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Greetings!



Sheila and Jenell Ross, ORV~WBC's WBENC Star

As you reflect on the successes and challenges experienced in 2018, I hope you're geared up for exciting things coming your way in 2019. The first two quarters of this year are certain to set the tone for not only your business growth, but also your personal growth as well.

From a WBENC perspective, you'll have Summit & Salute in March, the National Conference & Business Fair (NCBF) in June and least we forget, ORV's 10 Year Anniversary Celebration during our Regional Catch the Wave Conference in April! How will you prepare? Think about partnerships and collaborations you can form to build your case for corporations to consider providing you with opportunities.

- Determine strategic need and what you hope to gain from the collaboration
- Identify potential companies and start the conversation prior to the conferences
- Proactively identify what your challenges may be
- Do your due diligence - due diligence and negotiations
- Implement and make adjustments as needed

Hope this helps in your 2019 growth journey! See you soon at one of the three conferences, if not all three!

Sheila A. Mixon, Executive Director  
Ohio River Valley Women's Business Council

### Let's Celebrate! ORV~WBC's 10 Year Anniversary Catch the Wave

This year's Catch the Wave Conference is the must attend event of the year. As we celebrate 10 years of Ohio River Valley Women's Business Council (ORV~WBC), this year's conference will be one you don't want to miss! The energy of ORV~WBC's corporate members and WBEs is higher than ever before as we all prepare to convene in Cincinnati! Catch the Wave is accessible, affordable and the place to be to build on existing and establish new relationships with corporations and WBEs across our Ohio, Kentucky, West Virginia region!



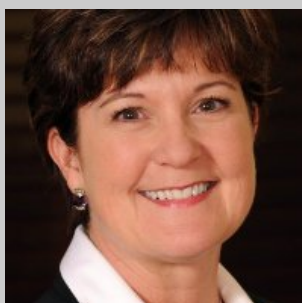
Early bird registration ends March 1st! [CLICK HERE](#) to check out all things Catch the Wave and register today! [Click here](#) to download the Catch the Wave Conference flyer!

### Meet ORV~WBC's New Forum Reps

Congratulations to our new forum team representatives! Participation in The Forum offers opportunities for WBENC-certified Women's Business Enterprises (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. The Forum Leadership Team and Forum Committee Representatives are appointed by their certifying Regional Partner Organization.



Gabrielle Christman  
[Hunter International](#)



Nancy Wisner  
[Wiser Strategies](#)



Molly Zraik  
[BAZ Group](#)



Kathi Richards  
[Epiphany Consulting](#)

Any WBENC-certified WBE can join the Women's Enterprise Forum during the in-person meetings on March 21st at Summit & Salute and on June 19th at the National Conference & Business Fair. Get involved and join the Women's Enterprise Forum for programming, networking and so much more prior to the start of the WBENC's annual events.

### 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@orwbc.org](mailto:smixon@orwbc.org).

### Certification Corner

#### Maximizing Your Certification Webinars Are Back for 2019

Back again for 2019, ORV~WBC will host the Maximizing Your Certification Webinar Series, sponsored by Eaton Corporation. In a 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/or ORV~WBC 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, February 21st; Thursday, May 9th; Thursday August 8th; and Thursday, November 14th from 11:00 am - 11:45 am.** Stay tuned for more info to come!

### Corporate Member Spotlight



Marilyn Clark  
Fayette County Schools

Marilyn Clark is the Manager, Office of Economic Development and Supplier Diversity for [Fayette County Public Schools \(FCPS\)](#). In that role she is involved in evaluating the district spending, procurement processes and diversifying the supply chain to increase spending with minority, women and veteran-owned businesses. She is also involved with economic development and workforce development programs and works to tie the business community to career and college readiness programs for students K-12. Before joining FCPS, Marilyn worked for the Lexington-Fayette Urban County Government in supplier diversity.

