

2011

Annual Activity Report



Table of Contents

WIPP Mission and Nonpartisan Policy Statement	2
Economic Blueprint	3
Economy	4
Access to Capital	6
Procurement	8
Healthcare	10
Energy and Environment	11
Telecommunications and Technology	13
Workforce and Jobs	15
Other	15
WIPP Meetings	17
WIPP Member Awards, Speaking Engagements & Appointments	17
WIPP Staff	21
WIPP Board of Directors	23
WIPP Education Foundation Board of Directors	24
WIPP Executive Advisory Board	25
WIPP Corporate Advisory Board	26

WIPP Mission Statement

WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses representing 58 business organizations. WIPP defines the business impact of government actions, provides timely economic policy information and analysis and identifies important trends and opportunities to its membership.



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 which 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 half a million members, 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

- Economy
- Access to Capital
- Procurement
- Healthcare
- Energy and Environment
- 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 principals 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 principals 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 or 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

Economy

The Congressional Budget Office (CBO) estimates the federal deficit for FY2011 to be at around \$1.3 trillion, down from its FY2010 record high of \$1.5 trillion, and constituting 8.5% of the U.S. GDP. According to CBO, the last three years have yielded the largest deficits in the past 65 years. The deficit inevitably affects small businesses through increased taxes and higher interest rates.

Economy Principles

- 1) Federal Spending Must Be Controlled**
- 2) Repeal Burdensome Tax Requirements for Small Business**
- 3) Businesses Need Economic Policy and Regulatory Certainty**

Advocacy

- WIPP issues statement, “FY2012 Appropriations Update,” December 16.
- WIPP issues statement, “Victory – President Signs Repeal of the 3% Withholding Tax Requirement,” November 21.
- WIPP issues an action alert, “Urge Congress to Support Small Business Saturday.” November 16.
- WIPP issues an action alert, “Urge the House to Repeal the 3% Withholding Tax Requirement,” November 15.
- WIPP issues statement, “Reaction to the President’s Jobs Plan Bill,” September 21.
- WIPP submits comments regarding “Affirmative Action and Nondiscrimination Obligations of Contractors and Subcontractors Regarding Protected Veterans,” July 11.
- WIPP issues action alert, “Urge Congress to Keep Negotiating,” July 7.
- WIPP issues letter of support “WIPP Supports Business Activities Tax Simplification Act,” May 5.
- WIPP issues statement “1099 Repeal to Become Law,” April 5.
- WIPP issues action alert “Tell Your Senators to Support Repeal of the 3% Withholding Tax,” March 30.
- WIPP participates on White House Presidential Personnel Office conference call with Elizabeth Warren to discuss the Consumer Financial Protection Bureau, March 18.
- WIPP issues press release, “WIPP Board of Directors Attend Briefing from US Senate Committee on Small Business & Entrepreneurship”, March 4.
- WIPP participates in White House conference call entitled, “Women In America,” to kick-off Women’s History Month, March 1.
- WIPP issues press release on partnership with National Association of Women REO Brokerages, February 23.
- WIPP issues press release on partnership with littlepinkbook.com, February 15.
- WIPP issues press release on partnership with the United States Black Chamber, February 7.
- WIPP issues press release on the repeal of 1099 reporting, February 2.
- WIPP issues press release on partnership with Path Forward Center, January 24.
- WIPP issues press release on partnership with Women in Default Services, January 18.

Meetings and Speaking Engagements

- Economy Committee Meeting, December 13.
- WIPP attends White House briefing call, “Call on Kansas Speech, Payroll Tax Cut, and We Can’t Wait,” December 6.
- WIPP attends White House Briefing Call, “FY2012 Appropriations and Jobs Act Update,” November 3.
- WIPP co-sponsors a call with a White House official, “How Will the American Jobs Act Affect You?” October 14.
- WIPP testifies before House Small Business Committee Subcommittee on Contracting and Workforce hearing, “Subpar Contracting, Challenges for Small Business Contractors.” Testimony by Jennifer

Bisceglie. October 6.

- WIPP attends SBA Briefing Call, “State Trade and Export Promotion (STEP) Grants,” September 29.
- Economy Committee Meeting, September 13.
- WIPP attends White House Briefing Call, “Overview of the American Jobs Act,” September 9.
- Membership Briefing on the Congressional Debt Ceiling and Deficit Deal, August 2.
- WIPP attends briefing call of the Consumer Financial Protection Bureau, July 11.
- WIPP attends Complexity and the Tax Gap: Making Tax Compliance Easier and Collecting What’s Due, Senate Finance Committee Hearing, June 28.
- Economy Committee Meeting, June 28.
- WIPP attends House Appropriations Committee mark-up of FY2012 Financial Services and General Government Appropriations Bill, June 23.
- WIPP attends The State of Small Business Access to Capital and Credit: The View from Secretary Geithner, June 22.
- WIPP attends White House Update Budget Call, June 1.
- WIPP attends White House Conference Call on the President’s Framework for Fiscal Responsibility, April 14.
- WIPP attends House Small Business Committee, “Help Wanted: How Passing Free Trade Agreements Will Help Small Business Create New Jobs (C-Span),” April 6.
- WIPP attends Senate Small Business & Entrepreneurship Committee Hearing on the FY2012 SBA Budget, March 31.
- WIPP attends the House Small Business Committee Hearing titled, “Reducing Federal Agency Overreach: Modernizing the Regulatory Flexibility Act,” March 30.
- Economy Committee Meeting, March 29.
- WIPP attends White House Conference Call with Valerie Jarrett on Small Business, March 17.
- WIPP attends Senate Democrat Steering and Outreach Committee Small Business Conference Call, March 17.
- WIPP attends Department of the Treasury Discussion on corporate tax reform, March 16.
- WIPP attends House Small Business Committee Hearing on its Views and Estimates Letter on the Small Business Administration’s FY2012 Budget, March 15.
- WIPP attends briefing from the Export-Import Bank of the United States, March 3.
- WIPP attends briefing from US Senate Committee on Small Business and Entrepreneurship on Women’s Procurement Program, March 10.
- WIPP attends House Small Business Committee Hearing entitled, “The Small Business Administration FY2012 Budget.” March 2.
- WIPP attends House Small Business Committee Hearing on the President’s Proposed FY2012 SBA Budget, March 2.
- WIPP attends House Small Business Committee Hearing entitled, “The State of the Small Business Economy,” February 16.
- WIPP attends House Judiciary Committee, Subcommittee on Courts, Commercial and Administrative Law Hearing, entitled, “Regulatory Flexibility Improvements Act of 2011 – Unleashing Small Businesses to Create Jobs,” February 10.
- WIPP attends House Small Business Committee Hearing entitled, “Buried in Paperwork: A 1099 Update,” February 9.
- WIPP attends Treasury Department of Financial Oversight Committee meeting, “Making the Financial System More Stable, Protecting Against Future Crises,” January 18.

