

# 2010 Annual Activity Report

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### Special points of interest:

- WIPP was founded in June of 2001.
- The organization represents over half a million members and 51 business organizations.
- WIPP strictly adheres to being a nonpartisan organization that educates and advocates on behalf of women and minorities in business.

## WIPP MISSION STATEMENT

The Voice for Women in Business in our Nation's Capital, Women Impacting Public Policy, Inc. (WIPP) is a national non-partisan 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.



**WIPP Members at the 2010 Annual SCORE Awards Ceremony**

## WIPP NONPARTISAN POLICY

WIPP is a nonpartisan organization which educates and advocates on behalf of women and minorities in business. 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 and minority-owned businesses, opening up federal procurement policies for small businesses, on the implementation of well-established federal law which seeks to encourage women and minorities in the marketplace, tax policies, energy, telecommunications, 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, and 49 coalition partner organizations— 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

# Economic Blueprint

*Powered by WIPP*

**The Women Business Owners' Platform for Growth**

## *A Call To Action*

**Six Economic Areas Essential To Women-Owned Business Growth:**

**Healthcare**

**Procurement**

**Taxes**

**Access to Capital**

**Energy**

**Telecommunications**



*The women's business community has come together, united in purpose and with shared aspirations, to present the economic principles that allow small businesses to flourish in a global market. Intricately linked, entrepreneurship and women foster economic independence and growth.*

*Inclusion of our expectations, expressed in this Blueprint, in future public policy formation will help ensure that our democracy represents all of its citizens.*

*"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 all of us 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 tax, healthcare, telecommunications, energy 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

*"The Economic Blueprint spells out the public policy expectations and legislative issues that directly impacts the women's business community. It is a wake up call to our elected officials that women business owners are a powerful constituency, a formidable voting bloc and an economic force that demands to be heard."*

~ Lynne Marie Finn

WIPP National Partner and Chair, Economic Blueprint  
President/CEO, Superior Staff Resources, Inc.

## ISSUES

### *Healthcare*

Nearly 63 % of all uninsured workers are either self-employed or working in private-sector firms with fewer than 100 employees. The SBA Office of Advocacy research shows that insurers of small health plans have higher administrative expenses than larger health plans. 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 Businesses**
- 2) **Cost Containment Measures Must Address Increased Healthcare Costs**

#### • **Advocacy**

- ◇ WIPP issues press release “WIPP Secures Victory—Small Business Bill Passes House”, September 23.
- ◇ WIPP issues press release “WIPP Claims Victory: Small business Legislation Passes”, September 16.
- ◇ WIPP issues statement: “WIPP Expresses Disappointment Over Failure to Repeal 1099 Requirement”, September 14.
- ◇ WIPP issues press release “WIPP Continues to Fight for Small Businesses Despite Bill Failure”, August 16.
- ◇ WIPP issues Action Alert to Tell Senators to Support Crucial Legislation for Small Business, August 2.
- ◇ WIPP issues letter of support to U.S. Senate on H.R. 5297, the Small Business Lending Fund Act of 2010, July 28.
- ◇ WIPP issues letter of support for S.3578 to repeal the 1099 \$600 mandate in healthcare law, July 19.
- ◇ WIPP issues press release “WIPP Urges Congress To Enact Legislation Crucial To Small Business”, July 14.
- ◇ WIPP launches Action Alert in support of Small Businesses Healthcare Reforms, March 19.
- ◇ WIPP launches Action Alert in support of Small Businesses Healthcare Reforms, February 23.
- ◇ WIPP participates on White House Call on Healthcare Insurance Reform: A Discussion of the State of the Union, January 21.

#### • **Outreach**

- ◇ Nationwide Instant Impact Team Teleconference, February 11.
- ◇ Detroit, MI Instant Impact Team Meeting, February 11.
- ◇ ABQ/Santa Fe, NM Instant Impact Team Meeting, February 11.

*We are more than half a million women business owners throughout America. We are successful leaders in our communities and visionaries who are trailblazers in policy and politics.*

*We have within our ranks Republicans, Democrats and independents, liberals, conservatives and every variety of opinion. What we share in common is our focus on economic issues that impact our ability to continue as the economic engine and force in our nation's economy.*

## ISSUES

### *Healthcare* (continued from page 3)

- **Teleconference Meetings**

- ◇ Healthcare Committee, August 12.
- ◇ Healthcare Committee, June 10.
- ◇ Healthcare Committee, April 8.
- ◇ Healthcare Committee, April 1.
- ◇ Healthcare Committee, March 10.
- ◇ Healthcare Committee, February 3.

- **Meetings and Speaking Engagements**

- ◇ WIPP attends White House Signing of the Small Business Jobs Act of 2010, September 27.
- ◇ Pfizer and WIPP meeting with Senator Feinstein—San Diego, CA, August 13.
- ◇ WIPP meets with Senator Boxer's office to discuss Healthcare, August 8.
- ◇ Pfizer: Healthcare: Policy, Trends and Opportunities—Detroit, MI, July 27.
- ◇ Pfizer and WIPP meeting with Congresswoman Blackburn—Memphis, TN, July 15.
- ◇ Pfizer: Healthcare: Policy, Trends and Opportunities—Seattle, WA, July 8.
- ◇ WIPP participates in panel entitled "Decoding Health Care Reform" at WBENC's Annual Conference, June 21.
- ◇ Pfizer: Healthcare: Policy, Trends and Opportunities—San Francisco, CA, June 15.
- ◇ WIPP participates in White House Small Business Healthcare Conference Call, April 16.
- ◇ WIPP participates on SBA Call on Healthcare Reform, March 22.
- ◇ WIPP participates on White House Call on Healthcare Reform, March 22.
- ◇ WIPP participates on White House Call on Healthcare Reform, March 16.
- ◇ WIPP participates on White House Call on Healthcare Reform, March 9.
- ◇ WIPP participates on White House Call on Healthcare Insurance Reform: A Discussion of the State of the Union, January 27.

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*We have within our ranks Republicans, Democrats and independents, liberals, conservatives and every variety of opinion. What we share in common is our focus on economic issues that impact our ability to continue as the economic engine and force in our nation's economy.*

## ISSUES

### **Procurement**

Currently, only 3.68% 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 2009, falling short at 21.895%.

