

2012

Annual Activity Report



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WIPP Mission Statement

The Voice for Women in Business in our Nation's Capital, Women Impacting Public Policy, Inc. (WIPP) is a national nonpartisan public policy organization that advocates for and on behalf of women and minorities in business in the legislative processes of our nation, creating economic opportunities and building bridges and alliances to other small business organizations. Through WIPP, our collective voice makes a powerful impact on Capitol Hill and with the Administration.



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 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

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 sends out Action Alert and Letter of Support to the Senate Committee on Small Business and Entrepreneurship on contracting provisions passed in the House National Defense Authorization Act and those contained in the SUCCESS Act (S. 3442), October 26.
- WIPP signs on to a group letter in support of the Business Activity Tax Simplification Act, February 29.
- WIPP sends letters of support for S. 2050, the Small Business Tax Extenders Act, February 14.

Meetings and Speaking Engagements

- WIPP participates in the House Small Business Committee hearing, "U.S. Trade Strategy: What's Next for Small Business Exporters?" May 16.
- WIPP participates in the White House Briefing Call on Tax Day and the Buffet Rule, April 11.
- WIPP participates in the Office of Management and Budget White House Budget Update call. April 5.
- WIPP attends the Senate Small Business Committee review of the FY 2013 Budget Request for the Small Business Administration. March 29.
- WIPP attends the House Small Business Committee hearing, "Large and Small Businesses: How Partnerships Can Promote Job Growth." March 28.
- WIPP hosts a meeting of its Economy Committee. March 27.
- WIPP attended the House Small Business Committee hearing, "A Job Creation Roadmap: How America's Entrepreneurs Can Lead Our Economic Recovery." March 21.
- WIPP testifies before Democratic Senate hearing on job creation and women's economic empowerment. March 21.
- WIPP attends the webinar, Small Business Perspective: National Polling on the State of the Economy. March 15.
- WIPP attends the House Small Business Committee markup of the SBA's FY12 Budget. March 7.
- WIPP participates in a conference call by the White House Council of Economic Advisors regarding greater workplace flexibility in the economy of the future. February 23.
- WIPP participates in a White House conference call regarding the President's proposed budget for FY13. February 13.
- WIPP participates in the White House conference call, "Start-Up America Agenda." February 3.
- WIPP participates in the White House conference call, "The State of Women in the Union." January 30.
- WIPP participates in a White House Update conference call regarding the highlights of the State of the Union speech. January 25.
- WIPP participates in a White House conference call regarding the President's plan to consolidate government business departments. January 13.
- WIPP attends pre-State of the Union Speech Listening Session. January 10.
- WIPP attends the Urban Economic Forum: Los Angeles, CA, March 22.
- WIPP Member, Denise Farris, attends White House Urban Economic Forum in Kansas City, May 8

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 Action Alert on Looming Fiscal Cliff sent out to members, November 12.
- WIPP hosts Panel on Regulations Affecting Small Businesses in conjunction with the National Association of Women Business Owners, November 7.
- WIPP sends out insider's view of the Transaction Account Guarantee program's looming expiration, October 17.
- WIPP sends the IRS a letter on notice 2012-40 regarding Flexible Spending Accounts, August 16.
- WIPP attends Senate Finance Committee Markup of Family and Business Tax Cut Certainty Act of 2012, August 2.
- WIPP Testifies before the House Small Business Committee Subcommittee during a hearing, entitled "Tales of Resilience: Small Business Survival in the Recession" July 25.
- WIPP attends Senate Special Committee on Aging hearing, entitled "Women's Retirement Security" July 25.
- WIPP is featured in *The Hill* as a supporter of the JOBS Act and urging the President to sign it into law, April 3.
- WIPP submits a letter in support of H.R. 3606, the Jumpstart Our Business Startups (JOBS) Act, March 16.
- WIPP sends a letter of support for S. 2136, which amends the Small Business Investment Company (SBIC) program to raise the amount of SBIC debt the Small Business Administration (SBA) can guarantee from \$3 billion to \$4 billion, March 5.
- WIPP signs on to a group letter in support of HR 2930, the Entrepreneurs Access to Capital Act, February 29.