Access to Capital

According to the Center for Women's Business Research, women business owners who obtained capital persevered, making an average of four attempts to obtain bank loans or lines of credit and 22 attempts to obtain equity capital. Access to capital is a key tool in the start-up and growth of successful women owned businesses. Larger, faster-growing women-owned firms are more likely than other firms owned by women to use credit. Women-owned firms with revenues of \$1 million or more are more likely to access commercial loans or lines of credit than are other women-owned firms (70% vs. 28%), although even these larger businesses owned by women lag behind their male counterparts in using commercial credit (56% of women vs. 71% of men). Of WIPP members who sought outside funding in 2011, only 45% of businesses were successful after two attempts.



Access to Capital Principles

1) Provide Tax Incentives to Lenders

2) Increase Government Technical Assistance for Loans

Advocacy

- WIPP issues statement, "Victory – President Signs Repeal of the 3% Withholding Tax Requirement," November 21.
- WIPP issues an action alert, "Urge the House to Repeal the 3% Withholding Tax Requirement," November 15.
- WIPP submits Comments to House Small Business Committee for hearing entitled, "The State of Small Business Access to Capital and Credit: The View from Secretary Geithner," July 6.
- WIPP issues statement in support of funding for Women's Business Centers, June 2.
- WIPP issues press release, "Key4Women Partners with Women Impacting Public Policy to Educate Women on Access to Capital," April 26.

Education

- WAC Training 166: The SBA Approach to Disaster Assistance Funding. Course Instructor: Alana Chavez, Public Affairs Specialist SBA Office of Disaster Assistance, December 7.
- WAC Training 198: Understanding and Accessing Venture Capital and Angel Investors. Course Instructor: Amy Millman, Springboard Enterprises, November 15.
- WAC Training 132: Creating a Culture of Courage™ - The New Leadership Challenge. Course Instructor: Cindy Solomon, Keynote Speaker, Consultant, Executive Coach, November 9.
- WAC Training 215: Driving Profitability – Make the Next 3 Months Count. Course Instructor: Mary Ellen Hickman, Brand Management and Marketing Strategy, Hickman Consulting Partner, LLC, September 8.
- WAC Training 120: Putting Your Business Together – Build Your Team. Course Instructor: Nicolina A. Stewart, CPA, PFS, CLU, ChFC, President and CEO, Capital Management Advisors, Inc., August 23.
- WAC Training 134: Alternative Funding: Finding Non-Profit Lenders for Your For-Profit Business. Course Instructor: Connie Evans, President & CEO, Association for Enterprise Opportunity, June 2.
- WAC Training 160: How SBA Lending Can Work for You. Course Instructor: Sue Malone, President of Strategies for Small Business/Director of Marketing, Superior Financial Group, May 24.
- WAC Training 101: Putting Your Financial House in Order. Course Instructor: Michelle Hoffman, CEO, Hoffman CFO Consulting, April 21.
- WAC Training 210: Putting Your Legal House in Order. Course Instructor: Aileen Pisciotta, Executive Counsel PLC., April 13.
- WAC Training 111: Putting Your Business in Order: Increasing Profitability. Course Instructor: Mary Ellen Hickman, Brand Management and Marketing Strategy, Hickman Consulting Partners, LLC. March 31.

- WAC Training 120: Putting Your Business in Order: Build Your Team. Course Instructor: Nicolina A. Stewart, CPA, PFS, CLU, ChFC, President and CEO, Capital Management Advisors, Inc., March 22.
- WAC Training 252: How to Secure Your Loan. Course Instructor: Sydnee Stein, VP Business Development, Eaglebank, March 11.
- WAC Training 347: Leveraged Buyouts (LBO): How To Buy a Company For Little Cash. Course Instructor: Sheri Orlowitz, Principal, SLOCO Consulting Group, February 18.
- WAC Training 130: Understanding Your Funding Sources. Course Instructor: Michelle Hoffman, Hoffman CFO Consulting, January 25.
- WAC Training 330: Collections and Maintaining Cash Flow. Course Instructor: Aileen Pisciotta, Executive Counsel PLC, January 18.

Meetings and Speaking Engagements

- WIPP attends House Small Business Committee Hearing entitled, "Oversight of the Small Business Administration's Financing Programs," October 26.
- WIPP attends White House briefing call, SBA's Growth Capital Program Sets New Records in FY 2011, October 19.
- WIPP attends Senate Small Business Committee Hearing entitled, "Closing the Gap: Exploring Minority Access to Capital and Contracting Opportunities," March 3.

Procurement

Currently, only 4.1% of all government contracts are awarded to women-owned businesses, even though federal law mandates a 5% government-wide procurement goal for women-owned small businesses. In addition, the SBA Goaling Report shows that the federal government failed to reach the small business goal of 23% in FY 2010, falling short at 22.7%.