#### **Procurement Principles**

- 1) **Increase Ability of Women-Owned Businesses To Win Federal Contracts by Implementing the Women's Procurement Program (P.L. 106-554)**
- 2) **Unbundle Contracts to Allow Greater Utilization of Small Business**
- 3) **Insourcing Negatively Impacts Small Business**

#### • **Advocacy**

- ◇ WIPP issues press release "WIPP Secures Victory—Small Business Bill Passes House", September 23.
- ◇ WIPP issues press release "WIPP Claims Victory: Small business Legislation Passes", September 16.
- ◇ WIPP issues statement: "WIPP Expresses Disappointment Over Failure to Repeal 1099 Requirement", September 14.
- ◇ WIPP issues press release "WIPP Continues to Fight for Small Businesses Despite Bill Failure", August 16.
- ◇ WIPP issues Letter for Fair Insourcing to Administrator Mills in coalition with The Small Business Alliance for Fair Insourcing (SBAFIST), August 10.
- ◇ WIPP issues Action Alert to Tell Senators to Support Crucial Legislation for Small Business, August 2.
- ◇ WIPP issues letter of support to U.S. Senate on H.R. 5297, the Small Business Lending Fund Act of 2010, July 28.
- ◇ WIPP issues press release "WIPP Urges Congress To Enact Legislation Crucial To Small Business", July 14.
- ◇ WIPP issues letters of support to Sen. Snowe (R-ME) and Sen. Gillibrand (D-NY) on S.3399, the Fairness in Women-Owned Small Business Contracting Act of 2010, May 26.
- ◇ WIPP issues statement on Women's Procurement Program, May 26.
- ◇ WIPP submits comments to SBA regarding SBA's Proposed Women's Procurement Program, May 3.
- ◇ WIPP issues call to action for comment submissions on the Proposed Women's Procurement Program, April 15.
- ◇ WIPP signs coalition letter of Support for S.3190 and H.R.3729, Reinstating Parity Among the Small Business Programs, April 10.
- ◇ WIPP comments on the Proposed Small Business, Small Disadvantaged business, HUB-Zone, and Service Disabled Veteran-Owned Protest and Appeal Regulations, March 30.
- ◇ WIPP issues letters of support to Sen. Landrieu (D-LA), Sen. Snowe (R-ME), and Sen. Durbin (D-IL) on the Small Business Programs Parity Act of 2010, April 1.
- ◇ WIPP issues letter to Senator Landrieu and Senator Snowe in support of the Small Business Contracting Revitalization Act of 2010, March 3.
- ◇ WIPP letter to Senator Snowe in support of the Small Business Contracting Revitalization Act of 2010, March 3.

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*We have within our ranks Republicans, Democrats and independents, liberals, conservatives and every variety of opinion. What we share in common is our focus on economic issues that impact our ability to continue as the economic engine and force in our nation's economy.*



## ISSUES

### *Procurement* (continued from page 5)

- **Advocacy**

- ◇ WIPP releases statement on SBA's Announcement of Women's Procurement Program, March 2.
- ◇ WIPP submits comments to the SBA regarding proposed 8(a) rule changes, January 28.

- **Outreach**

- ◇ Nationwide Instant Impact Team Teleconference, May 20.
- ◇ Instant Impact Team Meetings: Ann Arbor, MI; Atlanta, GA; Chicago, IL; Miami, FL; Northern CA; Princeton, NJ; Seattle, WA, May 20.
- ◇ Ann Arbor, MI Give Me 5 Event in Partnership with Women's Exchange of Washtenaw (WXW), February 12.

- **Teleconference Meetings**

- ◇ Procurement Committee, August 17.
- ◇ Procurement Committee, April 13.
- ◇ Procurement Committee, March 16.
- ◇ Procurement Committee, February 23.
- ◇ Procurement Committee, February 16.
- ◇ Procurement Committee & Give Me 5 Task Force, January 5.

- **Meetings and Speaking Engagements**

- ◇ WIPP attends White House Signing of the Small Business Jobs Act of 2010, September 27.
- ◇ WIPP meets with Senator Feinstein's office to discuss Procurement, August 9.
- ◇ Give Me 5 Regional Event: Orlando, FL, June 29.
- ◇ WIPP attends "Public Meeting on Federal Small Business Contracting" hosted by OMG, SBA, and the Department of Commerce, June 28.
- ◇ WIPP participates in conference call with SBA Administrator Karen Mills, June 18.
- ◇ American Express OPEN: Women's Business Summit, Los Angeles, CA, May 26.
- ◇ WIPP participates on White House Conference Call on access to government contracting opportunities for small businesses, April 26.
- ◇ SBA Train the Trainer—Give Me 5 Federal Procurement, for Women's Research Business Centers, Washington, DC, April 22-23.
- ◇ American Express OPEN Government Contracting Procurement & Networking Event, New York, NY, March 31.
- ◇ Ann Sullivan, WIPP Government Relations, give two presentations on the new Women's Procurement Program to Women's Business Enterprise National Council, March 24.
- ◇ WIPP participates on SBA Call on Procurement, March 22.
- ◇ American Express OPEN: Business Matchmaking, Los Angeles, CA, March 16.
- ◇ "Women, Money and Opportunity" Philadelphia, PA WIPP Regional Meeting, March 9.
- ◇ WIPP attends the markup of S.2989, The Small Business Contracting Act of 2010, March 4.
- ◇ Ann Sullivan, WIPP Government Relations, attends White House briefing on Proposed SBA Women Owned Small Business Procurement Rule, March 3.
- ◇ American Express OPEN: Women's Business Summit, Houston, TX, February 17-18.