Education

- Women Accessing Capital 155: Averting Disaster When Unexpected Health Crises Strike. Course Instructor: Janet Amirault, CEO, Software Consortium. December 4.
- WIPP hosts policy webinar, entitled "Fiscal Cliff - What You Need to Know". Course Instructor: Ann Sullivan, WIPP Government Relations. November 27.
- WAC 115: Smart Steps to Launch Your Own Business with a Small Amount of Capital. Course Instructor: Camille Gaines, Founder/CEO, Financial Woman. October 9.
- WIPP Hosts White House Briefing: How Tax and Budgetary Changes Will Affect Your Business. August 21.
- WAC 190: Business Strategic Planning. Course Instructor: Michelle Dolberry-Thompson, President of EMDO Enterprises and WIPP Director of Strategic Initiatives. May 17.

- WAC 131: Improving Cash Flow with Strategies for Increasing Income. Course Instructor: Camille Gaines, Founder/CEO, Financial Woman. April 24.
- WIPP hosts a meeting of its Access to Capital Committee, March 27.
- WAC and the Healthcare Committee co-host the webinar, Making Exchanges Work for Small Business, March 22.
- WIPP attended the House Small Business Committee markup of the SBA's FY12 budget, March 7.
- WAC 175: Financial Priorities for You and Your Business. Course Instructor: Nicolina Stewart, CPA, PFS, CLU, ChFC, President and CEO, Capital Management Advisors. March 6.
- WAC 150: Increasing Financial Health – The 5 Steps to Grow Your Money. Course Instructor: Camille Gaines, Founder/CEO, Financial Woman. February 21.
- WAC and GM5 Special Presentation: Successful Contract Financing. Course Moderator: Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC. Course Panelists: Bridget Bean, SBA DC District Director; Kwesi Rogers, President, Federal National Payables, Inc.; Dean Nordlinger, Counsel, PilieroMazza; Arya Parvizi, Vice President, M&T Bank. January 18.

Meetings and Speaking Engagements

- WIPP Hosts WAC: Overcoming the Psychology of “Small”: Kansas City, MO, October 16.
- WIPP attends Bipartisan Policy Center event “Transportation and Regional Plan Association” June 28.
- WIPP participates in Senate Briefing Call on The Small Business Jobs and Tax Relief Act of 2012, June 27.
- WIPP attends House Small Business Committee hearing, entitled “Small Business Lending: Perspectives from the Private Sector”, June 21.
- WIPP attends Full House Appropriations Committee markup of FY2013 Financial Services and General Government Appropriations Bill, June 20.
- WIPP attends Milken Institute Roundtable Discussion, entitled “Women Entrepreneurs: Innovative Approaches to Financing New Businesses” with SBA Administrator Karen Mills, June 18.
- WIPP attends Full Senate Appropriations Committee markup of FY2013 Financial Services and General Government Appropriations Bill, June 14.
- WIPP attends Webinar on Consumer Financial Protection Bureau (CFPB) with CFPB Director Richard Cordray, June 13.
- WIPP attends Senate Appropriations Committee Subcommittee on Financial Services and General Government markup of FY2013 Appropriations Bill, June 12.
- WIPP attends Bipartisan Policy Center event entitled “The Tax Piece of the Debt Puzzle”, June 11.
- WIPP attends House Small Business Committee hearing, entitled “SBA’s Management of its Capital Access Programs”, June 6.
- WIPP attends House Appropriations Committee Subcommittee on Financial Services and General Government markup of FY2013 Appropriations Bill, June 6.
- WIPP participates in White House Conference Call on Equal Pay legislation, June 4.
- WIPP attends White House Briefing on the Budget, May 23.
- WIPP attends House Small Business Committee hearing, entitled “U.S. Trade Strategy: What’s Next for Small Business Exporters?” May 16.
- WIPP participates in Senate Town hall Briefing on the Export-Import Bank Reauthorization Act, May 15.
- WIPP attends CrowdCheck’s Crowdfunding Conference, May 14.
- WIPP attends House Small Business Committee hearing entitled, “The Tax Outlook for Small Businesses: What’s on the Horizon?” April 18.
- WIPP attends House Committee on Education and the Workforce hearing on the Workforce Investment Improvement Act of 2012, April 17.
- WIPP participates in White House Conference call, “Tax Day and the Buffett Rule”, April 11.
- WIPP participates in a White House Briefing call on the JOBS Act, April 9.
- WIPP Attends White House Budget Update briefing, April 4.
- WIPP to host Access To Capital: Networking, Policy and More Meeting in Kansas City, October 16

