

# Annual Activity Report



## ***Table of Contents***

|  |           |
|--|-----------|
| <b>WIPP Mission and Nonpartisan Policy Statements</b>              | <b>2</b>  |
| <b>WIPP Economic Blueprint</b>                                     | <b>3</b>  |
| <b>Economy</b>   | <b>4</b>  |
| <b>Access to Capital</b>   | <b>5</b>  |
| <b>Procurement</b>   | <b>6</b>  |
| <b>Healthcare</b>  | <b>9</b>  |
| <b>Energy and Environment</b>                                      | <b>10</b> |
| <b>Export</b>  | <b>11</b> |
| <b>Telecommunications and Technology</b>                           | <b>12</b> |
| <b>Workforce and Jobs</b>  | <b>13</b> |
| <b>Other</b>   | <b>13</b> |
| <b>WIPP Meetings</b>   | <b>14</b> |
| <b>WIPP Member Awards, Speaking Engagements &amp; Appointments</b> | <b>15</b> |
| <b>2014 WIPP Leadership Awards</b>                                 | <b>16</b> |
| <b>WIPP Board of Directors</b>                                     | <b>17</b> |
| <b>WIPP Education Foundation Board of Directors</b>                | <b>18</b> |
| <b>WIPP Executive Advisory Board</b>                               | <b>19</b> |
| <b>WIPP Staff</b>  | <b>20</b> |

### ***WIPP Mission Statement***

WIPP is a national nonpartisan public policy organization 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 increase the economic power of women-owned businesses.



### ***WIPP Nonpartisan Policy Statement***

WIPP is a nonpartisan organization, which educates and advocates on behalf of women-owned businesses. Since its inception in June of 2001, WIPP has reviewed, provided input, and has taken specific positions on many economic issues and policies, which affect the bottom line of our membership. The issues cover a broad range of current legislation and/or policies such as affordable health care, leveling the playing field for women-owned businesses, opening up federal procurement policies for women-owned businesses, the implementation of well-established federal law which seeks to encourage women in the marketplace, tax policies, energy, telecom, etc. Matters that are not directly relevant to the economic health and well-being of constituent businesses are not part of our agenda.

As an organization, which represents over 4.7 million businesswomen, we have within our ranks Republicans, Democrats and independents, liberals, conservatives and every variety of opinion. We urge and encourage our members to become involved and politically active, as their consciences dictate, but these members do not speak for the organization or for its positions.

Our organization surveys its membership on a regular basis to determine which issues are priority issues for them, and we maintain issue committees to review options and alternatives and to advise on legislation, which meets the needs of our membership. In order to further our objectives, we maintain relationships with all Members of Congress, as well as the incumbent Administration, regardless of political affiliation, and scrupulously maintain our nonpartisan approach.

## **WIPP Economic Blueprint**

*The Economic Blueprint sets a bold, comprehensive set of public policy expectations on behalf of the women business owner community. According to Merriam Webster, a “Blueprint” is a detailed plan or program of action – and that perfectly describes the purpose and intent of this document.*



*Over the course of the past year, significant energy and commitment has been invested in focus groups, surveys and forums on priority business issues with women business owners nationwide. This enormous information gathering effort serves as the glue to the entire Blueprint process. The Economic Blueprint expresses our voice and our interests regarding the pressing business challenges that require action by our elected officials.*

The Blueprint's Economic Agenda: Seven Core Areas Essential to Women-Owned Business Growth

- Economy
- Access to Capital
- Procurement
- Healthcare
- Energy and Environment
- Export and Trade
- Telecommunications and Technology

### **Women Business Owners Are an Economic Force**

Women business owners are a strong economic force in the United States, and increasingly in the world. Their contributions extend beyond the number of firms they own, the people they employ and the revenues they generate. Their economic influence is multiplied many times through the direct and indirect economic impact they generate through their business ownership.

*“WIPP’s Economic Blueprint lays out the principles in all the major policy issues affecting women business owners against which legislation/policy initiatives are measured. Everything we do in the policy shop in Washington supports the principles in the Economic Blueprint. It has given us all an invaluable roadmap to follow and guides our message and our recommendations.”*

*“As head of WIPP’s government relations team, it is my job to make sure that the voice of women business owners is heard in the Administration and Capitol Hill. It is our goal to ensure that every policymaker in Washington understands the impact of their actions on women owned businesses – whether that is economy, access to capital, healthcare, energy, environment, telecommunications, technology or procurement policy. While our approach is one of nonpartisan consensus, we strongly advocate for positions WIPP members and coalition partners have taken.”*

-Ann Sullivan, WIPP Government Relations

[Click here](#) to download the WIPP Economic Blueprint or go to [www.WIPP.org](http://www.WIPP.org).

## **Economy**

*As the American economy continues to recover, government and private sector efforts should focus on increasing investments that drive the recovery. Policymakers are responsible for ensuring the business environment is conducive to growth and the federal government operates effectively.*

### **Economic Principles**

- 1) Investment in Entrepreneurship Pays Off**
- 2) Provide Women-Owned Businesses with Certainty in Economic Policy and Regulations**
- 3) Focus on Responsible Federal Spending**

### **Education and Advocacy**

- WIPP attends White House Briefing Call with Secretary of Commerce Penny Pritzker and Director of the National Economic Council Gene Sperling. Jan 29.
- WIPP attends House Small Business Committee hearing on the President's proposed FY2015 Budget for the U.S. Small Business Administration. Mar. 25.
- WIPP Government Relations attends House Small Business Committee Hearing "Cash Accounting: A Simpler Method for Small Firms?" July 10.