Procurement Principles

- 1) Increase the Ability of Women-Owned Businesses to Win Federal Contracts
- 2) In-sourcing Negatively Impacts Small Business

Education

- Give Me 5 129: How to Write Successful Proposals. Course Instructor: Barbara English, President, English Solutions, Inc., December 7.
- Give Me 5 242: Getting the Work-Doing the Work: From a Small Business Prime's Perspective. Course Instructor: Rose Wang, President and CEO of Binary Group, December 5.
- Give Me 5 161: "The 5 People You Need To Meet For Government Contracting". Course Instructor: Jennifer Bisceglie, President, Interos Solutions, Inc., November 29.
- Give Me 5 104: Introduction to the GSA Schedule. Course instructor: Courtney Fairchild, President, Global Services, October 26.
- Give Me 5 240: Effective Market Research to Determine Federal Agencies Small Businesses Should Target. Course Instructor: Barbara English, President/CEO, English Solutions, Inc., September 23.
- Give Me 5 108: Renewing and Developing Your CCR & ORCA Profiles. Course instructor: Angela Dingle, President, Ex Nihilo Management LLC, September 14.
- Give Me 5 129: Critical Government Contracting Strategies. Course Instructor: Gloria Larkin, President, TargetGov, September 6.
- Give Me 5 106: Does the Government Buy What I Sell? Course Instructor: Doña Storey, President, GOVtips, LLC, August 31.
- Give Me 5 102: What's next after I register on the CCR? Course Instructor: G. LaVern Jackson, President, Joint Logistics Managers, Inc., August 17.
- Give me 5 134: Critical Government Contracting Strategies. Course Instructor: Gloria Larkin: President, TargetGov, September 6.
- Give Me 5 126: Introduction to the Federal Acquisition Regulations (FAR). Course Instructor: Barbara English, President/CEO, English Solutions, Inc., July 20.
- Give Me 5 101: Introduction to Federal Procurement and a Guide to Central Contractor Registration. Course Instructor: Gloria Larkin, President, TargetGov. July 12.
- Give Me 5 133: Mapping the Road to Federal Dollars. Course Instructor: Jennifer Bisceglie, President, Intros Solutions, Inc. July 6.
- Give Me 5 110: Pitching Your Company to the Federal Government. Course Instructor: Lourdes Martin-Rosa, President, Government Business Solutions and American Express OPEN Advisor on Government Contracts. June 29.
- Give Me 5 150: Introduction to the Women-Owned Small Business (WOSB) Federal Contact Program. June 8.
- Give Me 5 110: Registering and Certifying Your Small Business for Government Work. Course Instructor: Gloria Larkin, President, TargetGov, June 1.
- Give Me 5 131: Using Your WOSB Certification to Win Contracts. Course Instructor: Gloria Larkin, President, TargetGov, May 25.
- Give Me 5 140: Getting Prepared for Subcontracting. Course Instructor: Catherine Giordano, President/CEO, Knowledge Information Systems, Inc., May 18.

- Give Me 5 128: The Top Five Marketing Strategies You Must Do to Win Government Contracts. Course Instructor: Barbara English, President/CEO, English Solutions, Inc. April 20.
- Give Me 5 130: How to Self-Certify for the WOSB Federal Contract Program (Part 2). Course Instructor: Angela Dingle, President, ExNihilo Management, LLC, April 14.
- Give Me 5 351: Stand Out Responses to Sources Sought Notices. Course Instructor: Gloria Larkin, President, TargetGov, April 6.
- Give Me 5 232: “Ready for Prime Time”: How to Leverage Teaming Arrangements to Win Contracts. Course Instructor: Lourdes Martin-Rosa, President of Government Business Solutions, American Express OPEN Advisor on Government Contracts, March 16.
- Give Me 5 130: How to Self-Certify for the WOSB Federal Contract Program. Course Instructor: Angela Dingle, President, ExNihilo Management, LLC, March 9.
- Give Me 5 220: Surety Bong Strategies for Federal Contractors. Course Instructor: Karen Barbour, President, The Barbour Group LLC, February 16.
- Give Me 5 315: The Ins and Outs of 8a Certifications. Course Instructor: Ann Sullivan, WIPP Government Relations, February 2.
- Give Me 5 125: Identifying Federal Government Contracting Opportunities. Course Instructor: Barbara English, President/CEO, English Solutions, Inc., January 26.
- Give Me 5 “Ready for Prime Time”: Make Your Capability Statement Stand Out. Course Instructor: Gloria Larkin, President, TargetGov, January 19.

Meetings and Speaking Engagements

- Give Me 5. 2011 MacDill SDVOSB/VOSB & SB Conference and Expo Tampa, FL, December 7.
- Give Me 5 WBENC, Miami, FL, December 1.
- Give Me 5. Veterans’ and Womens’ Conference, Hampton, VA, November 10.
- Give Me 5 Moving Forward and Winning Contracts, Huntsville, AL, October 26.
- Give Me 5 SCORE, Las Vegas, NV, October 18.
- Give Me 5 Amex VIP Event, Dallas, TX, October 18.
- Give Me 5. National Med Week Conference. Washington, DC September 28.
- Give Me 5 Amex VIP Event, Los Angeles, CA, September 21.
- Give Me 5 CREW Network Convention and Marketplace, Washington, DC, September 16.
- Give Me 5 The Power Conference: Women Doing Business Workshop. North Bethesda, MD, August 7.
- Give Me 5 Government Contracting Workshop. Minneapolis, MN, August 24.
- Give Me 5 Government Contracting Workshop, Chicago, IL, August 11.
- Give Me 5 Government Contracting Workshop, Milwaukee, WI, August 10.
- Give Me 5 Government Contracting Workshop, St. Louis, MO, August 9.
- Give Me 5 8th Annual Elite SDVOB Network Convention, Chicago, IL, July 20.
- Give Me 5 SBA Event in Georgia-July 28.
- Give Me 5 Federal Women's 8m Contracting Program, Kansas City, MO, June 6.
- Give Me 5 WBENC, Las Vegas. June 21-23.
- Give Me 5 Federal Contracting Program, Miami, FL, June 16.
- Give Me 5 2011 Annual National Veteran Small Business Conference and Expo, New Orleans, LA, August 15-18.
- Women Owned Small Business (WOSB) Federal Contract Program Celebratory Luncheon, Washington, DC, March 2.