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

- WIPP presents a meeting of its Procurement Committee, December 13
- Give Me 5 137: Certifications – Which one is Right for my Business? Course Instructor: Lourdes Martin Rosa, President, Government Business Solutions. Wednesday, December 12
- Give Me 5 130: How to Certify for the WOSB Federal Contract Program. Course Instructor: Angela Dingle, President, Ex Nihilo LLC. Wednesday, November 28.
- Give Me 5 136: Establish Your Brand as an Asset that Fuels Growth. Course Instructor: Beth Goldstein, President, Marketing Edge. Wednesday, November 14.
- Give Me 5 162: Writing Successful Proposals. Course Instructor: Barbara English, President, English Solutions. Wednesday, November 7.
- WIPP presents a meeting of its Procurement Committee, November 1
- Give Me 5 144: Attributes of an Adequate Accounting System. Course Instructor: Hope Lane, Partner, Aronson LLC. Wednesday, October 31.
- Give Me 5 370: Planning for FY 2013 DOD Business Opportunities. Course Instructor: Gloria Larkin, President, TargetGov. Wednesday, October 10.
- Give Me 5 135: Marketing Tools and Strategies - Determining Your Top Five Agencies for Contracts. Course Instructor: Barbara English, President, English Solutions. Wednesday, September 26.
- WIPP presents a meeting of its Procurement Committee, September 13.
- Give Me 5 190: Capability Statements – Do's and Don'ts for Success. Course Instructor: Gloria Larkin, President, TargetGov. Wednesday, September 12.
- Give Me 5 318: Marketing Your Company to Prime Contractors. Course Instructor: Brenda Dilts, Small Business Liaison, ARINC. Wednesday, August 22.
- Give Me 5 404: Doing Business with the Department of Interior. Course Instructor: Chanelle Williams, Small Business Specialist, US Department of the Interior OSDBU. Thursday, June 28.
- Give Me 5 143: Bid Protests in Today's Government Contract Environment. Dona Story, President, GOVtips.biz. Wednesday, June 21.
- Give Me 5 222: Joint Venture Agreements. Course Instructor: Patricia A. Meagher, Attorney, Rogers Joseph O'Donnell. Wednesday, June 13.
- Give Me 5 219: How to Respond to Sources Sought Notices and Requests for Information. Course Instructor: Gloria Larkin, President, TargetGov. Wednesday, June 6.
- Give Me 5 142: The Importance of Past Performance. Course Instructors: Jennifer Bisceglie, President, Interos Solutions and LaVern Jackson, President/CEO, Joint Logistics Managers. Wednesday, May 30.
- Give Me 5 132: The 90 F.A.R. Clauses You Need to Know. Course Instructor: Barbara English, President, English Solutions. Wednesday, May 23.
- Give Me 5 150: Introduction to the WOSB Federal Contracting Program. Course Instructor: Ann Sullivan, WIPP Government Relations. Wednesday, May 15.
- Give Me 5 190: Understanding the 8(a) Program. Course Instructor: Gloria Larkin, President, TargetGov. Wednesday, May 9.
- WIPP holds a meeting of its Procurement Committee featuring the GSA, May 8.

