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Webinars on www.GiveMe5.com.



Before we begin ... just a few notes:

- During the presentation lines will be muted so only presenters can be heard.
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- If having trouble viewing the presentation – please close out and log in using a different browser
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BECOMING AN ADVOCATE FOR YOUR BUSINESS

www.WIPPP.org



WBDC

Your growth is our *business*.





Women Impacting Public Policy (WIPP) is a nonprofit, membership organization working to increase the economic power and public policy clout of women entrepreneurs by providing essential business skills education, leadership opportunities for business and personal growth, and a seat at the table among policymakers in Washington, D.C.

WIPP was founded in 2001 and is recognized as a national, nonpartisan voice for women business owners, advocating on behalf of its coalition of 4.7 million businesswomen including 78 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to advance the economic empowerment of women.



www.WIPP.org



Give Me 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts. We provide accessible business education tools to assist both new and experienced federal contractors.
- Women Business Owners could gain more than \$4 billion in annual revenues if the 5% contracting goal set by Congress was reached.





WOMEN'S
BUSINESS
DEVELOPMENT
CENTER

Your growth is our *business*.

Women's Business Development Center



Freida Curry, Director

Illinois Procurement Technical Assistance Center

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Mission of the Women's Business Development Center



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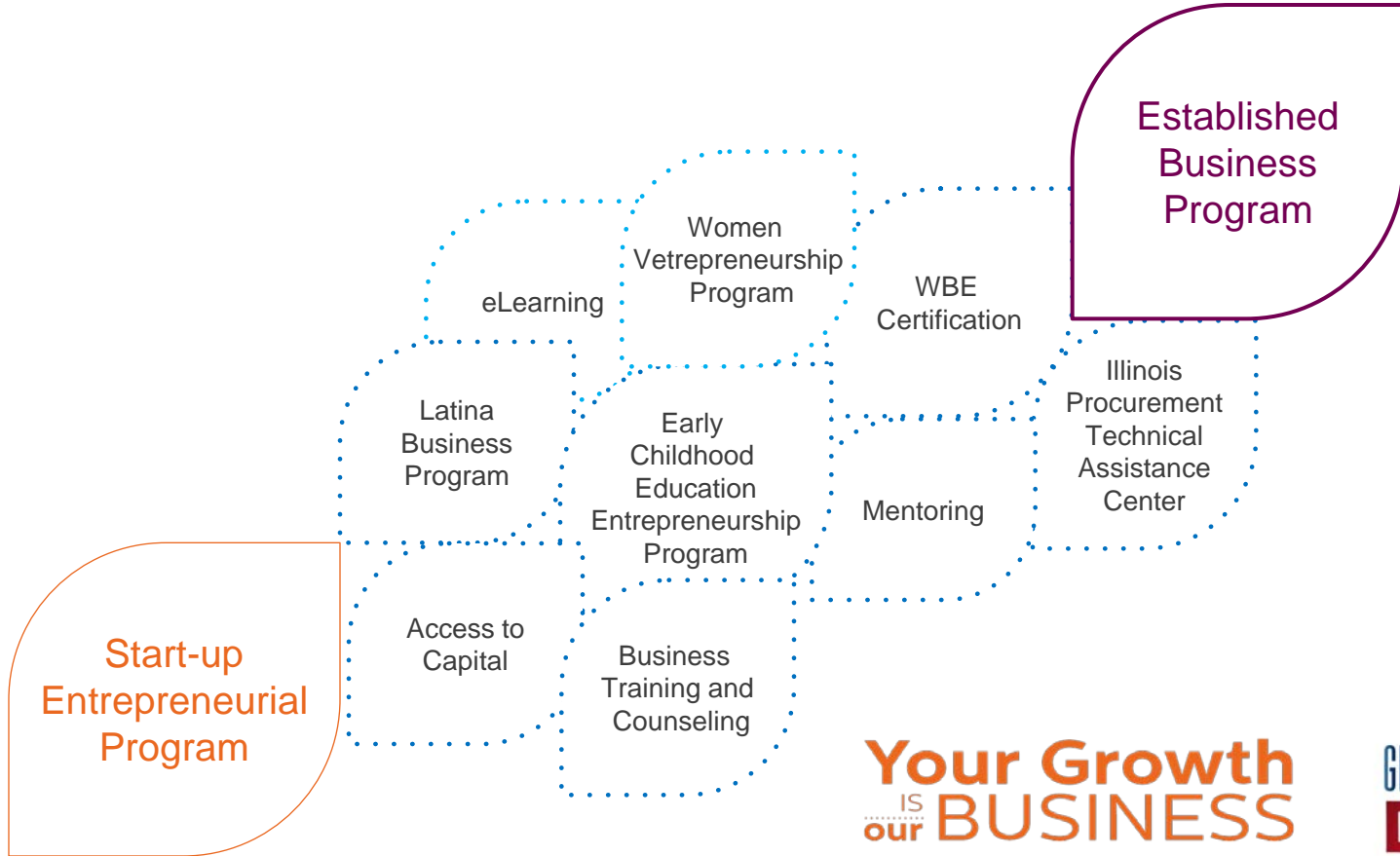
Mission

- Deliver programs and services that are outcome oriented
- Targeted at assisting women and minority entrepreneurs
- Establish and grow sustainable, profitable businesses
- *Create jobs, fuel economic growth and build strong communities.*

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Programs & Services



Your Growth
IS
our **BUSINESS**



WBDC Delivers Benefits to Business Owners



WOMEN'S
BUSINESS
DEVELOPMENT
CENTER

Your growth is our *business*.