Healthcare

The SBA Office of Advocacy research shows that insurers of small health plans have higher administrative expenses than larger health plans. It is no surprise that more than one third of uninsured Americans in 2009 worked in small businesses with fewer than 500 employees. With the enactment of the healthcare law, state-based health insurance exchanges will be established for small businesses in 2014.

Healthcare Principles

- 1) Ensure Health Insurance Exchanges Provide More Choices and Better Prices for Small Business**
- 2) Cost Containment Measures Must Address Increased Healthcare Costs**

Meetings and Speaking Engagements

- WIPP attends the House Small Business Committee hearing on the Medical Loss Ratio (MLR), December 15.
- WIPP attends HHS conference call, Essential Benefits Update Report, November 18.
- Healthcare Committee Meeting, "The Business Case for Cultural Competency in Healthcare in a Multicultural Society: The Journey from Awareness to Action to Return-on-Investment," Presenter: Sheila Thorne, President/CEO, Multicultural Healthcare Marketing Group, November 17.
- WIPP attends House Small Business Committee hearing, "Small Business Health Insurance Tax Credit," November 15.
- WIPP submits comments to HHS on shaping healthcare exchanges, October 28.
- "Your Bottom Line: What Healthcare Reform Means for Virginia Small Businesses," October 25.
- Looking Ahead: Healthcare Policy, Trends and Business Opportunities, New York, NY, October 25.
- Healthcare: What's working/what isn't in federal health care reform for your business, October 5.
- Healthcare: Your Bottom Line: What Healthcare Reform Means to Missouri Small Businesses, October 4.
- Healthcare Committee webinar, "Slimming Your Healthcare Costs as a Business Imperative," September 20.
- Healthcare: Looking Ahead Business Trends and Business Opportunities, St. Louis, MO, September 19.
- Healthcare Committee Meeting, September 1.
- Looking Ahead: Healthcare Policy, Trends and Business Opportunities, Los Angeles, CA. July, 13.
- Healthcare Committee Meeting, June 16.
- WIPP Issues statement, "WIPP Disagrees with Vote to Defund Healthcare Exchanges," May 11.
- WIPP Issues statement, "Tax Guidance for Small Businesses on the Affordable Care Act," March 23.
- Healthcare Committee Meeting, March 17.

Energy and Environment

Small businesses are at the forefront of technological innovations in the areas of energy and environment. In 2010, the Department of Energy awarded \$1.9 billion in contracts with small businesses, including \$283 million in WOSB contracts. Nearly 2,800 loans were awarded to small businesses engaged in renewable energy by the SBA from 2006 to 2009.



Energy Principles

- 1) A Comprehensive Energy Plan Must Be Adopted**
- 2) Continue to Provide Research & Development Incentives**

Advocacy

WIPP issues press release “WIPP Announces: Entrepreneurs, Energy, and Environment 2011 Leadership & Innovation Series,” April 7.

Education

- E3 Training 138: Understanding Energy – What Women Need to Know about Nuclear Safety. Course Instructor: Natalie Wood, Design Engineer, Waterford, December 13.
- E3 Training 137: Innovation in the Energy Sector. Course Instructor: John Mahoney, PMP, Entergy Corp., December 8.
- E3 Training 136: Understanding Electricity – What Women Know and Want to Know. Course Instructor: Kelle Barfield, Vice President of Energy Advocacy, Entergy Corp., December 1.
- E3 Training 135: Emergency Preparedness for Nuclear in the US. Course Instructor: Kimberly Cook, General Manager, Plant Operations, Waterford 3, November 16.
- E3 Training 162:10 Steps to Business Preparedness. Course Instructor: Emily Nelson-Crain, Vice President of Member Services, Agility Recovery, October 27.
- E3 Training 120: Nuclear’s Good Story. Course Instructor: Ann Day Becker, Communications Manager, Emphasis on Community Outreach, Entergy Corp., September 29.
- E3 Training 112: Creating and Maintaining Sustainability Standards in Your Business. Course Instructor: Tara Lynn Gray, President/CEO, MannaClean, August 9.
- E3 Training 116: Leadership and Innovation: The SBA’s Green Procurement Programs. Course Instructor: Major L. Clark III, Assistant Chief Counsel for Procurement Policy in the Office of Advocacy of the SBA. June 2.
- E3 Training 115: The EPA’s Small Business Opportunities and Sustainability Initiatives. Course Instructor: Jeanette Brown, Director, EPA Office of Small Business Programs. March 23.
- E3 Training 110: Government Green Opportunities with the GSA. Course Instructor: Christy Jackiewicz, GSA Office of Small Business Utilization. January 27.
- E3 Training 228: Green Building Principles and Requirements in Government Contracts. Course Instructor: Nancy Goshow, Managing Partner, Goshow Architects, LLP. January 20.

Meetings and Speaking Engagements

- WIPP hosts a discussion entitled, “Virginia’s Energy Supply – A Discussion,” Tysons Corner, VA, December 14.
- Energy and Environment Committee Meeting, December 1.
- Sustainable Energy Event w/ Madison Services Group, Norfolk, VA, November 15.
- Energy and Environment Committee Meeting, July 28.
- Energy and Environment Committee Meeting, May 26.