- Give Me 5 129: How to Write Successful Proposals (Part 3). ". Course Instructor: Barbara English, President, English Solutions. May 3
- Give Me 5 129: How to Write Successful Proposals (Part 2). ". Course Instructor: Barbara English, President, English Solutions. April 10
- Give Me 5 131: Using your WOSB Certification to Win Contracts. Course Instructor: Gloria Larkin, President, TargetGov. Wednesday, April 4.
- Give Me 5 129: How to Write Successful Proposals (Part 1). ". Course Instructor: Barbara English, President, English Solutions. March 28.
- Give Me 5 101: Introduction to Federal Procurement and a guide to Central Contractor Registration. Wednesday, March 21.
- Give Me 5 Training 303 – Pitfalls to Growth – What’s Keeping you from Winning Contracts (Part B). Course Instructor: Michelle Hoffman, CPA, Hoffman CFO Consulting. Wednesday, March 14.
- Give Me 5 317: “Demystifying Security Clearances.” Course Instructor: Terry Burks, Federal Security Officer, Interos Solutions, Inc. Thursday, March 8, 2012.
- WIPP presents a meeting of its Procurement Committee, March 15.
- Give Me 5 106: Does the Government Buy What I Sell? Course Instructor: Doña Storey, President, GOVtips,LLC. Wednesday, March 7, 2012
- Give Me 5 Training: Intro to Teaming. Course Instructors: Michelle Thompson-Dolberry, President, EMDO Enterprises and WIPP Director of Strategic Initiatives and Denise Rodriguez-Lopez, Esq. President & CEO, The KMJ Company. Wednesday, February 22, 2012
- GM5 Training: "Building OSDBU Relationships". Course Instructor: Jennifer Bisceglie, President, Interos Solutions, Inc. Wednesday, February 22, 2012
- GM5 Training: Give Me 5 180: "A Government Contracting Success Story". Course Instructor: Barbara English, President, English Solutions, INC and featuring Hester Clark, President, The Hester Group
- WIPP presents a meeting of the Procurement Committee, February 2.
- GM5 Training 303: Pitfalls to Growth – What’s Keeping you from Winning Contracts. Course Instructor: Catherine Giordano, President & CEO, Knowledge Information Solutions, Inc., February 1.
- GM5 Training 171: Leveraging Relationships to Drive Your Federal Contracting Goals. Course Instructor: Mary Sheetz, Principal/CEO, Consulting Concepts & Innovations, January 26.
- GM5 and WAC Special Presentation: Successful Contract Financing. Course Moderator: Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC. Course Panelists: Bridget Bean, SBA DC District Director; Kwesi Rogers, President, Federal National Payables, Inc.; Dean Nordlinger, Counsel, PilieroMazza; Arya Parvizi, Vice President, M&T Bank. January 18.
- GM5 Training 119: Business Development for Federal Contracting. Course Instructor: Lisa Firestone, MHSA, President, Managed Care Advisors, Inc. January 11.

Meetings and Speaking Engagements

- WIPP Speaks at WBDC Breakfast, Stamford, CT November 15.
- WIPP Speaks at NAWBO Meeting, San Francisco, CA. November 8
- WIPP Speaks at NAWBO Meeting, Wahington DC. November 8
- Department of Defense WOSB Opportunity Forum. Alexandra, VA, October 24.
- WIPP Speaks at APEC Conference, November 6
- WIPP Speaks at Army Small Business Meeting, Washington, DC, August 2.
- WIPP attends WBENC Conference and Trade Show, Orlando, FL, June 19-21
- WIPP speaks at White House Urban Economic Summit, Kansas City, MO May 8.
- WIPP speaks at the GovConNet 2012 Federal Procurement Conference, Rockville , MD, Thursday ,May 3.
- WIPP attends the OSDBU conference, Washington D.C. April 19.
- WIPP speaks at Holland and Knight, Washington, D.C. Friday April 13.
- WOSB Opportunity Forum. The Department of State. Washington DC. April 2, 2012.
- WIPP participates in the Small Business Government Contracting Conference Call for SBA Stakeholders,

April 5.