### **Meetings and Speaking Engagements**

- WIPP Government Relations attends House Appropriations Financial Services and General Government Markup. June 18.
- WIPP Government Relations attends Senate Appropriations Financial Services and General Government Markup. June 24
- WIPP testifies at House Small Business Committee Strategic Sourcing Roundtable. July 16.
- WIPP Government Relations participates in Small Business Roundtable at the SBA. July 18.
- WIPP Government Relations attends Fix the Debt Election Outlook. Oct. 6.
- WIPP Government Relations attends Small Business Task Force Meeting. Oct. 8.
- WIPP Government Relations attended "Lame Duck: Taxes, Budget, NDAA" at BGOV Washington, DC. Nov. 20

## **Access to Capital**

*Since first identified as an issue for women business owners in the National Women's Business Council report to Congress in 1989, access to capital remains a barrier to the growth of successful women-owned businesses. According to the SBA Office of Advocacy, the "major constraint limiting the growth, expansion and wealth creation," of women-owned businesses is "inadequate capital."*

### **Access to Capital Principles**

- 1) Provide Incentives to Investors and Lenders to Small Businesses**
- 2) Increase Business Training and Counseling**
- 3) Collect Lending Data on Women Business Owners**

**Women Accessing Capital** breaks down barriers between women and money by providing education on all steps of accessing capital, including understanding funding sources, creating a strong application for capital and maintaining growth.

[www.WomenAccessingCapital.com](http://www.WomenAccessingCapital.com)



### **Education and Advocacy**

- Women Accessing Capital: Understanding the Federal Budget Webinar. Course Instructor: Lauren Weiner, President/CEO, Wittenberg Weiner Consulting. Jan 15.
- WIPP attends House Small Business Committee hearing titled, "Crowdfunding Proposal: Will it Work for Small Businesses." Jan 16.
- Women Accessing Capital: Business Strategic Planning for 2014. Course Instructor: Michelle Thompson-Dolberry, President of EMDO Enterprises. Mar 11.
- WIPP Access to Capital Committee Special Presentation: Are You Prepared? An Introduction to the SBA's Disaster Assistance Program. Course Instructor: Alana Chavez, Public Affairs Specialist for the US Small Business Administration Office of Disaster Assistance. Mar 20.
- Women Accessing Capital: Retirement Planning - A Sensible Investing and Savings Approach. Course Instructor: Nicolina Stewart, CPA, PFS, CGMA, CLU, ChFC, President of CMA Solutions. May 20.
- Women Accessing Capital: Estate Planning 101. Course Instructor: Nicolina Stewart, CPA, PFS, CGMA, CLU, ChFC, President of CMA Solutions. July 31.
- Women Accessing Capital: Social Funding Your Enterprise. Course Instructor: Breanna DiGiammarino, Head of Cause, Indiegogo. Oct 7.

## Procurement

In FY2013, only 4.3% of all government contracts were awarded to women-owned businesses, even though federal law mandates a 5% government-wide procurement goal for women-owned small businesses.

### Procurement Principles

- 1) Improve the Women-Owned Small Business Procurement Program
- 2) Increase the Goals for Small Business Contracting
- 3) Ensure Federal Strategic Sourcing Initiatives Support Women-Owned Businesses

**Give Me 5**, named for the 5% federal contracting goal for women-owned businesses and created by WIPP and American Express OPEN®, is designed to educate women entrepreneurs on how to successfully navigate the federal contract marketplace through a full range of freely accessible and on-demand online educational courses ranging from contracting basics to more advanced courses.

[www.GiveMe5.com](http://www.GiveMe5.com)



**ChallengeHER** is an initiative from the Small Business Administration (SBA), Women Impacting Public Policy (WIPP), and American Express OPEN (OPEN), is designed to strengthen and promote the WOSB Federal Contract Program

[www.wipp.org/?ChallengeHER](http://www.wipp.org/?ChallengeHER)



### Education and Advocacy

- Give Me 5: How and Why of Market Analysis. Course Instructor: John Stanford, WIPP Government Relations. Jan 29.
- Give Me 5: Contracting Strategies. Course Instructor: Barbara Ashe, Executive Vice President, Montgomery County Chamber of Commerce, and President, Montgomery County Chamber Community Foundation. Jan 31.
- Give Me 5: Focus on Performance Metrics. Course Instructor: Lauren Weiner, President and co-owner, Wittenberg Weiner Consulting, LLC. Feb. 5.
- Give Me 5: WOSB Legalities (part 1). Course Instructor: Maria Panichelli, Associate Government Contracts Attorney, Cohen Seglias Pallas Greenhall & Furman. Feb. 11.
- Give Me 5: WOSB Legalities (part 2) Course Instructor: Maria Panichelli, Associate Government Contracts Attorney, Cohen Seglias Pallas Greenhall & Furman. Feb. 18.
- Give Me 5: Government Resources (P-TAC). Course Instructor: Michael Schremmer P-TAC Northern California. Feb. 27.
- Give Me 5: Mindset Traits of Successful Government Contractors. Course Instructor: Jean Kristensen, President, Jean Kristensen Associates. Mar 26.
- Give Me 5: Leveraging your WOSB/EDWOSB Certification. Course Instructor: Brad Reaves, co-founder of ReavesColey PLLC. Apr 9th.
- Give Me 5: Government Reporting: It Can 'Make or Break' Your Customer Experience. Course Instructor: Misty Mayes, President and Founder, Management Solutions, LLC. Apr 23.
- Give Me 5: There is no 'I' in Team. Maria Panichelli, Associate Government Contracts Attorney, Cohen Seglias Pallas Greenhall & Furman. May 7.
- Give Me 5: Attributes of an Acceptable Accounting System. Course Instructor: Hope Lane, Partner, Aronson LLC. May 14.