- WIPP attends Department of Energy's 12th Annual Small Business Conference & Expo, May 10.
- WIPP attends Democratic Senators Conference Call on the Impact of a Shutdown, April 8.
- WIPP attends President Obama Town Hall on Energy Security (C-Span), April 6.
- Energy and Environment Committee Meeting, March 31.
- White House Conference Call on the President's Plan for Energy Security, March 30.
- WIPP participates in webinar on Leadership and Innovation – The EPA's Small Business Opportunities and Sustainability Initiatives, March 23.

Telecommunications & Technology

Technology and telecommunications costs are disproportionate to small businesses. This difference in spending means that very small firms pay disproportionately more for telecommunications services than other firms when operating their businesses.

Broadband service is vital for small businesses. According to the SBA Office of Advocacy, the small business adoption rate of broadband was at 90 percent when the study was conducted in April 2010. However, price and service discrepancies still exist for small business in rural areas.



Telecommunications & Technology Principles

- 1) Increase Women and Minority Media Ownership**
- 2) Deploy Broadband Service Nationwide**
- 3) Keep the Internet Accessible to Small Business**

Advocacy

- WIPP attends White House Business Council Briefing Call on Business and Technology, December 16.
- WIPP attends House Small Business Committee meeting, Cyber Security: Protecting Your Small Business, December 1.
- WIPP attends House Judiciary Committee Hearing on E-Fairness, November 30.
- WIPP issues statement, "House Votes to Prohibit Raising Wireless Tax Rates," October 20.
- Technology: Small Business Technology Tour – Mountain View, CA, September 29.
- WIPP files comments with FCC about AT&T and T-Mobile merger, June 10.
- WIPP issues press release "WIPP Announces the Availability of Mobile Blackberry Application," March 31.
- WIPP issues press release "WIPP Announces the Availability of Mobile iPhone Application," March 25.
- WIPP issues press release "WIPP to Launch Mobile Apps for iPhone and Blackberry," March 14.
- WIPP issues press release "WIPP to Launch Mobile Apps for iPhone and Blackberry", March 14.
- WIPP issues media advisory with National Association of Women REO Brokerages, "NAWRB and WIPP Push #WomenBizOwners Hashtag in Social Media", February 25.
- WIPP issues statement on Bill Shock, February 8.
- WIPP submits comments to the FCC on proposed Bill Shock regulations, February 8.

Education

- WATT Training 235: Social Media Pay-Per-Click Ads to Grow Your Business. Course Instructor: Marisa Smith, President, The Whole Brain Group, December 20.
- WATT Training 164: Crisis Communications Planning. Course Instructor: Adam Quilty, Agility Recovery Solutions, December 6.
- WATT Training 135: Facebook – Pages, Fans, Maintaining. Course Instructor: Marisa Smith, President, The Whole Brain Group, November 29.
- WATT Training 226: Beyond the Basics – Social Video Marketing. Course Instructor: Elaine Starling, President, Starling Media Services, Inc., July 14.
- WATT Training 172: LinkedIn – Beyond the Basics for Business. Course Instructor: Marisa Smith, President, The Whole Brain Group, LLC, June 23.
- WATT Training 260: Merging Healthcare Technology with Your Business. Course Instructor: Taruna Lombeshkon, President, Infinitas Health LLC, May 19.
- WATT Training 117: Perspectives on Investing in Technology for Your Small Business. Course Instructors: Terri McNally, President, Global Capital Ltd. and Steven Klepper, Director of Sales, AT&T, May 10.
- WATT Training 110: Free and Low-Cost Cloud Solutions for Your Business. Course Instructor: Joy Spencer, President & CEO, Elegrity, Inc., April 29.

- WATT Training: Social Media: Learn it, Love it, Use it! Featuring a spotlight on the new WIPP mobile app. Course Instructor: Marisa Smith, President, The Whole Brain Group, LLC, March 30.
- WATT Training 121: The Mobile Apps Revolution: Boosting Productivity in the Enterprise. Course Instructor: Athena Polydorou, Director of Wireless Internet Development, CTIA—The Wireless Association, March 10.
- WATT Training 225: Build Your Leadership and Visibility Through Social Media. Course Instructor: Elaine Starling, President, Starling Media Services, Inc., February 10.
- WATT Training 201: Cloud Computing. Course Instructor: Lauren States, Vice President, Enterprise Initiatives, Cloud Technology and Client Innovation Vice President, IBM, January 14

Meetings and Speaking Engagements

- Telecommunications and Technology Committee Meeting, December 8.
- Consumer/Small Business Education Briefing Presented by WIPP, Portland, ME, October 25.
- Telecommunications and Technology Committee Meeting, September 7.
- Consumer/Small Business Education Briefing Presented by WIPP, Fresno, CA, August 18.
- Consumer/Small Business Education Briefing Presented by WIPP, Los Angeles, CA, August 4.
- Telecommunications and Technology Committee Meeting, July 6.
- Consumer/Small Business Education Briefing Presented by WIPP, San Rafael, CA, July 27.
- Telecommunications and Technology Committee Meeting, April 7.

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 Department of Labor Call, May 4.

Jobs

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 Insourcing Gone Awry: Outsourcing Small Business Jobs, House Small Business Committee Hearing, June 23.
- WIPP attends White House Jobs & Economic Policy Briefing, February 25.
- WIPP attends SBA Small Business Tax Roundtable, February 23.

Other

Advocacy

- WIPP issues press release "WIPP Applauds President Obama's Support for "Small Business Saturday", November 26.
- WIPP issues press release "WIPP Applauds Unanimous Senate Recognition of "Small Business Saturday", November 23.
- WIPP issues press release "White House Business Leaders Council Briefing Call on the American Jobs Act", October 7.
- WIPP issues press release "WIPP Calls on Coalition Partner Organization Leaders to Take Action - The 2012 Project", September 19.
- WIPP issues press release "5 Mistakes Businesses Make When Going Green", August 19.
- WIPP issues press release "WIPP Partners with Women's Exchange," July 5.
- WIPP issues press release "WBENC Joins WIPP in Supporting 2nd Annual Small Business Saturday," June 22.
- WIPP issues press release "WIPP Partners with National Association of Women Business Owners Southern Nevada," June 6.
- WIPP issues press release "Coalition of Small Business Advocates Announce Second Annual Small Business Saturday," May 11.
- WIPP issues press release "WIPP Members Appointed to National Women's Business Council," April 14.