As the second largest employer in Fayette County, Fayette County Public Schools knows how their spending the money entrusted to them by taxpayers has a far-reaching effect in the greater economic viability of the entire community. As a result of the district's commitment to equity and inclusion, the Fayette County School Board has set a goal that not less than twelve percent (12%) of the total value of a construction contract; eleven percent (11%) of goods and services and fourteen percent (14%) of professional services be contracted to minority, women and veteran-owned businesses. Even while facing 10 percent budget cuts, FCPS joined ORV~WBC as a corporate member in 2018, actively participating in the Lexington WBE Forum Luncheons, Catch the Wave Conference, and Corporate Best Practices. Marilyn believes that "when we help a business gain stronger business knowledge, earn a contract, or service an existing contract, we are strengthening our community, and every system and institution in our community can positively or adversely affect our schools and our students". To contact Marilyn Clark directly, email [marilyn.clark@fayette.kyschools.us](mailto:marilyn.clark@fayette.kyschools.us)

### WBE Spotlight

Headquartered in Northeast Ohio, [Berkshire Group, Inc.](#) develops and trains leaders to be effective at setting and accomplishing goals, solving strategically significant problems, facilitating effective meetings and building and maintaining relationships internally and externally that produce positive results. Berkshire Group are Authorized Partners and Award Winners for Five Behaviors of Cohesive Teams and Everything DISC with Wiley Publishing.

Janet Kendall White, Founder & CEO, started Berkshire Group over 25 years ago when she decided to leave corporate America, set her own course and start a consulting and training business to help change organizations. She has come full circle having served the past several years on retainer as CHRO for a client, allowing her to take years of consulting experience to help grow and develop the culture of a multi-year great place to work award winning organization. Janet has a diverse educational background, certifications, and experience that allow her to be an engaging speaker nationally and internationally, including the WBENC National Conference & Business Fair and the YWCA Women's Leadership Institute. Janet has actively supported ORV~WBC by sponsoring and presenting at Catch the Wave and serving as Co-Chair for the Cleveland WBE Forum Luncheons.



Janet Kendall White  
Berkshire Group, Inc.

With a passion for supporting women and girls economic development and helping our veterans and military, Janet is past President of the Women's Endowment Fund of Akron and current

scholarship coordinator for the Veterans Scholarship for Rolling Thunder Ohio Chapter 2. Janet shares "I've grown my network and business through connections made with ORV~WBC and WBENC, identify vendors for services, acquiring client projects, and developing our internal foundation. This is mutual and for me to receive, I have to give to this community as well." [Click here](#) to download Berkshire Group's capability statement.

### **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.

[CLICK HERE](#) to download 2019 Quarterly WBE Forum Luncheon Schedule (all dates are subject to change).



Regional Holiday WBE Forum Luncheon hosted & presented by Macy's, Inc.

### **Charleston**

Charleston WBE Forum Luncheons will relaunch later this year. Thank you to our new West Virginia Luncheon Chairs.

#### **WBE Volunteer Chairs:**

Marcia Walker Daniels, VP Operations, Walker Transfer Powell

Phone: 304.453.3321

Email: [mdaniels@walkertransferpowell.com](mailto:mdaniels@walkertransferpowell.com)

Lydotta Taylor, Founding Member, Levation

Phone: 304.288.6806

Email: [Lydotta@levation.com](mailto:Lydotta@levation.com)

### **Cincinnati**

Cincinnati WBE Forum Luncheons are held quarterly on the 2nd Thursday (unless otherwise noted). The next Cincinnati Luncheon will be held Thursday, March 21st. More info to come!

#### **WBE Volunteer Chairs:**

Laureece Johnson, ORV~WBC Volunteer

Email: [laureecej@yahoo.com](mailto:laureecej@yahoo.com)

Tina Macon, President, AllMac & Associates

Phone: 513.289.5073

Email: [Tina.macon@allmacassoc.com](mailto:Tina.macon@allmacassoc.com)

### **Columbus**

Columbus WBE Forum Luncheons are held quarterly on the 3rd Wednesday (unless otherwise noted). The next Columbus Luncheon is Wednesday, February 20th. The topic will be Women On Boards: How We Better Prepare for Board Opportunities. [CLICK HERE](#) for more info and to register.