## ISSUES

### *Procurement* (continued from page 6)

- **Education**

- ◇ Give Me 5 Advanced Workshop: Responding to an RFP with a Winning Proposal, September 27.
- ◇ Give Me 5 Training 125: Identifying Federal Government Contracting Opportunities. Course Instructor: Barbara English, President/CEO, English Solutions, September 1.
- ◇ Give Me 5 Training 207: Success Strategies in Marketing to the Federal Government. Course Instructor: Catherine Giordano, President/CEO, Knowledge Information Systems, Inc., August 11.
- ◇ Give Me 5 Training 120: Getting Your DUNS Number. Course Instructor: Phyllis Meyer, Director, Partnership Marketing, Dun & Bradstreet, July 28.
- ◇ Give Me 5 Training 221: The Policy Behind the Proposed Women's Procurement Program. Course Instructor: Angelina Barrios, WIPP Small Business Policy Analyst, July 14.
- ◇ Give Me 5 Training 108: Renewing and Developing Your CCR & ORCA Profiles. Course Instructor: Angela Dingle, President, Ex Nihilo Management LLC and WIPP National Partner, July 7.
- ◇ Give Me 5 Training 101: Introduction to Federal Procurement and Central Contractor Registration. Course Instructor: Gloria Larkin, President, TargetGov, June 23.
- ◇ Give Me 5 Training 220: Surety Bond Strategies for Federal Contractors. Course Instructor: Karen Barbour, President, The Barbour Group, LLC, June 9.
- ◇ Give Me 5 Training 212: GSA Schedules Part II. Course Instructor: Courtney Fairchild, President, Global Services. May 24.
- ◇ Give Me 5 Training 313: A Special Panel on Contract Financing for Federal Procurement. Moderator: Pamela J. Mazza, Managing Partner, PilieroMazza, PLLC, May 19.
- ◇ Give Me 5 Training 109: A Guide to Free Resources. Course Instructor: Judy Bradt, Principal & CEO, Summit Insight, May 5.
- ◇ Give Me 5 Training 203: What You Must Have Ready Before You Apply for Government Contracts. Course Instructor: Gloria Larkin, Access to Capital Committee, February 24, April 29.
- ◇ Give Me 5 Training 104: Introduction to the GSA Schedule. Course Instructor: Courtney Fairchild, President, Global Services, April 7.
- ◇ Give Me 5 Training 305: How to Use 8(a) Certification to Your Advantage. Course Instructor: Nancy Goshow, Senior Managing Partner, Goshow Architects, LLP, March 29.
- ◇ Give Me 5 Training 105: Getting Started in the Federal Procurement Marketplace. Course Instructor: Donn Miller-Kermani, Director, Women's Business Center—Florida Institute and Technology, March 24.
- ◇ Give Me 5 Training 301: Planning and Executing a Memorable Agency Capability Briefing. Course Instructor: Gloria Larkin, Co-Chair, Women's Procurement Committee & President, TargetGov, March 17.
- ◇ Give Me 5 Training 217: Business Development and Certification. Course Instructor: Nancy Allen, President & CEO, Women's Business Development Center/ Florida Regional Partner of WBENC, February 25.
- ◇ Give Me 5 Training 102: What's Next After I Register on the CCR? Course Instructor: LaVern Jackson, Co-Chair, WIPP's Procurement Committee & President, Joint Logistics Managers, Inc., February 17.
- ◇ Give Me 5 Training 104: Introduction to the GSA Schedule. Course Instructor: Courtney Fairchild, President, Global Services, and WIPP National Partner, January 26.

## ISSUES

### *Procurement*

- **Education** *(continued from page 6)*
- ◇ Give Me 5 Training 219: How to Respond to Sources Sought Notices and Requests for Information (RFIs). Course Instructor: Gloria Larkin, President, TargetGov and WIPP National Partner, January 20.
- ◇ Give Me 5 Training 108: Renewing and Developing Your CCR & ORCA Profiles. Course Instructor: Angela Dingle, President, Ex Nihilo Management LLC and WIPP National Partner, January 12.

### *Taxes*

*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.*

### Economy Principles

- 1) *Federal Spending Must Be Controlled*
- 2) *Tax Policies Should Be Used to Spur Job Growth*
- 3) *Repeal Burdensome Tax Reporting Requirements for Small Businesses*

- **Advocacy**
- ◇ WIPP issues press release “WIPP Secures Victory—Small Business Bill Passes House”, September 23.
- ◇ WIPP issues press release “WIPP Claims Victory: Small business Legislation Passes”, September 16.
- ◇ WIPP issues statement: “WIPP Expresses Disappointment Over Failure to Repeal 1099 Requirement”, September 14.
- ◇ WIPP issues press release “WIPP Applauds Tax Breaks for Businesses, Concerned with Increased Government Spending”, September 8.
- ◇ WIPP issues press release “WIPP Continues to Fight for Small Businesses Despite Bill Failure”, August 16.
- ◇ WIPP issues Action Alert to Tell Senators to Support Crucial Legislation for Small Business, August 2.
- ◇ WIPP issues letter of support to U.S. Senate on H.R. 5297, the Small Business Lending Fund Act of 2010, July 28.
- ◇ WIPP issues letter of support for S.3578 to repeal the 1099 \$600 mandate in healthcare law, July 19.
- ◇ WIPP issues press release “WIPP Urges Congress To Enact Legislation Crucial To Small Business”, July 14.
- ◇ WIPP testifies before the National Commission on Fiscal Responsibility and Reform, June 30.
- ◇ WIPP signs onto coalition letter supporting the Small Business Paperwork Mandate Elimination Act, May 10.



## ISSUES

### *Taxes* (continued from page 8)

- **Advocacy**

- ◇ WIPP releases statement on Small Business Jobs and Wages Tax Cut, January 29.
- ◇ WIPP signs onto coalition letter supporting Permanent Increase in Direct Expensing Allowance Amounts for Businesses, May 3.
- ◇ WIPP releases summary on the Small Business and Infrastructure Jobs Tax Act of 2010, March 25.

- **Meetings and Speaking Engagements**

- ◇ WIPP attends White House Signing of the Small Business Jobs Act of 2010, September 27.
- ◇ WIPP attends Town Hall Event with President Obama, September 20.
- ◇ Pfizer and WIPP meeting with Senator Feinstein—San Diego, CA, August 13.
- ◇ WIPP meets with Senator Feinstein's office to discuss Taxes, August 9.
- ◇ WIPP attends SBA Tax Roundtable, March 2.
- ◇ WIPP participates on White House Call on Small, Minority & Women Business: A Discussion on the Small Business jobs and Wages Tax Cut, January 29.

## ISSUES

### *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. Yet in recent years, there has been a decrease in women-owned businesses seeking outside capital. Access to capital is a key tool in the start-up and growth of successful small 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%). However, even these larger businesses owned by women lag behind their male counterparts in using commercial credit (56% of women vs. 71% of men).*

### Access to Capital Principles

- 1) *Encourage Investments Through Tax Credits*
- 2) *Increase Government Technical Assistance for Loans*

- **Advocacy**

- ◇ WIPP issues press release “WIPP Secures Victory—Small Business Bill Passes House”, September 23.
- ◇ WIPP issues press release “WIPP Claims Victory: Small business Legislation Passes”, September 16.
- ◇ WIPP issues statement: “WIPP Expresses Disappointment Over Failure to Repeal 1099 Requirement”, September 14.
- ◇ WIPP issues press release “WIPP Continues to Fight for Small Businesses Despite Bill Failure”, August 16.
- ◇ WIPP issues statement in support of the House Introduction of Automatic IRA Legislation, August 11.
- ◇ WIPP issues statement to support the Senate on Automatic IRA Legislation, August 11.
- ◇ WIPP issues Action Alert to Tell Senators to Support Crucial Legislation for Small Business, August 2.
- ◇ WIPP issues letter of support to U.S. Senate on H.R. 5297, the Small Business Lending Fund Act of 2010, July 28.
- ◇ WIPP issues press release “WIPP Urges Congress To Enact Legislation Crucial To Small Business”, July 14.
- ◇ WIPP attends “Progressive Leaders Coffee” with Department of the Treasury Secretary Tim Geithner, June 28.
- ◇ WIPP issues press release for Small Business Protections During Financial Reform, June 23.
- ◇ WIPP signs coalition letter supporting small business access to credit during financial reform, June 22.
- ◇ WIPP attends the Senate Committee on Small Business & Entrepreneurship “The State of Small Business Lending: Identifying Obstacles and Exploring Solutions”, June 8.
- ◇ WIPP signs coalition letter supporting the Small Business Fairness and Regulatory Transparency Amendment, May 11.