- WIPP Speaks at Hampton Roads Small Business Development Center, March 28.
- White House/SBA Urban Economic Forum. March 22.
- WIPP attends the House Small Business Committee markup of small business procurement reform legislation, March 22.
- GM5 attends Enterprising Women Magazine Conference, Fort Lauderdale, FL, March 12-13.
- WIPP attends House Small Business Committee markup of small business procurement reform legislation, March 7.
- WIPP participates in the SBA's Small Business Government Contracting Stakeholder Call, March 1.
- GM5 Attends "Business Matchmaking", Santa Clara, California. February 23.
- WIPP attends OSDDBU Directors' Interagency Council Meeting. February 16.
- WIPP submits comments to the SBA regarding an interim rule affecting the WOSB federal contracting program, February 13.
- WIPP speaks at Board of Directors of WISE (Women's Initiative for Self Employment), February 4.
- WIPP attends round table discussion in the House Small Business Committee for the Contracting Working Group, January 23.
- WIPP submits comments to the Small Business Administration regarding a rule on Small Business Subcontracting, January 6.

Advocacy

- WIPP organizes and sends letter to NDAA Conferees supporting WOSB reforms, December 10.
- WIPP Submits Letter to support WOSB Provisions in the 2013 NDAA, December 4.
- WIPP Submits Comments on proposed changes to Department of Transportation's Disadvantaged Business Enterprise Program, December 13
- WIPP member Rebecca Boenigk testifies before the House Small Business Committee, Subcommittee on Contracting and the Workforce hearing, entitled "Unlocking Opportunities: Recidivism versus Fair Competition in Federal Contracting", June 28.
- WIPP submits a letter of support for the nomination of Joe Jordan for Administrator of the Office of Federal Procurement Policy, April 9.
- WIPP organizes a grassroots action alert initiative to urge Senators to sign on as a co-sponsor to the Fairness in Women Owned Small Business Federal Contracting Act, March 8.
- WIPP releases press release in support of the Fairness in Women Owned Small Business Federal Contracting Act, March 7.
- WIPP submits letter of support to Senators Snowe and Gillibrand regarding S. 2172, the Fairness in Women Owned Small Business Federal Contracting Act, February 29.
- WIPP organizes group letter of support for legislation to reform small business federal contracting, February 23.

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**

Advocacy

- WIPP submits a letter to Senate leadership in opposition to an amendment that would loosen restrictions on the import of foreign prescription drugs, May 21.

Meetings and Speaking Engagements

- Healthcare Committee Special Presentation: The Affordable Care Act and Your Small Business. September 11.
- Healthcare Committee Meeting: What's Ahead in Health Reform – Preparing the Next 6 Months. Course Instructor: Susan Shargel, President, Shargel & Co. Insurance Services. August 2.
- Healthcare Committee Teleconference. August 1.
- WIPP attends a House Ways and Means Committee hearing entitled, "Implementation of Health Insurance Exchanges and Related Provisions" September 12.
- WIPP attends House Ways and Means Committee hearing, entitled "Internal Revenue Service's Implementation and Administration of the Democrats' Health Care Law" September 11.
- Health Care Committee Special Presentation: Preparing for the Next 6 Months. Course Instructor: Susan Shargel, President, Shargel & Co. August 2.
- Migraine Awareness Live Chat – WIPP and Pfizer, June 7.
- WIPP presents the webinar, Making Health Insurance Exchanges Work for Small Business, March 22.
- WIPP Hosts A Celebration of International Women's Day in Las Vegas, March 8.
- WIPP presents the webinar, Overview of the Healthcare Law: Important Information Every Business Owner Should Know, February 28.
- WIPP participates in a White House Update conference call regarding women's healthcare issues, February 10.

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

Education

- E3 Training 117: Efficiency and Sustainability - Energy Resource Conservation Solutions, May 10.
- E3 Training 111: Sustainability in Procurement – Presented by the GSA, April 12.
- E3 Training 150: Funding Opportunities Through the SBA’s Small Business Innovation Research Program, March 8.
- E3 Training 125: Energy Trends – What to Expect in 2012 and Beyond. Course Instructor: Allison Williams, Senior Energy and Environment Analyst, Bloomberg Government, January 26.