- Give Me 5: Maintaining Compliant Controls for a DCAA Audit. Course Instructor: JeFreda Brown, CEO, Brown Accounting Solutions. May 28.
- WIPP attends inaugural meeting of the Coalition for Common Sense Contracting in Washington D.C. June 11.
- Give Me 5: Considering the GSA Schedule? What you need to know. Course Instructor: Courtney Fairchild, President and CEO, Global Services. July 10.
- Give Me 5: Writing Successful Proposals Part 1. Course Instructor: Barbara English, President, English Solutions. July 30.
- Give Me 5: Writing Successful Proposals Part 2. Course Instructor: Barbara English, President, English Solutions. Aug 6.
- Give Me 5: How to Use 8a/WOSB Certification to your Advantage. Course Instructor: Nancy Goshow, Managing Partner, Goshow Architects. Aug 27.
- Give Me 5: Intro to Federal Procurement and Guide to SAM. Course Instructor: Gloria Larkin, President, TargetGov. Sept 3.
- Give Me 5: Navigating Bid Protest. Course Instructor: Pam Mazza, Managing Partner, PilieroMazza. Sept 24.
- Give Me 5: Writing Successful Proposals. Course Instructor: Barbara English, President, English Solutions. Oct 1.
- Give Me 5: Is the Federal Market Right for My Business. Course Instructor: Gloria Larkin, President, TargetGov. Oct 8.
- Give Me 5: Responding to Sources Sought. Course Instructors: Darlene Bullock, Procurement Analyst/Desk Officer, DHS; and John Stanford, WIPP Government Relations. Oct 15.
- Give Me 5: WIPP's Ask the Expert. Course Instructor: Gloria Larkin, President, TargetGov. Oct 29.
- WIPP Procurement Issue Committee Call featuring Ann Sullivan, WIPP Government Relations. Oct. 30.
- Give Me 5: GSA Ordering and Contract Compliance for New Schedule Holders. Course Instructor: Courtney Fairchild, President and CEO, Global Services. Nov 5.
- Give Me 5: Construction Unit - FAR 101 Part 1. Course Instructors: Jennifer Horn, Partner, Cohen Seglias; Maria Panichelli, Associate, Cohen Seglias. Nov 12.
- Give Me 5: Give Me 5: Becoming a Federal Sub-Contractor - Forming Effective Partnerships, Naomi Fink, Founder/CEO, Europacifica Consulting. Nov 19.
- Give Me 5: Construction Unit - Best Practices. Course Instructors: Jennifer Horn, Partner, Cohen Seglias; Maria Panichelli, Associate, Cohen Seglias. Dec. 3
- Give Me 5: Managing and Incentivizing Employees - Sharing in the Upside While Protecting the Company's Downside. Course Instructors: Dean S. Nordlinger, Partner, PilieroMazza and Nichole Atallah, Associate, PilieroMazza. Dec. 10

### Meetings and Speaking Engagements

- WIPP partnered with the U.S. Small Business Administration and American Express OPEN to host ChallengeHER-- Norfolk, VA at the Ted Constant Convocation Center, Old Dominion University on Feb. 19.
- ChallengeHER— WOSB Opportunity Forum with the U.S. Department of Energy, Washington DC. Apr 17.
- ChallengeHER— Seattle-Tacoma, WA. Apr 22.
- ChallengeHER— Boise, ID - with the Honorable U.S. Small Business Administrator Maria Contreras-Sweet and Senator Jim Risch. Apr 23.
- ChallengeHER New York, NY. May 21.
- ChallengeHER— WOSB Opportunity Forum with the U.S. Department of Agriculture, Washington DC. June 3.
- ChallengeHER— WOSB Opportunity Forum with the U.S. Environmental Protection Agency, Washington DC. June 5.
- ChallengeHER— San Francisco, CA. Jun 13.
- Ann Sullivan participates in Government Contracting Weekly Show on "Women in Government Contracting" June 21.



- WIPP Executive Director Kristie Arslan testifies at the National Regulatory Fairness Board hearing in Washington D.C. before the SBA Ombudsman Brian Castro to discuss the WOSB Procurement Program and the Federal Strategic Sourcing Initiative. June 25.
- ChallengeHER— Milwaukee, WI. Jun 26.
- WIPP Government Relations participates in Labor Department roundtable on Minimum Wage for Federal Contractor round table, July 8.
- ChallengeHER— San Diego, CA. Jul 16.
- ChallengeHER Chicago, IL. Aug 7.
- ChallengeHER Raleigh, NC. Aug 19.
- ChallengeHER Charlotte, NC. Aug 20.
- ChallengeHER Los Angeles Sept 3.
- WIPP Attends OPEN for Women – CEO BootCamp. Chicago, IL. Sept 30.
- ChallengeHER Norfolk. Oct 14.
- WIPP Government Relations’ Ann Sullivan attends Contracting Forum featuring WIPP Board Member Pam Mazza. Dec 9.