#### **WBE Volunteer Chairs:**

Elizabeth Jutte-Kill, President, Auld Technologies LLC

Phone: 614.755.2853

Email: [ejutte@auldTech.com](mailto:ejutte@auldTech.com)

Pamela Stanczewski, CEO, Central Point Partners

Phone: 614.795.1659

Email: [pam.stanczewski@centralpointpartners.com](mailto: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 20th. More info to come!

#### **WBE Volunteer Chairs:**

Janet Kendall White, CEO, Berkshire Group

Phone: 800.556.5549

Email: [janet@berkshire-leadership.com](mailto:janet@berkshire-leadership.com)

Gabrielle Christman, President, Hunter International Recruiting

Phone: 440.389.2684

Email: [gchristman@hirecruting.com](mailto:gchristman@hirecruting.com)

## Dayton

Dayton WBE Forum Luncheons are held quarterly on the 4th Wednesday (unless otherwise noted). The next Dayton luncheon is Wednesday, April 24th. Stay tuned!

### WBE Volunteer Chairs:

Beth Radford, COO, Allied Shipping & Packaging Supplies

Phone: 937.222.7422

Email: [bradford@asapi.com](mailto:bradford@asapi.com)

Judy Brinegar, President & CEO, B63Line

Phone: 937.490.4002

Email: [jbrinegar@b63line.com](mailto: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 28th. The topic is "Are You Leveraging All that WBENC and ORV~WBC have to offer?". [CLICK HERE](#) for more info and to register.

### WBE Volunteer Chairs:

Nancy Wisner, President, Wisner Strategies

Phone: 859.887.0866

Email: [nancy@wisnerstrategies.com](mailto:nancy@wisnerstrategies.com)

Megan Lincavage, Associate, Sutherland & Associates

Phone: 859.229.4020

Email: [megan@sutherlandww.com](mailto: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, April 23rd. Stay tuned!

### WBE Volunteer Chairs:

Wendy Ottman, President, Amstar Inc.

Phone: 502.561.7860

Email: [wendy.ottman@amstarinc.com](mailto:wendy.ottman@amstarinc.com)

Maria Mackey, President, Mackey Printing Services

Phone: 502.292.0000

Email: [maria@mackeyprinting.com](mailto:maria@mackeyprinting.com)

## Toledo

Toledo WBE Forum Luncheons are held quarterly on the 2nd Tuesday (unless otherwise noted). The first quarter February WBE Forum Luncheon is rescheduled. More info to come!

### WBE Volunteer Chair:

Joyce Osenbaugh, Client Liaison, BAZ Group

Phone: 419.720.0616

Email: [josenbaugh@thebazgroup.com](mailto:josenbaugh@thebazgroup.com)

## Awards & Recognition



Matina Zenios  
Artina Promotional  
Products

Matina Zenios, President & Owner, [Artina Promotional Products](#), received the Inspire Award from the Facilisgroup, the largest buying group in the promotional products industry. Matina was selected to receive this award out of the 127 partners across the country. The Inspire Award honors an exceptional leader and mentor within the Facilis promotional products community who generously devotes their time to helping others succeed.

Lori Kaiser, Founder & CEO of [Kaiser Consulting, LLC](#) is one of three finalists for the Columbus Chamber of Commerce 2019 Small Business Leader Award. This award recognizes qualities such as leadership, business excellence and contributions to the community. The award recipient will be announced at the Chamber's Annual Meeting on Feb. 7th. [Click here](#) to read more.



Lori Kaiser  
Kaiser Consulting, LLC



Tina Macon  
AllMac & Associates

Congratulations to Tina Macon, President, [AllMac & Associates](#), for being selected to serve on the Hamilton County Commission on Women and Girls. This Commission was formed to give women a seat at the table and a platform to achieve pay equity and employment opportunities across genders, increase number of women in leadership positions, and ensure women and girls' health and safety. [Click here](#) to read more.