Meetings and Speaking Engagements

- WIPP attends the House Small Business Committee hearing entitled, “Running on Empty: The Effects of High Gasoline Prices on Small Businesses”. May 9.
- WIPP attends Government Executive’s Government Business Council webinar, "Competing Priorities: Can Defense and Civilian Agencies Afford Energy Efficiency?" April 5.
- DOE HQ Small Business Office Small Business Advocacy Group Listening Session, March 9.

Export

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.



Education and Advocacy

- Export 101: A Focus on Women-Owned Business. Course Instructor: Ashley Zeulke, Special Assistant for Export Policy, Promotion and Strategy, International Trade Administration, U.S. Department of Commerce. October 17.
- Export 102: The Small Business Administration: Your Guide to Exporting. Course Administrator: Dario Gomez, Associate Administrator for International Trade, U.S. Small Business Administration, December 13.

Meetings and Speaking Engagements

- WIPP announces export program at Clinton Global Initiative America. June 20.

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 Office of Public Engagement conference Update Call, November 14.
- WIPP participates on White House Office of Public Engagement Briefing Call, August 21.

Education

- WATT Training 180: Making Pinterest Relevant for Your Business. Course Instructor: Marisa Smith, President/Founder, The Whole Brain Group. September 25
- WATT Special Presentation: Texting and Driving – What Your Business Needs to Know. Course Instructor: Andrea Brands, Director of Consumer Safety and Education, AT&T. September 18.
- WIPP submitted letters of support regarding H.R. 3179, the Marketplace Equity Act. May 15.
- WATT Training 155: How to Increase Audience Engagement. Course Instructor: Elaine Starling, President, Starling Media Services, Inc. April 26.
- WATT Training 142: Total Email Domination – Get Control of Your Inbox. Course Instructor: Marisa Smith, President/Founder, The Whole Brain Group. March 20.
- WATT Training 110: Free and Low-Cost Cloud Solutions for Your Business. Course Instructor: Joy Spicer, President/CEO, Elegrity Inc. February 23.
- WATT Training 172: LinkedIn – Beyond the Basics for Your Business. Course Instructor: Marisa Smith, President/Founder, The Whole Brain Group. January 17.

Meetings and Speaking Engagements

- WIPP attends the House Small Business Committee hearing, “Broadband: A Catalyst for Small Business Growth,” February 15
- WIPP attends Facebook For Your Business, Palo Alto, CA, January 19.
- WIPP attends Environmental Protection Agency webinar demonstrating its Greenhouse Gas Data Publication Tool, January 12.
- WIPP Educational Meeting – KC, MO OCT 16.

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 Research Review – The State of Women-Owned Business Report 2012, June 5.
- WIPP attends House Small Business Committee hearing, entitled “Is FMCSA CSA Program Driving Small Business Off the Road?”, July 11.
- 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 Senate Small Business and Entrepreneurship Committee hearing, entitled “Creating Jobs and Growing the Economy: Legislative Proposals to Strengthen the Entrepreneurial Ecosystem” and submits WIPP Testimony for the record, November 29.
- WIPP attends House Small Business Committee hearing, entitled “Sequestration: The Threat to Small Businesses, Jobs, and the Industrial Base” September 20.
- WIPP attends House Small Business Committee hearing, entitled “Is FMCSA CSA Program Driving Small Business Off the Road?” July 11.
- WIPP attends SBA Office of Advocacy’s SBIR Regulatory Roundtable, June 8.
- WIPP attends House Small Business Committee Subcommittee on Contracting and the Workforce hearing, entitled “Scheduling Success? Issues and Opportunities for Small Businesses on the GSA Schedules”, June 7.
- WIPP attends House Committee on Education and the Workforce markup of the Workforce Investment Improvement Act of 2012, June 6.
- WIPP participates on White House Update Call on President’s “To Do List for Congress”, May 18.
- WIPP attends the House Small Business Committee hearing, “The Job Creation Roadmap,” March 22.
- WIPP attends the House Small Business Committee hearing, “The Path to Job Creation: The State of American Small Business,” February 1.