## **Healthcare**

*Small businesses face higher administrative and premium costs for health insurance. This puts women entrepreneurs at an inherent disadvantage as business owners and as employers seeking to retain competitive employees. Congress and the Administration should implement the healthcare reforms targeting this inequity, and, where necessary, make improvements to the Affordable Care Act.*



### **Healthcare Principles**

- 1) Ensure Health Insurance Exchanges Provide More Choices and Better Prices for Small Business**
- 2) Close the Coverage Gap that Denies the Lowest Paid Workers Access to Health Insurance**
- 3) Cost Containment Measures Should Address Increased Healthcare Costs**

### **Education and Advocacy**

- WIPP attends House Ways and Means Committee will hold a hearing on the effects of the Health Care Law's employer mandate and its definition of full-time employment. Jan 28.
- WIPP attends House Ways and Means Committee will markup two bills amending the Affordable Care Act. The first, H.R. 2575, would define a full-time employee as one working forty hours per week. Currently the law defines an FTE as working thirty hours per week. The second bill, H.R. 3979, ensures that emergency volunteers do not count toward a company's employee totals when considering shared responsibility payment. Feb 4.
- Changing Requirements: An Update on Employer Healthcare Obligations for 2014 and Beyond with WIPP Government Relations Team. Feb 27.
- WIPP Healthcare Issue Committee Call featuring Rhett Buttle from the US Department of Health and Human Services and Meredith Olafson from the SBA's Office of Entrepreneurial Development. Oct 20.
- WIPP Government Relations attended Pfizer Advocates "In the States" Briefing. Nov 12.

### **Meetings and Speaking Engagements**

- WIPP attends ACA update with Sec. Burwell, July 16.
- WIPP participates in Pfizer Co-Pay Card roundtable, Aug. 27.
- WIPP participates in a Department of Health & Human Services phone briefing on the SHOP Exchanges. Sept. 3.
- WIPP participates in Pfizer Small Business Advisory Council Meeting, Oct. 23.
- WIPP Executive Director Kristie Arslan attends White House Forum on the SHOP Exchanges. Oct. 24.
- WIPP Government Relations participated in women's leadership meeting at Pfizer. Washington, DC. Nov. 21

## **Energy and Environment**

*Small businesses are at the forefront of technological innovations in the areas of energy and environment. Their innovative solutions should play a role in the larger energy revolution.*

### **Energy and Environment Principles**

- 1) Develop a Comprehensive Energy Plan**
- 2) Continue to Provide Research & Development Incentives**

**Entrepreneurs, Energy & Environment (E3)** aims to educate women business owners on how energy and environmental issues affect business as well as the opportunities those issues present.

[www.EntrepreneursandEnergy.com](http://www.EntrepreneursandEnergy.com)



### **Education and Advocacy**

- WIPP attends House Small Business Committee's Subcommittee on Agriculture, Energy, and Trade will hold a hearing to discuss the status of international trade agreements and their effects on small businesses. Jan 28.
- WIPP attends House Small Business Agriculture, Energy and Trade Subcommittee hearing entitled, "Duplication, Overlap and Fragmentation in Federal Financial Assistance Programs." Feb 6.
- WIPP participates on SBA Briefing call with Erin Andrew on the Office of Women's Business Ownership on entrepreneurship opportunities for women. Feb 6.
- Entrepreneurs, Energy and Environment 210: Energy Issues and Their Impact on Small Business. Course Instructor: Karen Kerrigan, President/CEO of the Small Business and Entrepreneurship Council. Apr 8.
- Entrepreneurs, Energy & Environment and ExportNOW: Simplifying the Federal Requirements to Export. Course Instructor: Margo Thorning, Ph.D., Senior Vice President and Chief Economist at the American Council for Capital Formation. Apr 22.
- WIPP Government Relations attends "Increasing Opportunities for All of America's Entrepreneurs" at the Center for American Progress. June 10.
- WIPP attends House Small Business Committee "Barriers to Entrepreneurship: Examining the Anti-Trust implications of Occupational Licensing". July 16.

### **Meetings and Speaking Engagements**

- WIPP Vice President Jason Lalak attends PG&E Community Advisory Council Meeting in San Francisco. Mar 26.

## **Export**

*The National Export Initiative seeks to double small business exports, including women entrepreneurs. Federal agencies provide support to exporting businesses in the forms of loan guarantees, global market research and general export counseling. Federal agencies should complement non-profit and private export assistance to small businesses.*

### **Export and Trade Principles**

- 1) Streamline the Federal Compliance Requirements to Export**
- 2) Protect Innovation and Intellectual Property Abroad**

**Export NOW** is a program designed to educate women entrepreneurs about the vast potential for enterprise that exists beyond our borders. WIPP partnered with the Clinton Global Initiative (CGI) as a 2012 Commitment to Action, with a commitment to open the doors to exporting for over 5,000 women entrepreneurs. Established in 2005 by President Bill Clinton, CGI convenes a community of global leaders to forge solutions to the world's most pressing challenges with the mission to turn ideas into action.

[www.wipp.org/?page=ExportNOW](http://www.wipp.org/?page=ExportNOW)



### **Education and Advocacy**

- Center Forward briefing on Trade Policy: Looking Ahead on the Agenda. Attended by WIPP Executive Director Kristie Arslan in Washington D.C. May 7.
- WIPP Government Relations attends Senate Small Business Committee on Export. June 18
- ExportNOW: Getting Started in Exporting. Are You Ready? Course Instructor: Laurel Delaney, Founder and President of GlobeTrade.com. Sept 18.
- ExportNOW: Developing Export Sales and Distribution. Course Instructor: Laurel Delaney, Founder and President of GlobeTrade.com. Oct 14.
- ExportNow: Export Mastery - Keep Building Your Business. Course Instructor: Laurel Delaney, Founder and President of GlobeTrade.com. Nov 6.

### **Meetings and Speaking Engagements**

- WIPP Government Relations participates in CFPB Industry Trade Group at the US Chamber of Commerce. June 24.
- WIPP Executive Director Kristie Arslan attends the U.S. Chamber Foundation's Center for Women in Business luncheon on Exporting with the Ex-Im Bank. Washington, D.C. Sept. 4.