- Capacity Building Training and Counseling
- Procurement Training, Matchmaking, Networking and Other Support
- Financial Preparation and Projections, Debt/Equity Placements and Direct Lending
- Certifying agency with Women's Business Enterprise National Council (WBENC)
- Planning and Positioning Business for Succession

Access to Information, Contacts, Contracts and Capital

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WBDC Delivers Benefits to Corporate, Government and Institutional Partners



WOMEN'S
BUSINESS
DEVELOPMENT
CENTER

Your growth is our *business*.

- **Identify** diverse certified suppliers
- **Organize** and plan matchmaking and networking events
- **Create** opportunities for corporations and government agencies to build relationships with diverse firms

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BECOMING AN ADVOCATE FOR YOUR BUSINESS

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SPEAKER



Kristie Arslan, WIPP Executive Director

- Leads the organization in its efforts to advocate for women business owners on economic policy and current legislative initiatives that impact business health and growth.



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WHAT IS ADVOCACY?



Definition of Advocate (n.)

- One who argues or pleads for a cause, proposal or person
- Fulfilling your role as citizen/constituent to:
 - educate your lawmakers on issues impacting you, your community and your business
 - hold legislators accountable and ensure you are adequately represented



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YOU'RE ALREADY AN ADVOCATE!



- If you have:
 - Participated in or took a leadership roll in the PTA, church and/or a charity or charitable drive
 - Attended city council, town hall, or school board meetings
 - Have been a caregiver for someone with a illness or disability in your family

If you have spoken up on behalf of a person or an issue,
you have already been an advocate!



WHY ADVOCACY IS WORTH YOUR TIME



- A myriad of debates and decisions are occurring at the local, state and federal level that impact your ability to start, manage and grow your business as well as effect your bottom line.
- Be Proactive, Not Reactive
- Influence the Outcome



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LAWS & REGULATIONS THAT IMPACT YOUR BUSINESS



■ Local

- Taxes
- Zoning
- Public services

■ State

- Taxes
- Regulations
- Labor laws
- Minimum Wage
- Healthcare

■ Federal

- Taxes
- Regulations
- Labor laws
- Minimum Wage
- Healthcare

Not only laws & regulations but spending decisions at all levels of government can have impact your business



HOW YOU CAN HELP



- Get Informed
- Get Connected
- Get Involved
- Tell Your Story!

You are not expected to be a policy expert. However, spend some time learning about the larger issue so you can feel comfortable.



SIMPLE WAYS TO GET INVOLVED & ADVOCATE FOR YOUR BUSINESS



- Letter/E-mail writing
- Respond to Action Alerts from organizations you are involved in
 - TIP: Often organizations will provide you with a pre-written letter to make it easy for you to contact your legislators and help them send a cohesive message. Customize the message to add your story, explaining how this issue impacts you & your business.
- Participate in Tell Your Story campaigns
- Take Policy or Issue surveys
- Social Media outreach



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TAKING THE NEXT STEP



- Call the office of your legislator on an issue that impacts your business.
 - **TIP:** When calling your legislator’s office, a staff person will speak with you and take note of your comments and concerns. Staff hears from constituents all the time so don't hesitate to call the office, but please remember to be respectful of their time. Share how a proposal will affect you and your business is most useful to the Senator and staff. **Remember: Be Polite, Be Clear and Be Brief!**
- Attend a local “Town Hall” event hosted by your legislators and ask a question or share your thoughts.
 - Take the time to learn about your legislator(s) before engaging them. Know their background, what committees they sit on, where they stand on business issues, and other pertinent information.



TAKING THE NEXT STEP



- Attend policy-related meetings with lawmakers & experts
 - **TIP:** Get involved with business & trade organizations.
- Set up a meeting with your legislator & staff
 - **TIP:** Find your local & district offices for your lawmakers. Call to inquire about setting up an in-person meeting with your legislator and staff working on the issue you would like to discuss. Also, you can invite your legislator to visit your business. Build a relationship with your lawmakers!



RESOURCES



- The Legislative Process (Federal) -
http://www.house.gov/content/learn/legislative_process/
- WIPP's Economic Blueprint -
<http://www.wipp.org/resource/resmgr/Docs/EconomicBlueprint2014.pdf>
- WIPP Action Center -
<http://www.congressweb.com/wipp>



SPEAKER Q & A



Please type your questions into the discussion box. We will try to get to as many questions as possible.



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**THANK YOU FOR
PARTICIPATING!**



For any questions please email
WIPP at advocacy@wipp.org

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Thank You For Participating

Following this call you will receive links to the podcast of this session.

For questions, please contact:

Lin Stuart at Lstuart@wipp.org

Freida Curry at fcurry@wbdc.org





Get Involved!

- Join a policy issue committee and learn how policy can impact your business growth
- Make your voice heard - become a member of our national Instant Impact Advocacy Team
- Participate in our educational series – unlimited opportunities for you and your staff
- Receive weekly policy updates and briefings

1-888-488-WIPP

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