Lori Pierce, Owner of [Lula's for Lunch...and More!](#) was featured on Cincinnati's Channel 5, WLWT, sharing recipes for the holiday season. A regular contributor to several publications, Chef Lori is a sought-after guest on several local affiliate television stations. Chef Lori also publishes kitchen tips and tidbits in her weekly blog found at: <http://lulasforlunch.com/blog>. [Click here](#) to view the holiday feature.



Lori Pierce  
Lula's for Lunch and  
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@orwbc.org](mailto:lyoung@orwbc.org).

### **WBENC Update**

**Summit & Salute: LIFTOFF: Launch.Rise.Succeed**



**LAUNCH. RISE. SUCCEED.**

Mission: Fueling the Success of  
Women Owned Businesses

The WBENC Summit & Salute is dedicated to the development, growth, and success of women-owned businesses. From March 11th - 13th women entrepreneurs, corporate representatives, diversity and inclusion experts, and other supporters will gather in Houston, Texas for three days of networking and learning, all centered around finding and nurturing business opportunities for women-owned businesses. Join WBENC to honor the 2019 Women's Business Enterprise Stars and pay tribute to the 2018 America's Top Corporations for Women's Business Enterprises.

There's still time to join the over 1,800 corporate and WBE members from across the country at this year's Summit & Salute! For more information and to register for Summit & Salute, [CLICK HERE](#).

### Register Today! WBENC National Conference & Business Fair

You don't want to miss the largest conference in the U.S. for women business owners! Register today to attend the WBENC National Conference & Business Fair, taking place on June 25th - 27th in Baltimore, Maryland.

[Click here](#) to download the Fact Sheet.

Highlights of WBENC's National Conference & Business Fair, include the Women's Enterprise Forum Meeting, the Women of Color Development & Outreach Program, 1:1 MatchMaker meetings with corporate members, *WEInnovate!* competition, and an unrivaled Business Fair with thousands of high energy women entrepreneurs and corporate executives ready to make connections and do business. New this year are the Business Labs replacing the traditional workshop model with experiential programming that is highly interactive, actionable, and laser-focused on accelerating business and professional growth and success. [CLICK HERE](#) for more info and to register!



**CONNECT. GROW. THRIVE.**

A vibrant ecosystem advancing  
women owned business

**Important Note:** WBENC-Certified WBEs who register by the early bird deadline date of April 2 are eligible to participate in the 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 5:** Cincinnati Regional Chamber, [WE Speak: Women of Confidence](#), Cincinnati, OH

**February 5:** Women's Business Center, [Pricing Your Product or Service](#), Columbus, OH

**February 6:** NAWBO Cleveland, [February All City Lunch: Create Stellar Content](#), Parma, OH

**February 6:** KY Procurement Technical Assistance Center, [Developing & Leveraging Powerful Capabilities Statements Webinar](#)

**February 7:** Women's Business Center, [Grow Here: Scale Up Law Talk](#), Cleveland, OH

**February 7:** NAWBO Columbus, [February Monthly Meeting](#), Columbus, OH

**February 12:** NAWBO Kentucky, [Leadership Luncheon Series](#), Louisville, KY

**February 12:** [DBE/MBE/EDGE/VFBE Certification Workshop](#), Columbus, OH

**February 13:** Lexington Fayette Urban County Government, [Construction Business Connection Event](#), Lexington, KY

**February 19:** KY Public Procurement Association, [Intro to Professional Services Contracts](#), Frankfort, KY

**February 19:** WELD Charleston, [Stop Wasting Time and Energy! Step into Your Strengths Zone with Confidence!](#), Charleston, WV

**February 19:** NAWBO Cleveland, [Surviving vs. Thriving: How to transform your business into a profitable enterprise](#), Independence, OH

**February 21:** NAWBO Columbus, [Candid Conversation: Marketing Diversity](#), Columbus, OH

**February 21:** Smart Business, [Evolution of Manufacturing Conference & Awards](#), Cleveland, OH

**February 21:** Women's Business Center, [Your Business and the Law: Unique Legal Challenges for Minority & Women Owned Businesses](#), Columbus, OH