## ISSUES

### *Access to Capital* (continued from page 10)

- **Advocacy**

- ◇ WIPP attends the Senate Small Business and Entrepreneurship Committee hearing on Accessing Access: Obstacles and Opportunities for Minority Small Business Owners in Today's Capital Markets, April 19.
- ◇ WIPP announces Women Accessing Capital Program, April 8.

- **Teleconference Meetings**

- ◇ Access to Capital Committee, February 24.

- **Meetings and Speaking Engagements**

- ◇ WIPP attends White House Signing of the Small Business Jobs Act of 2010, September 27.
- ◇ WIPP attends Town Hall Event with President Obama, September 20.
- ◇ WIPP attends White House Meeting on Financial Reform Implementation, September 9.
- ◇ WIPP meets with Senator Feintein's office to discuss Access to Capital, August 9.
- ◇ WIPP meets with Senator Boxer's office to discuss Access to Capital, August 8.
- ◇ WIPP attends White House Meeting on Social Security and the National Deficit, August 3.
- ◇ WIPP participates on White House Financial Regulatory Reform Call, April 9.
- ◇ "Women, Money and Opportunity" WIPP Regional Meeting—Pennsylvania, PA, January 29.

- **Education**

- ◇ Women Accessing Capital Training 345: Mergers and Acquisitions: The Agony and the Ecstasy. Course Instructor: Eric Oganessoff, Managing Director, Focus LLC, September 16.
- ◇ Women Accessing Capital Training 133: Alternative Financing to Manage Cash Flow. Course Instructor: Amy Horn, Executive Vice President, Federal National Payables, Inc., September 8.
- ◇ Women Accessing Capital Training 201: How to Build Your Presentation for the Bank/Investors. Course Instructor: Mary Ellen Hickman, Brand Management and Marketing Strategy, Hickman Consulting Partners, LLC., August 26.
- ◇ Women Accessing Capital Training 285: Your Loan Application was Rejected. What Next. Course Instructor: Sydnee Reghioui, Vice President/Business Development Officer, Eaglebank. July 29.
- ◇ Women Accessing Capital Training 135: New Ways to Fund Your Business: Explore Equipment Leasing. Course Instructor: Terri McNally, President, Global Capital, Ltd., July 19.
- ◇ Women Accessing Capital Training 111: Putting Your Financial Business in Order: Increasing Profitability. Course Instructor: Mary Ellen Hickman, Brand Management and Marketing Strategy, Hickman Consulting Partners, LLC., June 22.
- ◇ Women Accessing Capital Training 255: Financing Your Business: Conventional Financing vs. Investor Cash. Course Instructor: Lucy Benham, Attorney-at-Law, Lucy R. Benham, LLC., June 16.

## ISSUES

### *Access to Capital* (continued from page 11)

- **Education**

- ◇ Women Accessing Capital Training 140: Picking the Right Bank. Course Instructor: Sydnee Reghioui, Vice President/Business Development Officer, EagleBank, June 3.
- ◇ “Understanding Trends and Opinions in Access to Capital in Today’s Marketplace”, June 2.
- ◇ Women Accessing Capital Training 160: How WBA Lending Can Work for You. Course Instructor: Sue Malone, Strategies for Small Business/Director of Marketing, Superior Financial Group, May 25.
- ◇ Women Accessing Capital Training 120: Putting Your Business in Order: Build Your Team. Course Instructor: Nicolina Stewart, President and CEO, Capital Management Advisors, Inc., May 18.
- ◇ Women Accessing Capital Training 110: Putting Your Business in Order: The Business Plan. Course Instructor: Mary Ellen Hickman, Brand Management and Marketing Strategy, Hickman Consulting Partners, LLC., May 4.
- ◇ Women Accessing Capital Training 101: Putting Your Financial House in Order. Course Instructor: Nicolina Stewart, President and CEO, Capital Management Advisors, Inc., April 28.
- ◇ WIPP announces launch of Women Accessing Capital: Women, Money and Opportunity”, Powered by WIPP Series, April 8.

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### *Energy and Environment*

*Small businesses are at the forefront of technological innovations in the areas of energy and environment. As of March 10, 2010, small businesses have been selected to receive nearly \$5.4 billion dollars in funding from the Department of Energy (DoE), including, grants, contracts, loans and loan guarantees, and tax incentives for a variety of energy and environment projects. In addition, nearly 2,800 loans have been awarded to small businesses engaged in renewable energy by the Small Business Administration (SBA) from 2006 to 2009 totaling \$656 million.*

#### Energy Principles

- 1) *A Comprehensive Energy Plan Must Be Adopted*
- 2) *Continue to Provide Research & Development Incentives*
- 3) *Policy Decisions Regarding Greenhouse Gas Reductions Should Be Subject to a Small Business Review*
- 4) *Continue Off-Shore Oil Production, But Ramp Up Enforcement and Disaster Preparedness*

- **Education**

- ◇ E3 Training 177: The Politics of Energy and Climate—How to Win a Bipartisan Solution. Course Instructor: Bill Shireman, President and CEO, Future 500, September 21.
- ◇ E3 Special Series: Offshore Drilling and the Environment. Course Instructor: Andy Radford, Senior Policy Advisor for Offshore Issues, American Petroleum Institute (API), July 15.
- ◇ E3 Training 130: How to Make a Business Sustainable. Course Instructor: Nancy Goshaw, Senior Managing Partner, Goshaw Architects, LLP, June 24.
- ◇ E3 Training 101: Environmental Business Opportunities and Challenges: Course Instructor: Beverly Alkire, Founder and Chief Environmental Office, Green Consultants, June 4.

## ISSUES

### ***Energy and Environment*** (continued from page 12)

- **Advocacy**

- ◇ WIPP issues press release “Entrepreneurs, Energy, and Environment Educates Small Business Owners on Critical Offshore Drilling Policy”, July 15.
- ◇ WIPP announces Entrepreneurs, Energy & Environment (E3) Program, May 19.
- ◇ WIPP participates on SBA Environmental Roundtable Call, March 29.

- **Meetings and Speaking Engagements**

- ◇ WIPP participates on White House Call on Federal Leadership in Environmental, Energy and Economic Performance, September 17.
- ◇ WIPP attends Senate Small Business and Entrepreneurship Committee Hearing on Economic Impacts of the Moratorium on Offshore Drilling, September 16.
- ◇ WIPP attends White House Meeting on Financial Reform Implementation, September 9.
- ◇ WIPP meets with Senator Boxer’s office to discuss Energy & Environment, August 8.
- ◇ WIPP participates on Onvia gBusiness Energy Market Outlook Webinar with ABB Vice President Gary Rackliffe and Zpryme Managing Director Mark Ishac, March 16.
- ◇ WIPP participates on Opening Doors to Opportunities in the Green Economy—Why is Green Good for Women, hosted by the US Department of Labor, Women’s Bureau, March 15.
- ◇ WIPP participates in SBA Environmental Roundtable Meeting , January 29.
- ◇ WIPP participates in White House Energy and Climate Reform Call, January 28.

