sewing experience, former inmates just released from prison and people graduating from drug and alcohol programs who often need to develop career workforce skills. [Click here](#) to read more.

### We Would Love to Hear From You
We encourage our corporate and WBE members to submit relevant info to be included in our newsletter. We’d love to hear about your awards & recognition; contract and bid opportunities; articles and press releases; and events and activities. To submit info, please email to [lyoung@wbec-orv.org](mailto:lyoung@wbec-orv.org)

### WBENC Update

**Congratulations to Our Regions Top Corps for Women Owned Businesses**

WBENC announced this year’s 75 prestigious American’s Top Corporations for Women’s Business Enterprises (WBEs) awardees. WBENC’s Top Corporations award honors those corporations who have demonstrated a sustained commitment to the inclusion of women-owned businesses in their supply chains. The 2019 Top Corporations collectively spent more than $51.9 billion with WBENC-Certified WBE suppliers in 2018. To see more facts and figures about the Top Corporations, [CLICK HERE](#).

We’ve seen first-hand the ongoing commitment and daily efforts of our WBEC ORV corporate members, and we salute you for all you do for WBEC ORV and our region’s WBE community. How proud we are to see you receiving the national recognition you each deserve!

- EY
- Fifth Third Bank, National Association
- Honda of America Mfg., Inc.
- JPMorgan Chase & Co.
- The Kroger Co.
- Macy’s Inc.
- Nationwide
- P&G
- TOYOTA
- U.S. Bank

The Top Corporations will be honored during the 2020 WBENC Summit & Salute, a gathering of more than 1,800 entrepreneurs and business leaders taking place March 16-18, 2020, in Nashville,
Registration Opened Feb. 24th for WBENC National Conference & Business Fair
A signature event from WBENC, the National Conference & Business Fair (NCBF) is the largest event of its kind for women business owners, welcoming thousands of women entrepreneurs and corporate executives ready to make connections and do business. The 2020 National Conference & Business Fair will feature innovative educational programming, inspiring keynotes, a pitch competition, 1:1 MatchMaker meetings, plenty of networking opportunities, and the Business Fair, an unrivaled trade show of certified women-owned businesses and those who do business with them.

NCBF will be held in Atlanta, Georgia on June 23rd - 25th. This year WBEC ORV is one of two host councils for NCBF, with Tara Abraham, Accel Inc., serving as one of the conference co-chairs. We also have eight (8) certified WBEs from our region on the host committee with Molly Zraik, The BAZ Group, co-chairing the committee. WBEC ORV will have a major presence at this year’s conference, and we are inviting our regions certified WBEs and corporate members to show up and show out like never before!

Want to know what all the fuss is about? Click here to view the full conference schedule or check out the conference video. To register for NCBF, visit conf.wbenc.org. Register before April 6th to lock-in early bird rates and to be eligible to participate in 1:1 MatchMaker meetings.

Events & Workshops
Build your network and your knowledge to grow and sustain your business. For more information or to register, please use the links below.

February 29: Women in Business Networking (WIBN), Top 25 Women to Watch Gala, Moraine, OH
March 3: WELD Columbus, Government Boards & Commissions Skills Certification, Columbus, OH
March 4: Ohio SBDC, Market Your Way to Success, Columbus, OH
March 4: NAWBO Cleveland, East/West Luncheon: Effective Leadership Styles, Solon & Westlake, OH
March 4: Women's Business Center of Cincinnati, Fuel Your Business with LinkedIn, Cincinnati, OH
March 5: NAWBO Kentucky, EPIC Awards 2020, Louisville, KY
March 5: Kentucky PTAC, Everything You Always Wanted to Know About Gov't Contracting, Webinar
March 5: NAWBO Columbus, Monthly Meeting: Conscious Capitalism, Columbus, OH
March 9: Kellogg's, 8th Annual B2B, Battle Creek, MI
March 10: WELD Charleston, The Mindset of the CEO & Her Team, Charleston, WV
March 10: NAWBO Cleveland, NAWBO Spring Member Rally, Cleveland, OH
March 11: Women Impacting Public Policy (WIPP), Policy Update Webinar
March 17: Women's Business Center of Northern OH, New Member Orientation, Cleveland, OH
March 18: SBDC Day, SBA Loans, Gov't Contracting, Women Certifications, Mason, OH
March 18: Ohio SBDC at Entrepreneurs Center, Spring Into Action with Google Insights, Dayton, OH
March 19: Smart Business, Smart Culture Conference, Cleveland, OH

Upcoming Dates
March 16-18: WBENC Summit & Salute, Nashville, TN
April 21-22: WBEC ORV Regional Catch the Wave Conference, Sandusky, OH
April 28-May 2: Derby Diversity & Business Summit, Louisville, KY
June 23-25: WBENC National Conference & Business Fair, Atlanta, GA

WBEC ORV Forum Committee Reps
The Women's Enterprise Forum (The Forum) serves in an advisory capacity to the WBENC Board of Directors. The Forum gives input and feedback on WBENC programs and other matters at the direction of the Board. Participation in The Forum offers opportunities for WBENC-certified WBEs to represent the voice of all women's business enterprises and engage in networking and development activities with other WBEs, member corporations, and government entities.


WBEC ORV Forum Reps are here to represent you! Feel free to contact them for input, suggestions, feedback, regarding WBENC, WBEC ORV, and other matters relevant to the WBE community. All WBEC ORV Forum Representatives are listed below:

- Patti Massey, MYCA, pmassey@mycagroup.com
- Tara Abraham, Accel, Inc., tabraham@accel-inc.com
- Judith Anderson, Identity Systems, Inc., janderson@identit syst emsinc.com
- Gabrielle Christman, Hunter International, gchristman@hirecruiting.com
- Shellee Fisher, Shellee Fisher Photography, sf@shelleefisher.com
- Ellie Halter, Schnipke Engraving Co., Inc., ehalter@schnipkeengraving.com
- Shelly Heller, Allied Shipping & Packaging Supplies, sheller@asapi.com
- Kelly Kolar, Kolar Design, k.kolar@kolardesign.net
- Nancy Wiser, Wiser Strategies, nancy@wiserstrategies.com
- Molly Zraik, BAZ Group, mzraik@thebazgroup.com
About WBEC ORV

The Women's Business Enterprise Council Ohio River Valley (WBEC ORV) is an organization for women business owners interested in promoting, developing and maintaining business relationships with other women business owners, major corporations, and government agencies.

WBEC ORV is a regional partner organization of the Women's Business Enterprise National Council (WBENC), and provides certification to women-owned businesses in the states of Ohio, Kentucky, and West Virginia.

WBEC ORV operates under the Urban League of Greater Cincinnati's Business Development and Entrepreneurship through a collaborative effort with WBENC. Call or Click the link below for more information:

Phone: 513.487.6537  
Website: [www.wbecorv.org](http://www.wbecorv.org)

On Facebook  
Women's Business Enterprise Council Ohio River Valley  
On Twitter  
WBECORV