- WIPP issues press release “SBTV.com Rebrands to ItsYourBiz.com,” April 11.
- WIPP issues media advisory “WIPP President to Moderate Panel at Texas A&M on ‘Globalization Goes South,’” April 8.
- WIPP issues press release Tania Malik, Susan Boyd, Leah Brown, and Monica Smiley Win WIPP AT&T Innovator of the Year Awards,” April 5.
- WIPP issues press release “WIPP President Barbara Kasoff Interviewed on Women’s Radio,” April 5.
- WIPP issues press release “WIPP Partners with the Arizona Small Business Association,” April 1.
- WIPP issues press release on eleven members winning Enterprising Women of the Year awards, February 16.

Education

- WIPP Special Presentation: Leads That Find You – How to use Inbound Marketing Techniques to Get Found By Your Targeted Prospects. Course Instructor: Joy E. Spicer, President & CEO, Chief Strategist, Elegrity, Inc., November 30.
- WIPP Special Presentation: The 2012 Project. Course Instructors: Kelly Dittmar, Research Associate at the Center for American Women and Politics at Rutgers University (NJ), Evelyn Mantilla, Former Connecticut State Legislator; Currently, Communications Manager for the City of Hartford, Cassandra Walker Pye, Senior Vice President in APCO Worldwide’s Sacramento Office, July 26.
- WIPP Special Briefing: How You Can Be a Visible Resource for Elected Officials. Course Instructor: Ann Sullivan, WIPP Government Relations, May 12.
- WIPP Special Presentation: 10 High Impact Marketing Ideas Under \$10. Course Instructor: Nancy Michaels, CEO and Founder, GrowYourBusiness Network, May 11.
- WIPP Special Webinar: Where Do Women-Owned Businesses Stand on Today’s Issues? Results from the 2011 Annual Survey Are In! Course Instructors: Marianne Griffin, Director of Research, AllPoints Research, Inc., and Ann Sullivan, WIPP Government Relations, May 17.
- WIPP Special Briefing: How You Can be a Visible Resource for Your Elected Officials. Course Instructor: Ann Sullivan, WIPP Government Relations, May 12.
- WIPP Special Presentation: 10 High-Impact Marketing Ideas Under \$10. Course Instructor: Nancy Michaels, CEO and Founder, GrowYourBusinessNetwork, Inc. and Co-Founder of www.TheBusinessSkinny.com, May 11.

Meetings and Speaking Engagements

- President Barbara Kasoff speaks at San Francisco APEC Conference, September 13.
- WIPP attends Department of Treasury Symposium on Women in Finance, July 12.
- WIPP attends SBA Scorecard Conference Call, June 28.
- WIPP attends WSN Dinner, June 20.
- WIPP attends AT&T Women Entrepreneurs’ Forum, June 6-8.
- WIPP attends House Small Biz 3% Withholding Hearing, “Defer No More: The Need to Repeal the 3% Withholding Provision,” May 26.
- WIPP attends White House Call on Regulatory Reform, May 26.
- WIPP attends National Small Business Week, May 18 – May 20.
- WIPP attends Small Business Advisory Group Call, May 18.
- WIPP attends White House Call on AA/PI Women’s Issues, May 13.
- WIPP attends Secretary of Labor Solis’ Conference Call on the State of Working Women, May 4.
- WIPP attends White House Council on Women and Girls Roundtable, April 18.
- WIPP attends AWM Symposium on Women’s Media Ownership, March 25.
- WIPP participates in the White House Women in America Live Web Chat, March 30.

WIPP Meetings

- WIPP Instant Impact Team Meeting – Kansas City, MO, November 15.
- WIPP Annual Leadership Conference, Washington DC, October 11-13.
- WIPP Afternoon Tea – San Francisco, CA, September 13.
- WIPP California Instant Impact Team Meeting – San Francisco, CA, June 6.
- WIPP Georgia Instant Impact Team Luncheon, Atlanta, GA, June 1.
- WIPP attends SBA Teaming Grant Briefing, March 15.
- WIPP attends call with Senators and Landrieu on SBIR/STTR Reauthorization Bill, March 14.
- WIPP Board of Directors Meeting, March 3.
- WIPP Michigan Instant Impact Team meeting, Ann Arbor, MI, February 23.
- WIPP hosts Department of the Treasury briefing call entitled, “Changes in Tax & Business Laws.” February 4.
- WIPP participates in SBA’s Advocacy Leadership Group Meeting, February 3.
- WIPP attends Senate Small Business Committee Organizational Hearing. February 3.
- WIPP attends Senate Small Business Committee Roundtable entitled, “Encouraging Entrepreneurship in Economically Disadvantaged, Rural and Traditionally Under-Served Areas,” January 27.
- WIPP attends House Ways and Means Committee Hearing entitled “The Current Federal Income Tax System and the Need for Reform,” January 20.
- Barbara Kasoff, WIPP President, meets with Hungarian Member of Parliament Katalin Csobor, January 14.
- WIPP attends Department of Treasury briefing on the “Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act,” January 13.