- **Teleconference Meetings**

- ◇ Energy and Environment Committee, July 1.
- ◇ Energy and Environment Committee, May 7.
- ◇ Energy and Environment Committee, April 29.
- ◇ Energy and Environment Committee, March 4.
- ◇ Energy and Environment Committee, February 25.

## ISSUES

### *Telecommunications/ Technology*

*According to the Federal Communications Commission (FCC), only 4.97% of all television and full-power broadcast radio stations are owned by women. In addition, technology and telecommunications costs are disproportionate to small businesses. Sixty-six (66) percent of small businesses use broadband high-speed Internet access, with 40.7% agreeing that broadband most impacted their business by increasing workplace efficiency.*

#### Telecommunications Principles

- 1) *Increase Women and Minority Media Ownership*
- 2) *Deploy Broadband Service Across the United States*
- 3) *Keep the Internet Accessible to Small Businesses*

#### • **Education**

- ◇ Women and Technology Today Training: Mobile Apps: What's New & How They Help Small Businesses Innovate and Grow. Course Instructor: Walt Rivenbark, AVP Mobility Applications Consulting, Small & Medium Business Markets, AT&T, September 2.
- ◇ Women and Technology Today Training 110: Leveraging Free or Low-Cost Business and Collaboration Solutions. Course Instructor: Joy Spicer, President & CEO, Elegrity, Inc., August 19.
- ◇ Women and Technology Today Training 150: Wireless and Cell Tax. Course Instructor: Trammel Alexander, VP State Tax Policy—South Area, Verizon Communications, July 20.

#### • **Advocacy**

- ◇ WIPP issues press release “WIPP Warns FCC: Additional Regulations Harmful to Broadband Deployment”, July 14.
- ◇ WIPP submits comments to FCC Chairman & Commissioners on Full Deployment of Broadband, July 13.
- ◇ WIPP announces launch of Women and Technology Today (WATT) Program, June 29.
- ◇ WIPP issues press release “Broadband Critical to Small Business Success”, June 25.
- ◇ WIPP issues letter to the White House regarding the national Broadband Plan, June 25.
- ◇ WIPP issues letter to Illinois State Legislators on Senate Bill 107, May 24.
- ◇ WIPP issues letter to Illinois State Legislators on House Bill 6425, April 23.
- ◇ WIPP issues letters to FCC Chairman and Commissioners on GN Docket No. 09-191, Open Internet Notice of Proposed Rulemaking, March 11.
- ◇ WIPP attends Senate Commerce, Science & Transportation Committee Hearing on the National Broadband Plan, April 15.
- ◇ WIPP submits comments to the FCC on Net Neutrality, January 11.

#### • **Meetings and Speaking Engagements**

- ◇ WIPP attends Senate Committee on Commerce, Science & Transportation hearing on “Reviewing the National Broadband Plan”, April 14.
- ◇ WIPP attends AT&T Innovation Center, February 23.



## ISSUES

### *Economy*

*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.*

#### **Economy Principles**

##### **1) Federal Spending Must Be Controlled**

##### **2) Tax Policies Should Be Used to Spur Job Growth**

##### **3) Repeal Burdensome Tax Reporting Requirements for Small Businesses**

- **Advocacy**

- ◇ WIPP issues press release “WIPP Secures Victory—Small Business Bill Passes House”, September 23.
- ◇ WIPP issues press release “WIPP Claims Victory: Small business Legislation Passes”, September 16.
- ◇ WIPP issues statement: “WIPP Expresses Disappointment Over Failure to Repeal 1099 Requirement”, September 14.
- ◇ WIPP issues press release “WIPP Applauds Tax Breaks for Businesses, Concerned with Increased Government Spending”, September 8.
- ◇ WIPP issues press release “WIPP Continues to Fight for Small Businesses Despite Bill Failure”, August 16.
- ◇ WIPP issues Action Alert to Tell Senators to Support Crucial Legislation for Small Business, August 2.
- ◇ WIPP issues letter of support to U.S. Senate on H.R. 5297, the Small Business Lending Fund Act of 2010, July 28.
- ◇ WIPP issues press release “WIPP Urges Congress To Enact Legislation Crucial To Small Business”, July 14.

- **Meetings and Speaking Engagements**

- ◇ WIPP attends White House Signing of the Small Business Jobs Act of 2010, September 27.
- ◇ WIPP attends Town Hall Event with President Obama, September 20.
- ◇ WIPP participates on white House Call on Consumer Protection, September 17.
- ◇ WIPP meets with Senator Feinstein’s office to discuss Economy, August 9.
- ◇ WIPP attends White House Meeting on Social Security and the National Deficit, August 3.
- ◇ WIPP attends House Small business Committee hearing on “Evaluating the Impact of Small Business Trade Policy on Job Creation and Economic Growth”, April 28.
- ◇ WIPP participates on White House Financial Reform Call, April 22.
- ◇ WIPP participates on White House Financial Regulatory Reform Call, April 9.
- ◇ WIPP participates in White House Job Creation and Economic Growth Call, January 28.

## ISSUES

### **Economy** *(continued from page 15)*

- **Meetings and Speaking Engagements**

- ◇ WIPP participates in White House Proposed “Spending Freeze” Call, January 26.
- ◇ WIPP participates in White House Middle Class Task Force Call, January 25.
- ◇ WIPP attends the “President’s Economic Recovery Advisory Board Workforce Development Meeting” for a discussion on workforce development and employment training, January 13.

### **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.*

#### **Economy Principles**

- 1) **Federal Spending Must Be Controlled**
- 2) **Tax Policies Should Be Used to Spur Job Growth**
- 3) **Repeal Burdensome Tax Reporting Requirements for Small Businesses**

- **Meetings and Speaking Engagements**

- ◇ WIPP attends discussion with Assistant Attorney General Thomas Perez (DOJ) to discuss how the Civil Rights Division can best address the needs of the women’s community, January 26.

### **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.*

#### **Economy Principles**

- 1) **Federal Spending Must Be Controlled**
- 2) **Tax Policies Should Be Used to Spur Job Growth**
- 3) **Repeal Burdensome Tax Reporting Requirements for Small Businesses**

- **Meetings and Speaking Engagements**

- ◇ WIPP attends House Small business Committee hearing on “Evaluating the Impact of Small Business Trade Policy on Job Creation and Economic Growth”, April 28.
- ◇ WIPP attends White House meeting to discuss jobs, with a special emphasis on women, January 19.

