Greetings!

Sheila with Vernice "Flygirl" Armour and Jenell Ross at WBENC National Conference & Business Fair

Six months of the year has flown by! Are you on target to accomplish your 2018 business goals? If so, continue on your path, but look for additional opportunities. If not, what are you going to do about it? ORV has the SOLUTION...

1. Review and make realistic adjustments to your goals and budget.
2. Include your team, advisory board, and/or business coach in the review and realignment of your goals.
3. There are 15 remaining WBE Forum Luncheons throughout the region for engagement with corporate members and WBEs...attend a few.
4. Attend the unique engagement opportunities coming up this Fall...stay tuned!
5. Closely review the Events & Workshops section of this newsletter to stay abreast of relevant activities.
6. Be on the lookout for procurement opportunities ORV shares on a regular basis.
7. Participate in webinars offered by ORV and other partner organizations to hone your skills.
8. Attend the Annual ORV~WBC Holiday Luncheon in December to celebrate your success this year.

If you haven't noticed, the reoccurring theme here is NETWORKING, BUSINESS DEVELOPMENT and more NETWORKING!!!

Sheila A. Mixon, Executive Director
Ohio River Valley Women's Business Council
WBE2WBE Meet, Mingle & Martini Mixer at WBENC National  
During last month’s WBENC National Conference & Business Fair (NCBF) ORV~WBC hosted a WBE2WBE Meet, Mingle & Martini Mixer in partnership with regional partner organizations (RPOs) WBEC West (Women’s Business Enterprise Council - West) and WBEA (Women’s Business Enterprise Alliance (WBEA) and sponsored by Macy’s. This first time ever multi-region event created an intimate networking environment for WBEs from across the country, including Ohio, Kentucky, West Virginia, Texas, Arizona, Southern California, Colorado, Hawaii, Nevada, Utah, Wyoming, and Guam. Although the purpose was to meet and greet with other WBEs, in usual fashion, ORV's corporate partners were there to support!

A good time had by all, including some of our RPO's leading ladies.

Corporate and WBE connections... we love it!

The P&G Team always represented.

WBES from across the country enjoy the WBE2WBE reception.

ORVBDP Graduates are always happy to get together.

ORV corporate members didn’t want to miss an opportunity to connect with WBEs.

Photos provided by Shellee Fisher Photography.

Paying It Forward  
Thanks to the generous ongoing support of corporate members, WBEs, and individuals, nine (9) scholarships were awarded to certified WBEs to attend the 2018 Catch the Wave Conference, covering the expense of their registration and hotel stay. 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@orvwbc.org.
Certification Corner

**Tips for Applying/Renewing Your WBE Certification**

- If you are **NOT** applying for WOSB Certification (this is an additional certification), select **NO** on the first question of the application. If you wish to apply, upload additional info required by the SBA.
- Pay attention when selecting the legal structure for your business (LLC, Corporation, LP, etc.). This will define the kind of documents you are required to upload into your application and the evaluation of your application.
- Use **pdf format** when uploading all documents.
- Do **NOT** upload password protected documents. If you must upload a protected document, provide the password for opening the document. When uploading income tax returns, upload the entire return, full pages, as filed with the IRS. If your company returns are filed with your personal taxes, you may redact the social security numbers on the return.
- The **History of the Business** section attached should refer to your personal business history. It should reflect why and how you started your business, your goals, etc. You can attach a brochure only as supplemental info of your personal history. A paragraph will suffice.
- Do **NOT** attach explanation letters in the **Required Documents Section**. Check the box **Not Applicable** if something does not apply to your business in this section.
- If something does not apply to your business in the **Mandatory Documents Section**, you must attach an explanation letter.
- Be specific when describing your business using keywords. Do **NOT** generalize. The more specific you are, the easier it is for searchers to locate you.
- Remember to indicate your **Primary NAICS Codes**. This is especially important when applying for WOSB Certification. The code should reflect the primary revenue source for your business and also align with the code on your Tax Return.
- Remember to input your business' **annual revenue for the past three (3) years** according to your tax returns. This item should be the gross revenue on your tax return. If your business is new and has not generated income as yet, please indicate **zero** on each year's box.

For certification or re-certification questions, contact [mmoreno@orvwbc.org](mailto:mmoreno@orvwbc.org)

---

**Corporate Member Spotlight**

_**OhioHealth**_ is a faith-based, not-for-profit healthcare system comprised of 11 hospitals, 4 affiliates, over 60 outpatient locations, and 200 plus ambulatory sites, spanning 47 of Ohio's 88 counties. Viewing community benefit as a part of its mission in action, OhioHealth considers its supplier diversity program an extension of its mission "to improve the health of those we serve". With an organizational goal to positively impact Ohio communities, the mission of OhioHealth's supplier diversity program is "to establish, develop, and maintain business relationships with qualified diverse suppliers that positively impact patient care, community relations, and social economics in communities served".