WIPP Member Awards, Speaking Engagements & Appointments

- Forough Ghahramani, WIPP National Founding Partner of the Month December.
- WIPP National Partner Gayle Waldron named Minority Small Business Person of the Year by SBA South Florida, November 21.
- Elise Mitchell, WIPP National Founding Partner of the Month November.
- WIPP National Partner Lisa Firestone Wins the American Express OPEN Victory in Procurement Award, October 31.
- WIPP Member Annette Taddeo- Goldstein to attend White House signing of Colombia Free Trade Agreement, October 24.
- Nancy Allen, WIPP National Founding Partner of the Month October.
- WIPP National Partner Ceil McCloy Named Entrepreneur of the Year in Technology from Contra Costa County, September 19.
- WIPP National Partner Nicolina Stewart Attends U.S. Department of Treasury Meetings in DC, September 13.
- Cecelia McCloy, WIPP National Founding Partner of the Month September.
- WIPP National Partner Karen Barbour Re-appointed Co-Chairman of the Governor's Commission on Small Business, August 30.
- WIPP National Partner Gayle Waldron Recognized for Economically Empowering Women Business Owners, August 9.
- Letty Hudson, WIPP National Founding Partner of the Month August.
- WIPP National Partner Karen Barbour is Recognized As One Of The 2011 Brava! Award Winners, July 19.
- WIPP National Partner Judy Sheppard Parkersburg Homecoming Parade Marshal 2011, July 18.
- Karen Maples, WIPP National Founding Partner of the Month July.
- WIPP President Barbara Kasoff quoted in 2012 Women’s Advantage calendar, June 25.
- WIPP President Barbara Kasoff speaks at Womenetics event, “Entrepreneurs 2011: Turning Vision into

Value," June 23.

- WIPP President Barbara Kasoff attends WBENC National Conference and Business Fair, June 21 – 23.
- WIPP National Partner Maureen L. Mulvihill named as a Finalist for Ernst & Young Entrepreneur of the Year, June 7.
- WIPP National Partner Mary Schnack recognized by European Women Inventors and Innovators Network, June 1.
- Lynn Sutton, WIPP National Founding Partner of the Month June.
- WIPP National Partner Judy Sheppard named SBA 2011 West Virginia State Small Business Person of the Year, May 11.
- WIPP Member Judy Bradt named SBA 2011 Women in Business Champion, May 11.
- WIPP National Partner Tina Baker speaks about Give Me 5 at GWBC PACE event, May 11.
- Ann Sullivan, WIPP Government Relations, and National Partners Gloria Larkin and Denise Farris speak at Department of Energy conference, May 10.
- Barbara Kasoff, WIPP President, attends Key4Women Forum, May 5.
- WIPP National Partner Gayle Waldron NAWBO Member Spotlight, May 5.
- WIPP National Partner Mary Schnack and Martha Mertz speak at ATHENA International Women's Leadership Summit, Barbara Kasoff, WIPP President, accepts award on behalf of WIPP, May 3.
- WIPP National Partner Susan Solovic guest blogger on All Business, May 3.
- Mary Scheetz, WIPP National Founding Partner of the Month May.
- Ann Sullivan, WIPP Government Relations, interviewed for Spring/Summer issue of PNC Insights for Women Business magazine, April 2011.
- WIPP president Barbara Kasoff attends National Women's Business Council meeting, April 28-29.
- WIPP National Partner Gloria Larkin speaks at 12th Annual WCOE Conference, April 28.
- WIPP National Partner Nancy Goshow named 2011 Partner of the Year, Queensborough Community College Fund, April 28.
- WIPP National Partner Karen Kerrigan named new Chairman of CIPE, April 28.
- WIPP National Partner Nancy Allen named SBA's South Florida District 2011 Women in Business Champion of the Year, April 26.
- Gloria Larkin, WIPP National Partner, moderates session about Women's Procurement Program at Town Hall meeting for Office of Small and Disadvantaged Business Utilization, April 21.
- Laurie Simon, WIPP National Partner, receives 2011 Washington State Women in Business Champion of the Year award, April 21.
- WIPP Member Gina Robison-Billups, WIPP Coalition Partner Roz L. Alford, and WIPP President Barbara Kasoff appointed to National Women's Business Council, April 14.
- Ann Sullivan, WIPP Government Relations, speaks at the Women-Owned Small Business Set Aside Program event, April 13.
- Karen Maples, WIPP National Partner, launches blog on Fresh Thinking & Innovation, April 12.
- Lourdes Martin-Rosa, WIPP National Partner, interviewed on Money Minded Moms, April 11.
- Barbara Kasoff, WIPP President, moderates panel "Globalization Goes South" at Texas A&M University, April 11.
- Ann Sullivan, WIPP Government Relations, and Barbara Kasoff, WIPP President, speak at "Looking Ahead: Healthcare Policy, Trends, and Business Opportunities," April 7.
- WIPP Members Leah Brown and Monica Smiley receive Honorary AT&T Innovator of the Year Awards – North Carolina, April 7.
- WIPP National Partner Forough Ghahramani featured in article about celebrating expansion of MBA program at DeVry, April 4.
- WIPP National Partner Gloria Larkin featured in WSJ and MSN Money articles, April 4.
- Sherrie Aycock, WIPP National Founding Partner of the Month April.
- Mary Schnack and Patty DeDominic, WIPP National Founding Partners, host branding workshop, March 31-April 3.
- WIPP National Partner Susan Solovic announces SBTV rebrands to ItsYourBiz.com, March 31.