## **Telecommunications & Technology**

*According to the SBA Office of Advocacy, small firms pay as much as double the amount for telecommunications services than other firms when operating their businesses, while women-owned and minority-owned media remain under-represented.*

### **Telecommunications & Technology Principles**

- 1) Extend the Internet Tax Moratorium**
- 2) Increase Women and Minority Media Ownership**

**Women And Technology Today (WATT)** is designed to help women business owners understand how technology will change the business environment and how to use it to their advantage.

[www.WomenAndTechnologyToday.com](http://www.WomenAndTechnologyToday.com)



### **Education and Advocacy**

- Women And Technology Today 301: Cyber Security, The Threats To Your Small Business. Course Instructor: Charlotte Baker, WIPP Board of Directors and CEO of Digital Hands. Jan 16.
- Women And Technology Today 302: Compliance Requirements for Working as a Federal Contractor. Course Instructor: John Toomer, Director of Intel, Information & Cyber Systems, The Boeing Company. Jan 23.
- Women And Technology Today 303: Federal Government Commitment. Course Instructor: Vicki Michetti, Deputy Director of the Defense Industrial Base Cyber Security and Information Assurance (CS/IA) Program Office under the DoD Chief Information Officer. Jan 30.
- WIPP attends House Homeland Security Committee markup H.R. 3696, the National Cybersecurity and Critical Infrastructure Protection Act. Feb 5.
- Women and Technology Today: Blogging for Beginners. Course Instructor: Elaine Starling, President and Chief Marketing Executive at Starling Media Services. May 6.
- Women and Technology Today: YouTube! - Leveraging Video Presence for Your Small Business. Course Instructor: Elaine Starling, President and Chief Marketing Executive at Starling Media Services. June 5.

### **Meetings and Speaking Engagements**

- WIPP President Barbara Kasoff is Keynote Speaker for PLEN: Leveraging Communication, Social Media & Technology for Policymaking Seminar in Washington, DC. Mar 21.
- WIPP Vice President Jason Lalak attends START BAY presented by digitalundivided, American Express OPEN and Google Present in San Francisco, CA. Mar 26.
- WIPP Government Relations hosted a table at U.S. Chamber of Commerce Global IP Center "2014 IP Summit". Nov. 18
- WIPP Government Relations attends BGOV Cyber Summit in Washington, DC. Dec 9.

## **Workforce**

*Small firms with fewer than 20 employees annually spend 45% more per employee than larger firms to comply with federal regulations and 67% more per employee on tax compliance than their larger counterparts.*

*The federal deficit is at a record high, with the number hovering around \$1.5 trillion for FY2010 and constituting 10.64% of the U.S. GDP. The deficit inevitably affects small businesses through increased taxes and higher interest rates.*

### **Meetings and Speaking Engagements**

- WIPP attends White House Address with President Obama on unemployment insurance. Jan 7.
- WIPP participates on Department of Labor's Monthly Jobs Briefing Call. Jan 13.
- WIPP attends House Small Business Committee will hearing titled, "The Power of Connection: Peer-to-Peer Businesses." Jan 15.
- WIPP participates on SBA January Monthly Stakeholder Briefing Call. Jan 23.
- WIPP attends House Veterans' Affairs Committee hearing "What can the Federal Government Learn from the Private Sector's Successful Approach to Hiring Veterans?" Jan 28.
- WIPP attends Senate Committee on Small Business and Entrepreneurship confirmation hearing for Mara Contreras-Sweet to serve as Administrator of the Small Business Administration. Mar. 5.
- WIPP attends monthly DOL jobs briefing, June 9.

## **Other**

### **Meetings and Speaking Engagements**

- WIPP President Barbara Kasoff attends Enterprising Women Luncheon at the National Press Room in Washington DC. Jan 24.
- WIPP attends San Francisco Council of District Merchants Dinner. Feb 6.
- WIPP President Barbara Kasoff attends WPO Retreat in Yountville, CA. Feb 27-28.
- WIPP attends WBENC Summit and Salute in New Orleans, LA. Mar 18-20.
- WIPP Executive Director Kristie Arslan and WIPP Government Relations' Ann Sullivan attend Women's History Month Celebration at the U.S. Capitol hosted by Minority Leader Nancy Pelosi, honoring Federal Reserve Chair Janet Yellen. Mar. 25.
- WIPP Executive Director Kristie Arslan attends the National Women's Business Council quarterly public meeting focused on women innovators taking the lead. Mar. 26.
- WIPP Executive Director Kristie Arslan attends the U.S. Chambers, Center for Women in Business Annual Summit in Washington D.C. Mar. 27.
- WIPP Executive Director Kristie Arslan speaks at the membership meeting of the Small Business Association for International Companies (SBAIC), a WIPP coalition partner, in Washington, D.C. Apr. 1
- Pfizer Breakfast with Jayme White, Chief Advisor for International Competitiveness and Innovation, on the Senate Committee on Finance attended by Kristie Arslan, WIPP Executive Director. June 3.
- U.S. Chamber's America's Small Business Summit attended by Kristie Arslan, WIPP Executive Director. June 11 - 13.
- WIPP attends Ready Set Succeed with Rep. Jackie Speier, June 13.
- WIPP Executive Director Kristie Arslan participates in the SBA's Women's Entrepreneurship Quarterly Call with SBA led by Erin Andrew of SBA's Office of Women Business Ownership. June 18.
- WIPP Executive Director Kristie Arslan attends the WBENC Annual Conference in Philadelphia, PA. June 22 - 24.