To assist in achieving this goal, OhioHealth partners with Ohio River Valley Women's Business Council, Central Ohio Hospital Association, Diversity Chamber of Central Ohio, Ohio Business Leadership Network, Ohio Minority Supplier Development Council, Small Business Administration, Procurement Technical Assistance Centers, and State of Ohio Equal Opportunity Division, also participating on several of the executive boards to further demonstrate their commitment to supply chain inclusion.

Lynnise Smith joined OhioHealth last Fall as its first Supplier Diversity Manager. Immediately after, OhioHealth became an ORV~WBC corporate member sharing the direction of their supplier diversity program, educating diverse businesses about their value system and sourcing process, and encouraging suppliers to engage. With over 15 years experience in supplier diversity, Lynnise was primed and ready to support OhioHealth's efforts to elevate the Program. Prior to joining OhioHealth, Lynnise worked as Manager of Battelle's Office of Supplier Diversity, where she also served as Small Business Liaison Officer. Prior to Battelle, Lynnise served as the Procurement Programs Manager in the Department of Administrative Services in Purchasing for the State of Ohio.
OhioHealth has recently transitioned to a Category Management Sourcing Strategy. Category Management is a strategic approach which organizes procurement resources into discrete groups of similar or related products to focus on specific areas of spend. Category Management can aid organizations in increasing efficiency by eliminating redundancies, while increasing value and optimizing savings. During the Columbus WBE Forum Luncheon in May, OhioHealth shared how they are using Category Management to optimize supply chain inclusion.

Click here for vendor information for Healthcare Suppliers. To contact Lynnise Smith, please email supplierdiversity@ohiohealth.com

WBE Spotlight

Shumsky is an internationally recognized market leader in branded merchandise and employee engagement programs. For 65 years, they have delivered award-winning creativity in promotional marketing. Shumsky is a part of Boost Engagement's family of companies, which was recently ranked on the Inc 5000 list of fastest growing companies and the Women Presidents’ Organization (WPO) list of Top 50 Fastest-Growing Women-Owned Businesses in the U.S. Just last week, the company received the Aptiv 2017 Supplier of the Year Award for commitment to and achievement of quality, value, and cost performance.

Shumsky is a third generation business led by a dynamic group of women including Anita Emoff, Chairman and Dawn Conway, CEO. A native of Denmark, Anita’s unique organizational vision keeps the company fresh and trendy. Dawn is responsible for corporate leadership and execution of Shumsky and its affiliate brands. She is Co-Chair of the Global Business Coalition Against Human Trafficking and recipient of the Nomi Network Corporate Social Responsibility Award. Dawn is a current member of District of Columbia Court of Appeals and is the co-author of "Doing Well by Doing Good".

Barbara Buyers, Sr. National Account Executive, is often the face of Shumsky at WBENC and ORV events and excels at creating branding solutions for Fortune 500 clients. Barbara is serving as a member of the Executive Host Committee for next year’s 10th Anniversary Regional Catch the Wave Conference.

Shumsky does business with many ORV~WBC corporate members including L Brands, Kroger, Cincinnati Children’s, Premier Health, and Rockwell. WBENC certified for the last ten (10) years, Shumsky has been actively engaging nationally for the last seven (7) years attending and exhibiting at the WBENC National Conference and attending Summit & Salute. Last year, Shumsky increased engagement regionally with ORV~WBC and was the recipient of this year’s B2B Award ($25-$50MM). As a result of relationship building through WBENC and ORV~WBC, Shumsky has secured over $1.8 million in new business opportunities and collaborated with WBEs and MBEs on over $1.3 million in business in 2017. Shumsky is hosting this month’s Dayton WBE Forum Luncheon and bringing a panel together to discuss human trafficking here in Ohio River Valley.

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 2018 Quarterly WBE Forum Luncheon Schedule (all dates are subject to change).
Cleveland WBE Forum Luncheon presented by Rockwell's Christopher Boles & Hosted at Eaton

Charleston
The Charleston WBE Forum Luncheon is held quarterly the 2nd Wednesday (unless otherwise noted). The next Charleston Luncheon will be held on Wednesday, August 8th, presented by Perry & Associates.