Other

Advocacy

Education

- WIPP Election Year Wrap-Up Webinar. November 13.
- WIPP Migraine Awareness Live Chat. June 7.
- Policy Matters Leadership Teleconference Series – Call 2. Introduction to WIPP PAC. May 8.
- Policy Matters Leadership Teleconference Series – Call 1. Overview of WIPP Board. April 26.
- Building Your Business’ Communication Strategy for a Diverse Population. Course Instructor: Course Instructor: Sheila Thorne, President/CEO, Multicultural Healthcare Marketing Group, LLC. January 19.

Meetings and Speaking Engagements

- WIPP discusses the political priorities of Small Businesses on the Cam Lemmon show, December 18.
- WIPP attends White House Small Business Council Meeting as a member, November 20.
- WIPP President speaks at WBDC Business Breakfast: Stamford, CT, November 15.
- WIPP attends Small Business Administration’s Veteran’s Stakeholders Update Call, November 14.
- WIPP President speaks at APEC “Access to Markets” Forum: Mexico City, November 5-7.
- WIPP attends a briefing at the New Policy Institute entitled, “An In-depth Look at the 2012 Elections”, September 21.
- WIPP attends Senate Committee on Small Business & Entrepreneurship Roundtable discussion, entitled “Closing The Wealth Gap Through The African-American Entrepreneurial Ecosystem”: Washington, DC, September 19.
- WIPP participates in Rep. Schilling (IL-17) Small Business Open House, September 13.
- WIPP presents at 2012 Army Small Business Conference: Washington, DC, August 2.
- WIPP Vice President Jason Lalak interviewed by KTVU Fox News on Small Business Saturday, November 23.
- WIPP attends CPUC 10th Annual Supplier Diversity En Banc: Los Angeles, CA, October 4.
- WIPP President Barbara Kasoff attends PG&E Community Advisory Board Meeting: San Francisco, CA, August 27.
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- WIPP presented at “We Own It Summit” in New York City, June 29.
- WIPP attends Bipartisan Policy Center event entitled “Transportation and Regional Plan Association”, June 28.
- WIPP attends APEC Women and the Economy Working Group: Washington, DC, June 20.
- WIPP attends Bipartisan Policy Center event entitled “The Case for Bipartisanship”, June 6.
- WIPP President Barbara Kasoff sits on The Role of Government Panel at Women in the Economy Conference: Palm Beach, FL, May 2.
- WIPP participates in a Small Business Administration Stakeholder Call, May 2.
- WIPP President Barbara Kasoff attends PG&E Community Advisory Council Meeting: San Francisco, CA, April 19.
- WIPP attends White House Budget Update Briefing: Washington, DC, April 4.
- WIPP participates in a conference call presented by the SBA and the Department of Labor on Women’s History Month for Women Small Business Owners, March 28.
- WIPP President Barbara Kasoff invited to sit on PG&E Community Advisory Council: San Francisco, CA, March 21.

- President Barbara Kasoff speaks at 10th Annual Enterprising Women of the Year Awards: Ft. Lauderdale, FL, March 12-13.
- WIPP participates in a White House conference call regarding Veterans and the FY13 Budget, February 15.
- WIPP participates in a White House conference call regarding Women and the FY13 Budget, February 15.
- WIPP attends White House Urban Economic Forum: New York, NY, February 3.
- WIPP Board Meeting: Tampa, FL, January 25-26.
- WIPP President Barbara Kasoff serves on panel at Women2.0, Astia, 85Broads, WIPP and NAWBO Startup and Entrepreneurship Event: San Francisco, CA, January 23.
- WIPP participates on a conference call with the White House regarding the appointment of the new Director of Domestic Policy Counsel, Jan 10.