## WIPP PROGRAMS

### *WIPP Teleconferences*

- WIPP Monthly Membership Call, September 14.
- WIPP Board of Directors Meeting, August 24.
- WIPP Board of Directors Meeting, July 22.
- WIPP Monthly Membership Call, July 13
- WIPP Board of Directors Meeting, June 17.
- WIPP Monthly Membership Call, June 8.
- WIPP Monthly Membership Call, May 11.
- WIPP Monthly Membership Call, April 20.
- WIPP Executive Advisory Board Meeting, April 14.
- WIPP Board of Directors Meeting, April 14.
- WIPP 2010 Speaker Series: Representative Wasserman-Schultz, March 16.
- WIPP Executive Advisory Board Meeting, March 12.
- Instant Impact Team Leaders Call, March 11.
- WIPP Monthly Membership Call, March 1.
- WIPP Board of Directors Meeting, February 24.
- Benefits of WIPP Membership: Use Social Media to Amplify Your Voice and Brand, January 21.
- Republican Small Business Leadership Team Meeting, January 15.
- Democratic Small Business Leadership Team Meeting, January 14.
- WIPP 2010 Speaker Series: Carly Fiorina, January 12.

### *WIPP Meetings*

- WIPP Annual Leadership Conference, Washington, DC, September 27-29.
- WIPP New Mexico Congressional Forum, August 27.
- WIPP presents to All-China Women Federation Delegation, August 24.
- WIPP attends Business Matchmaking Event, San Jose, CA, August 17.
- WIPP attends “Progressive Leaders Coffee” with Department of the Treasury Secretary Tim Geithner, June 28.
- WIPP attends National Small Business Week Breakfast with SBA Administrator Karen Mills, May 26.
- WIPP attends Women’s Policy, Inc. event “Green Training & Employment for Women: Path to Economic Self-Sufficiency?”, May 20.
- WIPP announces new Coalition Partner: Healthy Weight Commitment Foundation, May 19.
- WIPP attends Senate Small Business and Entrepreneurship Committee Confirmation Hearing for Marie Johns, Nominee SBA Deputy Administrator, May 19.
- Barbara Kasoff, WIPP President, keynote speaker at Latina Style Business Series, San Francisco, CA May 13.
- WIPP attends Business Roundtable with former New Mexico Governor Gary Johnson hosted by the Small Business and Entrepreneurship Council, May 11.
- WIPP attends SBA Office of Advocacy Cabinet Meeting with Acting Chief Counsel Susan Walthell, April 29.

*“As an Instant Impact Team Leader, I have the ability to reach legislative officials on issues that affect women small business owners, and make a difference with WIPP’s power in numbers. I have been able to make a difference by educating women business owners on the importance of policy issues locally and nationally.”*

~ Laurie Simon  
WIPP National Partner and  
Instant Impact Team Leader

Founder/CEO, Ombrella  
Consulting, Inc.

## WIPP ACTIVITIES

### *WIPP Meetings (continued from page 18)*

- Barbara Kasoff, WIPP President, interviewed on Navigating Change Radio Talk Show, segment: “You Too Can Do Business with the Government”, April 28.
- WIPP attends meeting with Marie Johns, nominee to serve as SBA’s Deputy Administrator, April 21.
- Barbara Kasoff, WIPP President, interviewed on The People Radio Talk Show, April 6.
- Ann Sullivan, WIPP Government Relations, co-hosts “Legislative and Regulatory Update for Small Business Government Contractors”, April 6.
- Ann Sullivan, WIPP Government Relations, attends White House Economic Briefing, April 1.
- Ann Sullivan, WIPP Government Relations, moderates and presents at WIPP’s Victory and Procurement Conference in New York City, March 31.
- WIPP President Barbara Kasoff and WIPP Government Relations’ Ann Sullivan attended WBENC’s “Salute to Women’s Business Enterprises” Summit, March 25.
- Ann Sullivan, WIPP Government Relations, attends White House Reception honoring Women’s History Month and International Women’s Day, March 8.
- Barbara Kasoff, WIPP President, guest speaker at American Women in Radio & Television Summit Conference: Washington, DC, March 5-6.

## WIPP ACTIVITIES

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

*(continued from page 14)*

- Julie Reiser, WIPP Advocacy Partner, featured in PRNewsWire for Company Made in USA Certified, September 26.
- Terry Neese, WIPP Co-Founder and National Partner, featured in NEWSOK, September 26.
- Leah Brown, WIPP Member, company named in Inc. Magazine's 5000 Fastest Growing Companies' list of the Top 10 Black-Run Companies in the Country, September 25.
- Gloria Larkin, WIPP National Partner, featured in the Daily Record, September 25.
- Nancy Goshow, WIPP National Partner, featured in Crain's New York Business, September 23.
- Susan Solovic, WIPP National Partner, launches new television show: Its Your Biz with Susan Solovic, September 21.
- Karen Barbour and Judy Bradt, WIPP National Partners, selected as the Top 100 MBE Winners for the Mid-Atlantic Region, September 21.
- Nancy Goshow, WIPP National Partner, named to the TIAW World of Difference for 2010., September 9.
- Laurie Simon, WIPP National Partner, featured in Business Wire, September 3.
- LaVern Jackson, WIPP National Partner, feature in Hopewell News, September 1.
- Marisa Smith, WIPP Member, featured in news article, August 19.
- Holli Dorr, WIPP Member, featured in the Los Angeles Times, August 16.
- Georgia Berner, WIPP National Partner, featured in The Pittsburgh Tribune-Review, August 13.
- Mary Schnack, WIPP National Partner, speaks at Vital Voices Training in India, August 5.
- Denise Farris, WIPP National Partner, featured in in Kansas City Star Newspaper, August 5.
- Laurie Simon, WIPP National Partner, named AT&T Regional Innovator of the Year, July 27.
- Francine Manilow, WIPP National Partner, featured in Crain's Chicago Business, July 20.
- Francine Manilow, WIPP National Partner, recipient of the 2010 Entrepreneurial Woman of the Year Award, July 6.
- Dr. Roslyn Blake, WIPP Member, selected as new board member for The Getty House Foundation, July 1.
- Tara Olson, WIPP National Partner, testifies before the National Commission on Fiscal Responsibility and Reform, June 30.
- Loy Sheflott, WIPP National Partner, winner of the Women's Initiative 2009 Women-Owned Business of the Year for Alameda County, June 1.
- Judy Bradt, WIPP National Partner, speaker at Southeast Fairfax Development Corporation, May 20.
- Sharon Hadary, WIPP National Partner, authors article "Why are Women-Owned Firms Smaller than Men-Owned Ones?" featured in Wall Street Journal Business, May 17.
- Gloria Berthold-Larkin, WIPP National Partner, named to the Daily Record's Circle of Excellence, May 14.
- Mary Schnack, WIPP National Partner, panel moderator at Global Summit of Women in China, May 14.