**WBE Volunteer Chairs:**
Kathi Richards, Partner, Epiphany Consulting  
Phone: 304.541.8711  
Email: [Kathi@epiphanywv.com](mailto:Kathi@epiphanywv.com)
Kathleen Walker, Partner, Epiphany Consulting  
Phone: 304.556.4839  
Email: [Kathleen@epiphanywv.com](mailto:Kathleen@epiphanywv.com)

Cincinnati
Cincinnati WBE Forum Luncheons are now held quarterly on the second Thursday (unless otherwise noted). The next Cincinnati Luncheon will be held Thursday, September 13th, hosted by Next Generation Fuel.

**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 now held quarterly on the third Wednesday (unless otherwise noted). The next Columbus Luncheon is Wednesday, August 15th.

**WBE Volunteer Chairs:**
Angela Horne, CEO, MEDIASCRPT  
Phone: 614.551.3549  
Email: [angela@mediascriptllc.com](mailto:angela@mediascriptllc.com)
Elizabeth Jutte-Kill, President, Auld Technologies LLC  
Phone: 614.755.2853  
Email: [ejutte@auldTech.com](mailto:ejutte@auldTech.com)

Cleveland
Cleveland WBE Forum Luncheons are quarterly on the second Wednesday. The next Cleveland Luncheon is Wednesday, September 12th, hosted and presented by EY.

**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@hirecruiting.com](mailto:gchristman@hirecruiting.com)

Dayton
Dayton WBE Forum Luncheons are now held quarterly on the fourth Wednesday (unless otherwise noted). The next Dayton luncheon is Wednesday, July 25th hosted and presented by Shumsky. [CLICK HERE](#) for more info and to register.

**WBE Volunteer Chairs:**
Lexington
Lexington WBE Forum Luncheons are held quarterly on the 4th Thursday (unless otherwise noted). The next Lexington luncheon is Thursday, August 23rd, hosted and presented by NiSource.

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 24th, hosted and presented by LG&E and KU. CLICK HERE for more info and to register.

WBE Volunteer Chairs:
Tawana Bain, New Age Communications (NAC)
Phone: 502.365.2202
Email: tbain@partnerwithnac.com
Wendy Ottman, President, Amstar Inc.
Phone: 502.561.7860
Email: wendy.ottman@amstarinc.com

Toledo
Toledo WBE Forum Luncheons are held quarterly on the second Tuesday (unless otherwise noted). The next Toledo Luncheon will be held on Tuesday, August 14th, hosted and presented by TOYOTA.

WBE Volunteer Chair:
Joyce Osenbaugh, Client Liaison, BAZ Group
Phone: 419.720.0616
Email: josenbaugh@thebazgroup.com

Awards & Recognition

Artina Promotional Products and City Apparel have both been selected as a PPB Top 60 Greatest Companies to Work For. Since 2011, PPB has sponsored the competition to identify the industry's top workplaces. A total of 127 companies were nominated by their employees this year. The top 60, based on employee ratings, earned them the right to be listed among the 2018 PPB Greatest Companies To Work For. Click here to read more.
Baker Creative was awarded on the category Branded Content-Business to Consumer on behalf of the client Buehler's Fresh Foods, a leading provider of high-quality food in Northern Ohio. Click here to read more.

Baker Creative brings more than 75 years of marketing communications and management to the Columbus market, providing advertising, public relations and web-based solutions to a variety of consumer, government and business-to-business clients nationally.

Michele Cuthbert
Baker Creative

Tillie Hidalgo Lima, President & CEO, Best Upon Request, was selected as a 2018 EY Entrepreneur of the Year Finalist. The firms selected "are visionaries who launch and re-imagine businesses, employ millions and endow your communities, leaving legacies of accomplishment and enrichment".

BEST is a full-service, onsite concierge service to organizations nationwide. BEST helps employees save time and decrease stress, resulting in increased engagement to their employer. For healthcare clients, BEST also takes care of patients' non-medical needs to improve the patient experience. With more than 50 onsite offices in 11 states, BEST serves customers in 20 states and Puerto Rico. Click here to read more.

Tillie Hidalgo Lima
Best Upon Request

Cathy Lindemann, President, Evolution creative solutions was one of 40 diverse suppliers hosted by WBENC corporate member Google at their Ann Arbor offices for the Google Digital Excellence Program, a two-and-a-half-day program led by Google and Tuck School of Business featuring digital marketing insights and best practices Tuck School of Business faculty, leading chief marketing officers and leaders from Google.

Participants worked on developing business strategies, designing user experiences, reviewing tools like Google Analytics, and better preparing their cyber security and mobile strategies for growth and success. Click here to read more.