WIPP Meetings

- WIPP co-hosts National Women’s Business Council (NWBC) “Collective Voices” Series at the U.S. Small Business Administration, October 18.
- WIPP and SBEC Small Business Policy Luncheon – DNC – Charlotte, NC, September 5.
- WIPP Coordinates Congressional Small Business Saturday Efforts, including House and Senate Resolutions. September 1.
- SBEC and WIPP Celebration of American Entrepreneurship Luncheon – RNC – Tampa, FL, August 28.
- WIPP PAC Reception: Washington, DC, July 19.
- WIPP Annual Leadership Meeting: Washington, DC, July 18-19.
- WIPP co-hosts Small Business Administration’s 2012 National Small Business Week, May 20-26.
- WIPP hosts Looking Ahead, Healthcare Policy, the 2012 Election, Trends and Business Opportunities: Las Vegas, NV, March 8.
- WIPP hosts Politics and Your Business: Why Women Should Be More Politically Aware: Ann Arbor, MI, February 2.

WIPP Member Awards, Speaking Engagements & Appointments

- WIPP Members Tina Baker and Lisa Adeboye spoke at 74th Annual National Foundation of Women Legislatures Conference, November 15-19.
- Nancy Quarles, WIPP National Founding Partner of the Month, November.
- Denis E. Farris, Esq., WIPP National Founding Partner of the Month, October.
- Lori Alexander, WIPP National Partner of the Month, September.
- Cidalia Luis-Akbar, WIPP National Partner of the Month, August.
- Janet Amirault, WIPP National Partner of the Month, July.
- Patricia Meagher, WIPP National Partner of the Month, June.
- Silvia Park, WIPP National Founding Partner of the Month, May.
- Georgia Berner, WIPP National Founding Partner of the Month, April.
- Amber Peebles, WIPP National Founding Partner of the Month, March.
- Marion Bonhomme-Knox, WIPP National Founding Partner of the Month, February
- Leeanna Roman, WIPP National Founding Partner of the Month, January.

WIPP Staff

Barbara Kasoff
WIPP President and CEO
bkasoff@wipp.org



Barbara Kasoff is the President and Co-Founder of Women Impacting Public Policy, Inc., a non-profit, nonpartisan public policy advocacy organization with over a million members including 67 business organizations, educating and advocating on economic issues for women in business.

Other companies that she has owned and managed are Voice-Tel of Michigan, the fourth largest voice messaging company in the United States, Voice-Tel of Central Michigan, and Voice Response Corporation, a telemarketing and database marketing company. Barbara also opened and developed Voice-Tel of Australia, a company with 11 offices throughout Australia and New Zealand for the Voice-Tel franchisor. Prior to becoming a business owner, Barbara previously served as Vice President of Customer Service and Senior Vice President of Research and Software Development for World Computer Corporation in Michigan for ten years where her team designed and installed new financial services software for credit unions. Altogether, she has been a business owner and corporate executive for 20 years, and has successfully sold 3 of her companies.

For many years, Barbara has been an active supporter for small businesses, and women and minorities in business in particular. She continues this work both nationally and internationally. She has linked together thousands of small business owners with her voice messaging network, enabling them to communicate directly with one another to improve their businesses, learn of programs, opportunities and appointments in the communities, improve the climate of entrepreneurship, and play a part in public policy making. Her efforts to unite various organizations, has enabled small business owners to share information with each other, learn from one another, and become better informed in economic and political issues. Barbara speaks nationally and internationally on issues concerning leadership and advocacy for business women.

Barbara recently completed a term 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 serves on 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).

In addition, Barbara currently serves 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 as simple as doing business next door. She is also 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 has previously served as President of The National Association of Business Owners in Detroit, Vice President of Public Policy for the national *NAWBO* organization, Secretary for National Women Business Owners Corporation, the Board of Directors for SCORE and on various community Boards, including: Detroit Edison Community Relations Board, Forgotten Harvest, International Institute and Majority Business Initiative. She has helped develop new and closer relationships with the *US Small Business Administration*, Women Business Development Centers, and local, national and international corporate leaders. 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 was the recipient of the State of Michigan Women in Business Advocate of the Year in 1995.

Ann Sullivan
President, Madison Services Group;
WIPP Government Relations
asullivan@madisonservicesgroup.com

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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WIPP Board of Directors

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open	Energy & Environment Issue Committee – Co-Chair
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Denise Ferris	At Large
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Barbara Kasoff, Women Impacting Public Policy