## WIPP ACTIVITIES

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

*(continued from page 20)*

- Nancy Goshow, WIPP National Partner, speaker at AIA Annual Convention, May 13.
- Roxanne Rivera-Wiest, WIPP National Partner, featured in Latina Style “About the Author” article, May 11.
- Gloria Berthold-Larkin, WIPP National Partner, featured in ITB News, May 7.
- Francine Manilow, WIPP National Partner, selected as 2010 Business Woman of the Year for Chicago NAWBO, May 7.
- Laurie Simon, WIPP National Partner, featured in AMEX OPEN article, April 19.
- Michelle Crumm, WIPP National Partner, featured in Ann Arbor.com article, April 12.
- Gloria Berthold Larkin, WIPP National Partner, featured in Business-PR article, April 12.
- Jayne Black, WIPP National Partner, chosen as Mrs. Wisconsin U.S. 2010, April 12.
- Barbara Kasoff, WIPP President, featured in Phoenix Business Journal article, April 12.
- Ceil McCloy, WIPP National Partner, nominated and chosen as recipient of 2009 Women Business Advocate of the Year for NAWBO, April 8.
- Judy Sheppard, WIPP National Partner, honored at “50 Powerful Minority Women in Business” Awards, April 2.
- Gloria Berthold-Larkin, WIPP National Partner, inducted into Circle of Excellence with Third Top 100 Women Award, March 29.
- Mary Schnack, WIPP National Partner, featured in Wall Street Journal, March 29.
- Ann Sullivan, WIPP Government Relations, receives Enterprising Women’s Award in Miami, FL, March 18.
- Gloria Berthold-Larkin, WIPP National Partner, featured in Your Story press release “The NCAAC and TargetGov Help Even the Odds for Small Business Government Procurement Series”, March 17.
- Gloria Berthold-Larkin, WIPP National Partner, featured in 1888 Press Release, March 11
- Mary Schnack, WIPP National Partner, provides International Media Services, March 10.
- Gloria Berthold-Larkin, WIPP National Partner, winner of SBA’s 2010 Maryland Women in Business, March 5.
- Patty DeDominic, WIPP Member, featured in Women’s Radio Network article, March 5.
- Francine Manilow, WIPP National Partner, inducted into the University of Illinois Chicago Entrepreneurship Hall of Fame, February 25.
- WIPP Members: Ann Sullivan, Sylvia Medina, Sharon Evans, Tara Abraham, Lynette Burkhart, Katherin Nukk-Freeman, Suzanne M. Cerra, Gloria Berthold-Larkin, Karen Mapes, Mary Schnack, Catherine Juon, and Sheri Tabor—announced as some of Enterprising Women Magazine 2010 Top Business Owners in North America.
- Gloria Berthold-Larkin, WIPP National Partner, featured in Corporation PR article, February 10.
- Lourdes Martin-Rosa, WIPP Member, featured in January Issue of Costco Connection, February 8.
- WIPP members join world efforts to provide support to Haiti, January 19.
- Denise Farris, WIPP National Partner, featured speaker on a panel for “Certification Simplified” Event, January 18.
- Nancy Goshow, WIPP National Founding Partner, wins Queens Chamber of Commerce Design Award, January 8.



## BARBARA KASOFF WIPP PRESIDENT & CO-FOUNDER



Barbara Kasoff is the President and CEO, and Co-Founder, of Women Impacting Public Policy, Inc.

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. Altogether, she has been a business owner and corporate executive for 20 years, and has successfully sold three of her four 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 was named on October 15, 2007 to the National Women's Business Council for a Federal appointment of a 3 year term. 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.

In addition, 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, SCORE and on various community Boards, including: Detroit Edison Community Relations Board, Forgotten Harvest, International Institute and Majority Business Initiative. Barbara has served on the national Board of Directors of the Women's Leadership Forum for the Democratic National Committee and served as the Small Business Chair for Kerry for President. She has helped develop new and closer relationships with the [\*US Small Business Administration\*](#), Small Business Development Centers, [\*Department of Commerce\*](#) and local, national and international corporate leaders. She also advises for the Committee for Working Families for Wal\*Mart. 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.

Barbara and her family now reside in San Francisco, CA.

Barbara Kasoff  
President

Women Impacting Public  
Policy (WIPP)  
1714 Stockton St., Suite 200  
San Francisco, CA 94133

T: 415.434.4313  
[bkasoff@wipp.org](mailto:bkasoff@wipp.org)



## **ANN SULLIVAN WIPP GOVERNMENT RELATIONS**

Ms. Sullivan is the President of Madison Services Group, Inc., a woman-owned company which provides government relations services to corporate and non-profit clients. She brings many years of government relations experience in the United States Senate and the House of Representatives, serving in key advisory roles. Ms. Sullivan works with the United States Congress as well as the United States government agencies to bring her clients' issues national attention. Her expertise includes government procurement, health care and tax issues affecting small businesses. She currently represents the largest national association of women business owners and women in business, Women Impacting Public Policy. MSGI specializes in outreach to the small business community with an emphasis on women owned and minority businesses.

In addition, Ms. Sullivan founded and heads the International Association for Business and Health (IABH), a nonprofit advocacy group based in Washington, D.C., formed to advance the combined interests of business with the need for quality health care.

In the corporate sector, Ms. Sullivan 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. As Vice President in a government relations firm, her expertise included environmental issues such as air emissions, water purification, alternative fuel vehicles and energy policy.

Ms. Sullivan possesses six years of experience in the information technology field as the owner of a technical placement services firm serving the Washington and Baltimore metropolitan areas. Ms. Sullivan has lectured and conducted career transition training in the technology arena for both the public and private sector.

She serves on the Department of Energy Small Business Advisory Committee, James Madison University College of Integrated Science and Technology Executive Advisory Council, and Virginia Attorney General's Government and Regulatory Reform Task Force.

**WIPP Board of Directors**

- Jennifer Bisceglie
- Georgia Berner
- Cary Broussard
- Lynn Marie Finn
- LaVern Jackson
- Barbara Kasoff
- Gloria B. Larkin
- Tara Olson
- Magdalah Silva
- Susan Solovic
- Nicolina Stewart
- Gayle Waldron
- Nancy Goshow

**WIPP BOARD OF DIRECTORS****Jennifer Bisceglie, President, InTEROS Solutions, Inc., McLean, VA**

As Founder and President of InTEROS Solutions, Inc, Jennifer Bisceglie leads her supply chain and logistics management consulting company in providing clients decades of experience in creating comprehensive supply chain solutions for numerous government agencies and major corporations. InTEROS's services include creating strategic plans, determining operational and structural alternatives, benchmarking against appropriate commercial and public sector best practices, modeling, managing process optimization initiatives, and implementing complex support technologies. Bisceglie is Vice President of the Board of Directors, serves on the Board of Advisors, acts as the National Chair of the Instant Impact Grassroots Committee, and is a National Founding Member of Women Impacting Public Policy (WIPP). For her work with WIPP, she received the 2007 President's Award. Bisceglie also is WIPP's Alliance Ambassador for the American Small Business Coalition. She is an active member of Women Presidents' Organization (WPO), Women in Defense (WID), on the Executive Logistics Council for NDIA, and served on the Board of Directors and as the Awards Chair for SOLE-the International Society of Logistics Engineers (2006-2007).