Cathy Lindemann
Evolution creative solutions

NAWBO Columbus welcomes Katy Tombaugh, CEO of Wellness Collective, to its board of directors as the new VP of membership. Click here to read more.

As founder of Wellness Collective, Katy contributes over 17 years of leadership and consulting experience to the workplace wellness field. She is very passionate and enthusiastic in her approach to leading organizations toward a culture of wellness. Wellness Collective creates one-of-a-kind wellness programs built for you and the needs of your company.

Katy Tombaugh
Wellness Collective

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...
WBENC Update

Record Breaking 2018 WBENC National Conference

This year's WBENC National Conference & Business Fair (NCBF) had record breaking attendance of 4,661, including nearly 250 WBEs and corporate members from our Ohio, Kentucky and West Virginia region. Not only was there a full event schedule each day, but networking abound with the many receptions, dinners, and private events hosted by WBEs and corporations from across the country.

ORV was busy hosting the multi-region reception, volunteering to support the WBENC staff, and ensuring the nearly 30 corporate and WBE participants in ORV’s conference buddy system, matching previous attendees with first-time attendees, were maximizing their experience and opportunities to support one another.

Patty Massey, President of MYCA Material Handling Solution & Myca Multimedia, was one of ten (10) women from across the country celebrated as MBE Magazine’s 2018 "WBEs Who Rock!" at the reception held during the WBENC National Conference & Business Fair. These women business owners were honored as women who have excelled in their industry and are also active in their community.

Central Point Partners first time exhibiting. Macy's making the most of the tradeshow.
Click here to check out WBENC's photo recap of the 2018 National Conference & Business Fair. Mark your calendars now! Next year's National Conference & Business Fair will be held June 25th through June 27th in Baltimore, Maryland.

Photos provided by Shellee Fisher Photography.

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.

July 19: City of Cincinnati, African American Chamber, US Small Business Administration, Contacts to Contracts: Cincinnati Means Business, Cincinnati, OH

July 24: NAWBO Cleveland, Story-Tell to Sell: Promote, Engage and Persuade without feeling salesy, Beachwood, OH

July 24: WIBN, Lunch N Learn: Failure is Fuel, Dayton, OH

July 25: WELD, Charleston July Membership Event, Charleston, WV


July 26: SCORE, Webinar, Too Many Hats? How to Juggle the Different Roles of Owning a Small Business

July 28: Messer Construction, Lean & Green Bootcamp, Cincinnati, OH

August 1: NAWBO Cleveland, Automation Tools: What areas of your business do you/should you automate?, Solon, OH

August 2: NAWBO Columbus, Annual Membership Meeting, Columbus, OH
August 3: **Lexington Bluegrass Area Minority Business Expo**, Lexington, KY

August 4: **NUL Small Business Matters Entrepreneurship Summit**, Columbus, OH

August 9: **TOYOTA, Power of Exchange**, Dallas, TX

August 16: **EQT, 7th Annual Supplier Diversity MatchMaking Event**, Canonsburg, PA

August 16: **West Virginia Purchasing Div., Doing Business with West Virginia**, Elkins, WV

August 16: **NAWBO Columbus, Candid Conversations: A Changing Workforce: How to Retain and Grow the Best Talent for Your Business**, Columbus, OH

August 17: **Ohio SBDC, QuickBooks for Small Business Workshop**, Cincinnati, OH

August 23: **NAWBO Kentucky, Leadership Luncheon & Business Showcase**, Jeffersonville, IN

August 29: **COSE, Business Growth Boot Camp Part 1: Attention & Context - The Two Most Important Words in Marketing**, Cleveland, OH

Sept 12: **4th Annual Women's Leadership Conference of Northeast OH**, Cleveland, OH


Sept 19: **WIBN, 2018 Leadership Conference**, Fairborn, OH

Sept 20: **2018 Ohio Procurement Conference & Reverse Trade Fair**, Columbus, OH


**SAVE THE DATE**

November 14: **TOYOTA, Opportunity Exchange**, Novi, MI

March 11-13, 2019: **WBENC Summit & Salute**, Houston, TX


---

**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.
Tara Abraham. 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
- Tara Abraham, Accel, Inc., tabraham@accel-inc.com
- Angela Horne, MediaScript, angela@mediascriptllc.com
- Judith Anderson, Identity Systems, Inc., janderson@identitystemsinc.com
- Karen Tate, The Griffin Tate Group, ktate@griffintate.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
- Tawana Bain, NAC, tbain@partnerwithnac.com

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

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