**February 21:** Women's Business Center, [Web Security](#), Cincinnati, OH

**February 22:** KY Public Procurement Association, [Intro to Kentucky Public Procurement](#), Frankfort, KY

**February 22:** NEOHCC, [Construction Opportunity Fair](#), Cleveland, OH

**February 23:** WIBN, [Top 25 Women to Watch Annual Gala](#), Moraine, OH

**February 25:** Louisville Business First, [Bizwomen Mentoring Monday](#), Louisville, KY

**February 28:** WELD, [The Power of Supportive Women's Networks Webinar](#)

**March 7:** Smart Business, [Cleveland Technology Awards Luncheon](#), Cleveland, OH

**March 11-13:** [WBENC Summit & Salute](#), Houston, TX

**March 14:** NAWBO Kentucky, [Epic Awards 2019](#), Louisville, KY

**March 18:** [Kellogg's 7th Annual B2B](#), Battle Creek, MI

**March 21:** WELD Columbus, [WELD Columbus Keynote with Thasunda Brown Duckett, JP Morgan Chase & Co.](#), Columbus, OH

**April 9:** [South Central Ohio Healthcare Supplier Diversity Symposium](#), Cincinnati, OH

**April 15-17:** ORV~WBC, [10th Anniversary Catch the Wave Regional Conference](#), Cincinnati, OH

**June 25-27:** [WBENC National Conference & Business Fair](#), Baltimore, MD

### **ORV~WBC 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.





ORV Forum Reps: Nancy Wiser, Shelly Heller, Patti Massey, Ellie Halter, Molly Zraik, and Shellee Fisher. ORV~WBC Forum Reps are there to represent you! Feel free to contact them for input, suggestions, or feedback regarding WBENC, ORV~WBC, and other matters relevant to the WBE community.

- Patti Massey, MYCA, [pmassey@mycagroup.com](mailto:pmassey@mycagroup.com)
- Tara Abraham, Accel, Inc., [tabraham@accel-inc.com](mailto:tabraham@accel-inc.com)
- Judith Anderson, Identity Systems, Inc., [janderson@identitysystemsinc.com](mailto:janderson@identitysystemsinc.com)
- Gabrielle Christman, Hunter International Recruiting, [gchristman@hirecruieting.com](mailto:gchristman@hirecruieting.com)
- Shellee Fisher, Shellee Fisher Photography, [sf@shelleefisher.com](mailto:sf@shelleefisher.com)
- Ellie Halter, Schnipke Engraving Co., Inc., [ehalter@schnipkeengraving.com](mailto:ehalter@schnipkeengraving.com)
- Shelly Heller, Allied Shipping & Packaging Supplies, [sheller@asapi.com](mailto:sheller@asapi.com)
- Kelly Kolar, Kolar Design, [k.kolar@kolardesign.net](mailto:k.kolar@kolardesign.net)
- Kathi Richards, Epiphany Consulting, [kathi@epiphanywv.com](mailto:kathi@epiphanywv.com)
- Nancy Wiser, Wiser Strategies, [nancy@wiserstrategies.com](mailto:nancy@wiserstrategies.com)
- Molly Zraik, The BAZ Group, [mzraik@thebazgroup.com](mailto:mzraik@thebazgroup.com)

*2019 Catch the Wave  
Regional Conference  
April 15-17  
Cincinnati, Ohio*

*10 Year Anniversary Celebration!*

*Diamonds are resilient,  
strong and beautiful*

*"Under pressure she became a diamond.  
Under pressure, she became unbreakable."  
- R.H. Sin*

ORV~WBC  
Ohio River Valley Women's Business Council

Premiere Anniversary Sponsors  
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## About ORV~WBC

The Ohio River Valley Women's Business Council (ORV~WBC) 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.

ORV~WBC 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.

ORV~WBC operates under the Urban League of Greater Southwestern Ohio, Business Development & Entrepreneurship Department through a collaborative effort with WBENC. Call or click the link below for more information:

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

**On Facebook**  
Ohio River Valley Women's Business Council  
**On Twitter**  
ORVWBC