- WIPP Member Leah Brown receives MBE Excellence Award, March 30.
- WIPP National Partner Mary Schnack awarded Gutsy Gals Inspire Me Award, March 30.
- WIPP National Partner Laurie Simon receives Seattle Regional SBA 2011 Woman in Business Champion of Year Award, March 16.
- WIPP Member Leah Brown keynote speaker at The Institute of Minority Economic Development 2011, March 25.
- WIPP National Partners Karen Caruso and Judy K. Sheppard Named SBA's 2011 Small Business Week State Winners, March 24.
- WIPP Member Wendy Baumann featured in BizTimes.com article, March 23.
- Sherrie Aycock and Tara Olson, WIPP National Partners, named SBA 2011 Women in Business Champions, March 21.
- WIPP National Partner mentioned in press release Gayle Waldron Awarded for Entrepreneurial Success, March 21.
- Lourdes Martin-Rosa interviewed for MoneyMindedMoms.com, March 17.
- Mary Schnack, WIPP National Partner, announces partnership with Arizona Small Business Association to host The Power of PR seminar, March 17.
- Barbara Kasoff, WIPP President, speaks at Security Innovation Network Conference, March 16-17.
- WIPP National Partners Gloria Larkin, Dona Storey, Julie Lenzer Kirk , Mary Schnack and Gayle Waldron; Courtney Fairchild, WIPP Legislative Advocate; and Louisa Jaffe, WIPP Member recognized as MEA Magazine's 50 Women of Influence and Power, March 16.
- Gloria Larkin, WIPP National Partner, finalist for Corridor Inc. 2010 Person of the Year, March 14.
- WIPP Members Theresa Daytner, Nancy Goshow, Lourdes Martin-Rosa, Marian Pierre, Ann Sullivan and Lynn Sutton Featured in the OPEN Insight Guide, March 14.
- WIPP National Partner Jennifer Bisceglie interviewed in The Epoch Times, March 11.
- WIPP National Partner Laurie Simon featured in NWBOC press release, March 9.
- WIPP AP Julie Reiser Blog on ABC World Tonight, March 10.
- WIPP Members: Angela Drummond-Rodgers, Jennifer Scully, Kim Sawyer, Ashley McNeff, Sherrie Aycock, Tara Olson, Gayle Waldron, May Cantando, Stephanie Isaacson, Sheri Taber, and Judy Brandt—announced as some of Enterprising Women Magazine's Women of the Year for 2011, March 10.
- Barbara Kasoff, WIPP President, speaks at National Association of Business Owners' Public Policy Days conference, March 7.
- WIPP National Partner Laurie Simon to sits on panel at SBA Women Entrepreneurs Summit, March 5.
- WIPP National Partner Gloria Larkin featured on openPR, March 3.
- Catherine Giordano, WIPP National Founding Partner; Barbara Kasoff, WIPP President; Ann Sullivan, WIPP Government Relations; and Denise Farris, WIPP National Partner, speak at Women Owned Small Business Federal Contract Program celebration, March 2.
- WIPP attends Women Owned Small Business Federal Contract Program celebration, March 2.
- Barbara English, WIPP National Founding Partner of the Month March.
- Mary Ellen Hickman, WIPP Member, presents on Office Depot's Web Café on Securing Funding for Business, February 22.
- Barbara Kasoff, WIPP President, speaks at California Real Estate Women (CREW) Public Policy Update luncheon, February 17.
- Barbara Kasoff, WIPP President, interviewed on Women's Radio, Business Buzz Radio Show, "The Chicken or the Egg – Advocacy or Business Growth?" February 11.
- Karen Barbour, WIPP National Partner, appointed Co-Chair of Governor's Commission on Small Business, February 8.
- Julie Reiser, WIPP Member, featured on Business Wire, February 1.
- Julie Reiser, WIPP Member, featured on Buy Back America Radio Today, February 1.
- Dorothy Davis, WIPP National Founding Partner of the Month February.
- Julie Reiser, WIPP Member, featured on FOX Business, January 27.
- Michelle Hoffman, WIPP Member, is guest author on Tech Cocktail, January 24.

- Made in the USA Certified, owned by WIPP Member Julie Reiser, selected for American Made Heroes!
- Rebecca Boenigk, WIPP Member, named “2011 Women’s Business Enterprising Star” by WBENC, January 19.
- Jennifer Bisceglie, WIPP National Partner, awarded Supply Chain Risk Management Study in support of SSS at the FDA, January 18.
- Jennifer Bradt, WIPP National Partner, announces publication of “Government Contacts Made Easier” book, January 13.
- Laurie Simon, WIPP National Partner, featured in OSIX News, January 13.
- Julie Reiser, WIPP Member, featured on FOX Business LIVE news story, January 12.
- Julie Reiser, WIPP Member, featured on Made in the USA News, January 12.
- Laura Boyd, WIPP National Partner, inducted into Oklahoma Hall of Fame, January 10.
- Gloria Larkin, WIPP National Partner, featured on PR-USA, January 7.
- Karen Barbour, WIPP National Partner, featured in press release about The Barbour Group Achieving Success with Surety Bonding Assistance Program, January 4.
- WIPP Member Carolynn Abst featured in SF Chronicle, January 3.
- WIPP National Partner Gloria Larkin featured on PR-USA.net, January 3.
- Tina Baker, WIPP National Founding Partner of the Month January.

WIPP Staff

Barbara Kasoff

WIPP President and CEO

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Barbara Kasoff is President and Co-Founder of Women Impacting Public Policy, Inc. (WIPP), a nonpartisan public policy advocacy organization advocating on economic issues, with nearly a million women business owners including 58 small business organizations. WIPP was founded in June of 2001.



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 and minorities in business in particular. She continues this work nationally and internationally as WIPP's President, educating and advocating on the important policy issues that affect their business growth and health, and allow them to continue to create jobs and fuel the nation's economy. 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 currently serves 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, and has been appointed to Key Bank's Key4Women National Advisory Board and AT&T's Women Entrepreneurs' Forum. In 2011 Barbara served as a delegate for the United States at the Asia-Pacific Economic Cooperation Forum (APEC).

Ann Sullivan

President, Madison Services Group; WIPP Government Relations

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Ann brings many years of government relations experience in the United States Senate and the House of Representatives, serving in key advisory roles. Her expertise includes small business policy, federal procurement, healthcare, access to capital and tax issues. She represents many small business organizations with a particular focus on women and entrepreneurs in underserved communities. In the corporate sector, Ann represented the Fortune 500 natural gas pipelines for the leading natural gas pipeline association in the United States and was at the forefront of government deregulation of the energy industry. She serves on James Madison University's STEM-HHS Advisory Council.



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