- WIPP President Barbara Kasoff attends Walmart event, Women Owned Business Advisory Committee (WOBAC) in Bentonville, AR. July 8-10.
- WIPP attends Atlantic's Women of Washington Series Event. July 14.
- WIPP Executive Director Kristie Arslan participates in the SBA's Women's Entrepreneurship Quarterly Call with SBA led by Erin Andrew of SBA's Office of Women Business Ownership. July 16.
- WIPP Government Relations attends House Small Business Committee Hearing, "Regulatory Overreach: Is EPA Meeting Its Small Business Obligations?" July 30.
- WIPP attends NWBC Research briefing, Aug. 28.
- WIPP Government Relations attends House Small Business Committee hearing, "Small Business Administration: Management and Outlook", Sep. 10
- WIPP Government Relations attends House Small Business Committee hearing, "The Decline in Business Formation", Sep. 11.
- WIPP Executive Director Kristie Arslan attends a Greater Washington Board of Trade event featuring Southwest Airlines CEO, Gary Kelly. Sept. 12.
- WIPP President Barbara Kasoff attends NAWRB Meeting in Los Angeles, CA. Oct 29.
- WIPP Government Relations attended "Women and Elections" at the Center for American Progress. Nov. 12
- WIPP Government Relations attended BCFC "Outlook on 114th Congress". Nov. 19
- WIPP Government Relations attended BGOV House Reception. Washington, DC. Nov. 20
- WIPP Government Relations attended MCCC Awards Dinner. Washington. DC. Nov. 20
- WIPP Government Relations attends *Atlantic Magazine Small Business Forum*, Dec. 4

### **WIPP Meetings**

- WIPP Education Foundation Board Meeting. Jan 14.
- WIPP 'Ask the Advocate' Members Q1 Call. Feb 25.
- WIPP Board of Directors Meetings in Washington, DC. Mar 5.
- WIPP President Barbara Kasoff attends WPO's 17<sup>th</sup> Annual Conference in New Orleans, LA. Apr 23-25.
- National Small Business Week: WIPP President Barbara Kasoff, WIPP Executive Director Kristie Arslan and Jason Lalak, Vice President of Business & Strategic Development attend various National Small Business Week events in San Francisco, CA and Washington, D.C. May 12-16.
- MCCC GovConNet Procurement Conference: WIPP hosted an exhibit booth at the conference located at The Universities at Shady Grove with over 800 attendees to connect to their Federal, state, and local government customers including primes, potential teaming partners and each other. May 16.
- Ann Sullivan presents to National Association of Small Disadvantaged Businesses, June 2.
- WIPP Government Relations' Ann Sullivan participates in Center For American Progress Women's Advisory Board Meeting June 24.
- WIPP meets with the Women's Council of the Baltimore Washington Chamber of Commerce. July 16.
- WIPP hosts our Annual Leadership Meeting in Washington, D.C. July 22 - 24.
- WIPP President Barbara Kasoff attends Walmart event, Women Owned Business Advisory Committee (WOBAC) in Bentonville, AR. Additionally she attended the first Women's Economic Empowerment Initiative meeting. Sept 8-10.
- WIPP co-hosts a United Nations Procurement event with the Fairfax Chamber of Commerce. WIPP Board Chair Jennifer Bisceglie speaks at the event in McLean, VA. Sept. 9.
- WIPP Executive Director Kristie Arslan speaks at the Global Banking Alliance for Women's 2014 Summit in Washington D.C. Sept. 18.
- Pacific Northwest Booksellers Association, Tacoma, WA: WIPP Vice President Jason Lalak speaks on panel discussion on Preparing for Small Business Saturday. Sept 25.

- Business Forward: Making the Most of Small Business Saturday, with SBA Administrator Maria Contreras-Sweet and WIPP Vice President Jason Lalak. Nov 11.
- WIPP Government Relations presented to WIPP Board. Nov. 13
- Ann Sullivan WIPP Government Relations and Kristie Arslan, WIPP Executive Director attend White House Forum on Women's Business Ownership. Dec. 11.

### ***WIPP Member Awards, Speaking Engagements & Appointments***

- January WIPP National Partner of the Month: Pamela Mazza
- February WIPP National Partner of the Month: Jennifer Scully
- WIPP Member and A10 CEO Leah Brown featured in Minority Business Entrepreneur Magazine. Feb 5.
- WIPP National Partner Nancy Allen spoke at The World Women Leadership Congress and Awards in Mumbai, India. Feb 13.
- WIPP National Partner and Board Secretary Lynne Finn named by The Federal Reserve Bank of New York a new member of the Upstate New York Regional Advisory Board. Feb 25.
- March WIPP National Partner of the Month: Lori Nicholson
- WIPP Board Member Elaine Starling represents WIPP at the NAWBO California: Critical Topics to Make an Immediate Difference in Your Business in Sacramento, CA. Mar 10.
- WIPP Government Relations' Ann Sullivan and Gloria Larkin to speak at 2nd Annual Women in Government Contracting Update Event in Baltimore, MD. Mar 25.
- May WIPP National Partner of the Month: Ricki McGuire
- June WIPP National Partner of the Month: Vicki Marino
- WIPP National Partner Trena Payton gives witness testimony at Senate Small Business and Entrepreneurship Committee hearing on Veteran Entrepreneurs. June 6.
- August WIPP National Partner of the Month: Vanessa Ali
- WIPP attends and WIPP member Lynn Sutton testifies at Senate Committee on Small Business & Entrepreneurship Hearing on barriers to women's entrepreneurship. Washington D.C. July 23.
- WIPP National Partner Francine Manilow wins Certificate of Excellence from TripAdvisor. Aug 7.
- WIPP President Barbara Kasoff and WIPP Executive Director Kristie Arslan attends AMEX OPEN for Government Contracting to receive The National Champion Award on behalf of WIPP in Washington, D.C. Aug 13-14.
- WIPP Advocacy Partner Stephanie Parson named White House Veteran Entrepreneur "Champion of Change" Aug 25.
- WIPP Member Louisa Jaffe named White House Veteran Entrepreneur "Champion of Change" Aug 25.
- WIPP Members attend United Nations Procurement Opportunity Forum. McLean, VA. Sept 9.
- WIPP Executive Director Kristie Arslan speaks at the Global Banking Alliance for Women's 2014 Summit in Washington D.C. Sept. 18.
- November WIPP National Partner of the Month: Cary Broussard
- December WIPP National Partner of the Month: Michele Ruiz
- WIPP President Barbara Kasoff and WIPP Government Relations recognized in Congressional Record by Sen. Cantwell. Dec. 10.



## **2014 WIPP Leadership Awards**

### **Member of the Year**

Angela Dingle, Ex Nihilo Management, Washington, DC

### **Member to Watch**

Louisa Jaffe, TAPE, Alexandria, VA

### **Public Policy**

Fran Pastore, Women's Business Development Council (WBDC), Stamford, CT

### **Give Me 5**

Maria Panichelli, Cohen Seglias Pallas Greenhall & Furman, Philadelphia, PA

### **AT&T Innovator of the Year**

Charlotte Baker, Digital Hands, Tampa FL

### **President's Award**

Leticia Vélez, Chicago Mini Bus Travel, Chicago, IL

## ***WIPP Board of Directors***

Jennifer Bisceglie, Interos Solutions, McLean, VA; Chair, WIPP BOD

Barbara Kasoff, Women Impacting Public Policy, Washington, DC; WIPP President

Nicolina Stewart, CMA Solutions, Sarasota, FL; Vice President & Treasurer, WIPP BOD

Lynne Marie Finn, Superior Workforce Solutions, Williamsville, NY; Secretary, WIPP BOD

Magdalah Silva, DMS International, Silver Spring, MD, WIPP EAB Chair

Roz Alford, ASAP, Norcross GA

Faye Coleman, Westover Consultants, Silver Springs, MD

Courtney Fairchild, Global Services, Washington, DC

Lisa Firestone, Managed Care Advisors, Bethesda, MD

Ana Harvey, HarveyHudson Group, Washington, DC

LaVern Jackson, Joint Logistics Managers, Prince George, VA

Gloria Larkin, TargetGov, Columbia, MD

Pamela Mazza, PilieroMazza, Washington, DC

Elaine Starling, Starling Media Services, Shingle Springs, CA

Gayle Waldron, The Management Edge, Largo, FL

Rose Wang, Binary Group, Arlington, VA

\*Juli Betwee, Pivot Point Partners, San Francisco, CA

*\*strategic advisor*

***WIPP Education Foundation Board of Directors***

Gloria Larkin, TargetGov, Columbia, MD, Chair, WEF BOD

Charlotte Baker, Digital Hands, Tampa, FL

Jennifer Bisceglie, Interos Solutions, McLean, VA

Cary Broussard, Broussard Global Communications, Dallas, TX

Angela Dingle, Ex Nihilo Management, Washington, DC

Forough Ghahramani, Life Sciences Computing, Princeton, NJ

Nancy Goshow, Goshow Architects, New York, NY

Barbara Kasoff, Women Impacting Public Policy, San Francisco, CA

Cecelia McCloy, Integrated Science Solutions, Walnut Creek, CA

Patricia Meagher, Rogers Joseph O'Donnell, San Francisco, CA

Mary Scheetz, Consulting Concepts & Innovations, Richboro, PA

Nicolina Stewart, CMA Solutions, Sarasota, FL

## **WIPP 2014-2015 Executive Advisory Board**

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| Magdalah Silva, DMS International  | Chair, Executive Advisory Board                          |
| Ana Harvey, HarveyHudson Group   | Vice Chair, Executive Advisory Board                     |
| Barbara Kasoff, Women Impacting Public Policy                            | WIPP President   |
| Jennifer Bisceglie, Interos Solutions                                    | Chair, Board of Directors                                |
| Kristie Arslan, Women Impacting Public Policy                            | WIPP Executive Director                                  |
| Karen Maples, Myutiq   | Economic Blueprint - Advisory Council Chair              |
| Nicolina Stewart, CMA Solutions  | Capital Access and Growth Issues Committee - Chair       |
| open   | Energy & Environment Issues Committee - Chair            |
| open   | Export Issues Committee - Chair                          |
| open   | Healthcare Issues Committee - Chair                      |
| Lesa Adeboye, The Alliance Group   | Procurement Issues Committee - Co-Chair                  |
| Lourdes Martin-Rosa, Government Business Solutions                       | Procurement Issues Committee - Co-Chair                  |
| Alesia Booth, IBM  | Telecommunications & Technology Issues Committee - Chair |
| Elaine Starling, Starling Media Services                                 | Communications and Membership Council - Chair            |
| Sherrie Aycock, AllPoints Research                                       | At Large   |
| Julie D'Agostino, JMD Building Products                                  | At Large   |
| Barbara English, English Solutions                                       | At Large   |
| Alejandra Garza, The Clare Folio Company                                 | At Large   |
| Evelyn Graham, Presynct Technologies                                     | At Large   |
| Patricia Greene, Global Initiative for Women's Entrepreneurship Research | At Large   |
| Delicia Gunn, Indigo Engineering Group                                   | At Large   |
| Sharon Hadary, Sharon Hadary & Co.                                       | At Large   |
| Jessica Johnson, Johnson Security Bureau                                 | At Large   |
| Hope Lane, Aronson   | At Large   |
| Virginia Littlejohn, Quantum Leaps                                       | At Large   |
| Leeanna Roman Lozada, Providence Pediatric Medical DayCare               | At Large   |
| Misty Mayes, Management Solutions  | At Large   |
| Amy Millman, Springboard Enterprises                                     | At Large   |
| Fran Pastore, Women's Business Development Council                       | At Large   |
| Desiree Patno, National Association of Women In Real Estate Businesses   | At Large   |
| Trena Payton, ABN Technologies   | At Large   |
| Amber Peebles, Athena Construction Group                                 | At Large   |
| Jeannette Prenger, ECCO Select   | At Large   |
| Michele Ruiz, Ruiz Strategies  | At Large   |
| Jennifer Scully, Clinical Resources                                      | At Large   |
| Lynn Sutton, Advantage Building Contractors                              | At Large   |
| Lynn Sutton, Kairos Consulting Worldwide                                 | At Large   |
| Tabatha Turman, IFAS   | At Large   |

## **WIPP Staff**

**Barbara Kasoff**  
**WIPP President and CEO**  
[bkasoff@wipp.org](mailto:bkasoff@wipp.org)

Barbara Kasoff is President and Co-Founder of Women Impacting Public Policy, Inc. (WIPP), founded in June, 2001, a nonpartisan public policy advocacy organization 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 increase the economic power of women-owned businesses. Barbara previously owned Voice-Tel of Michigan, a voice messaging enterprise, Voice Response Corporation, a database marketing company, and in a global expansion, opened Voice-Tel of Australia and New Zealand. Barbara incorporated her skills in management and communications, empowering her companies to secure a solid foothold in the rapidly expanding world of communications. Prior to becoming a business owner, Barbara previously served as a Senior VP of Research and Software Development for World Computer Corporation.



For many years, Barbara has been an active supporter for small businesses, and women entrepreneurs in particular. She continues this work nationally and internationally, speaking, educating and advocating on leadership, and the important policy issues that affect their business growth. Her efforts to unite various organizations, has enabled small business owners to share information with each other, learn from one another, become better informed in economic and political issues and to speak with a strong and powerful voice.

Barbara has served as an appointee to the National Women's Business Council, an independent source of advice and counsel to the President, Congress and the US Small Business Administration on economic issues of importance to women business owners, Key Bank's Key4Women National Advisory Board and AT&T's Women Entrepreneurs' Forum. In 2011 she served as a delegate for the United States at the Asia-Pacific Economic Cooperation Forum (APEC). Other advisory board appointments include: National Women Business Owners Corporation, SCORE, Pacific Gas & Electric and Detroit Edison Community Relations Board. She has helped develop new and closer relationships with the [US Small Business Administration](#), including a partnership with the SBA with the launch of ChallengeHER. Barbara has served as a Delegate to the White House Conference on Small Business, was an invited delegate to President Clinton's Midwest Regional Economic Summit and the recipient of the State of Michigan Women in Business Advocate of the Year in 1995. In addition, Barbara served as Co-Chair of the National Global Trade and Technology Board of Directors, whose mission is to help reverse the long standing trends in balance of trade deficits by making the task of finding, selling and delivering US products and services into global markets. Barbara is a media resource for the White House Project and has been recently cited as CEO of one of the top 3 most powerful non-profits in Washington, DC. Barbara speaks nationally and internationally on issues concerning leadership and advocacy for businesswomen.

**Kristie Arslan**  
**WIPP Executive Director**  
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Kristie Arslan is the Executive Director of Women Impacting Public Policy (WIPP). WIPP is a national nonpartisan public policy organization 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 increase the economic power of women-owned businesses. Kristie leads the organization in its efforts to advocate for women and minority business owners on economic policy and current legislative initiatives that impact business health and growth.



Kristie's many years advocating on behalf of the small business community as well as her personal experience as a business owner, has brought her critical insight on the issues affecting our nation's women-owned businesses. Before joining WIPP, Kristie served as the President and CEO of the National Association for the Self-Employed (NASE) where she successfully rose through the ranks to lead the organization. During her tenure, Kristie launched the association's successful Growth Grant program and Women Entrepreneurship Initiative, and founded the NASE Member Council. Kristie is widely known as a small business expert with extensive public policy experience. Often quoted and published in the New York Times, Washington Post, Wall Street Journal, Politico, Roll Call, The Hill and CQ Weekly while having appeared on MSNBC, FOX, CNBC and C-SPAN.

Kristie received a B.A. in Political Science from Lehigh University in Bethlehem, Pennsylvania and completed an advanced degree, a Master's in Public Administration, at George Mason University in Fairfax, Virginia. Kristie, and her husband Rich, currently reside in Arlington, Virginia with their two children and are the owners of Popped! Republic, a gourmet popcorn company in Alexandria, Virginia.

**Ann Sullivan**  
**WIPP Government Relations**  
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Ann Sullivan serves as Women Impacting Public Policy's chief advocate in Washington, D.C., a role she has now held for over a decade. She has many years of government relations experience with the United States Senate and the House of Representatives, serving in key advisory roles. Her expertise includes business development programs, government procurement, healthcare, export development, and tax issues affecting small businesses.



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