**Georgia Berner, President, Berner International Corp, New Castle, PA**

Georgia Berner is owner and CEO of Berner International Corporation and Berner Energy Recovery, Inc., both privately held, indoor-air energy efficient and conservation companies. Berner International is the first U.S. manufacturer of air curtains and ancillary products that work to separate environments while lowering energy costs. Berner Energy Recovery manufactures energy recovery units, which improve indoor air quality and energy efficiency using 100% fresh, outside air. During her first two decades as owner, the company has seen triple digit increase in growth and profits. Georgia is also a recognized advocate for energy conservation, social programs and philanthropy in the Pennsylvania region, as well as nationally.

**Ann Blackburn, President, Blackburn Advisory Services, Benicia, CA**

Dr. Ann Blackburn is an organizational leadership and business consultant with over 27 years of experience in the public and private sectors. Blackburn provides consulting services to organizations anticipating or experiencing change through a sustained program of collaborative innovation and strategic planning combined with accountability and benchmarking. Credentials specifically applicable to communities experiencing dramatic change due to military base closures or transformation due to mission growth include practical hands on experience with over 20 former and existing US military installations and an Organizational Development Ph.D. for which the dissertation subject was a comparison of the Presidio Trust and the BRAC process.



**Lynne Marie Finn, President, Superior Staffing Services, Inc.,  
Williamsville, NY**

Lynne Marie Finn is President Superior Staff Resources, Inc. (Superior)—a full service staffing company—is headquartered in Williamsville, New York and has offices in over 30 locations throughout the U.S. and Canada. Superior is one of the largest certified, woman-owned staffing firms in the U.S. and provides temporary staffing, direct placement services, vendor management programs, and HR solutions primarily to Fortune 500 companies. Finn graduated from Georgetown University Law Center, where she was Executive Editor of Law and Policy in International Business Journal, and is a Magna Cum Laude, Phi Beta Kappa graduate of SUNY Buffalo. After law school, she joined the law firm of Jaeckle, Fleischman-Mugel and then served as an Assistant District Attorney for Erie County. Finn serves on the Board of Directors of: Women's Business Enterprise National Council (WBENC), where she also serves on the Finance Committee and Governing Body of its Leadership Forum; Women Presidents' Educational Organization (WPEO); WIPP (Women Impacting Public Policy); Women's Business Center at Canisius College; Buffalo Niagara Partnership; BEAM (Buffalo Engineering Awareness for Minorities); and the Maria Love Convalescent Fund.



**LaVern Jackson, President/CEO, Joint Logistics Managers, Inc., Prince  
George, VA**

Gloria LaVern Jackson is President and CEO, of Joint Logistics Managers, Inc. (JLMI), Prince George, VA. Ms. Jackson, as the sole owner, ensures the goals, principles and values of the company are maintained. She has proven her performance in managing people, programs, facilities and budgets in national and international logistical organizations. Ms. Jackson received a Direct Commission as a Second Lieutenant in the Women's Army Corps in 1972. She was later detailed to the Quartermaster Corps. She retired from the U.S. Army at the rank of Lieutenant Colonel and is a recognized authority in Logistics Management, Training Development, Planning and Programming. Ms Jackson demonstrates that the real power of success is rooted in community involvement while cultivating various business affiliations that support her beliefs and values.



**Barbara Kasoff, WIPP President and CEO, San Francisco, CA**

Barbara Kasoff is President and CEO, and Co-Founder, of Women Impacting Public Policy, Inc., a nonprofit, nonpartisan public policy organization with over half a million members including 49 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. 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 4 companies. Barbara was named on October 15, 2007 to the National Women's Business Council. The Federal appointment is for a 3 year term. Barbara is also a media resource for the White House Project. She has been recently cited as CEO of one of the top 3 most powerful non-profits in Washington, DC.



**Gloria B. Larkin, President, TargetGov, Elkridge, MD**

Gloria Larkin is the President of Marketing Outsource Associates, Inc. (MOA) and its division, TargetGov. The TargetGov division focuses on government procurement and related business development and marketing services including Capability Statements, minority certification services, contract development (GSA Schedules, etc), business development, proposal management and development, contract administration and expert federal contracting services. She is the author of “The Veterans Business Guide: How to Build a Successful Government Contracting Business” and created a series of Government Business Development Toolkits (e-books) focusing on business development processes for various federal agencies. Gloria is an expert author with articles regarding business development published in local, regional, national and international publications. She is an experienced speaker with recent engagements including: The Annual Veterans Conference; US Army; Annual Xchange Conference; The Department of Homeland Security at UMBC Tech Center; the Department of the Interior’s Procurement Conference; Keynote speaker at the Annual BWCC Government Procurement Fair. Additionally, Gloria recently won the prestigious 2010 SBA’s Women in Business Champion of Maryland .

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**Tara Olson, Co-Owner, AllPoints Research, Inc., Winston-Salem, NC**



Tara Olson with is the co-owner of AllPoints Research, Inc. with business partner, Sherrie Aycock. The two have developed differentiating processes for their industry, diversified their client base, increased gross sales, developed a progressive corporate culture and have successfully branded AllPoints (i.e. not Tara and Sherrie) into a profitable Women Business Enterprises grossing in excess of \$2,000,000. Olson began her career with Horace Kelly & Associates in 1984 as a research assistant and in 9 years time was named company President, eventually buying the company with Sherrie Aycock in 1996. The two now own three additional companies in addition to AllPoints including: IdeaSpan, Inc.; Shara, LLC; and Magnificent 8, Inc.

Olson is an active member of the National Association of Women Business Owners and served as the President of the Winston-Salem/Greensboro Chapter from 2005 – 2007 and as Steering Committee Member of the NAWBO National Economic Development Strategic Forum. She is a National Partner of Women Impacting Public Policy and has served as the Chair of the Communications Council as well as on the Executive Advisory Board since 2007. Olson received her BA in Psychology from Wake Forest University; minor in computer science.



**Magdalah R. Silva, CEO and Majority Stockholder of DMS International, Inc.**

Mrs. Silva is the Chief Executive Officer and co-founder with her husband of DMS International, Inc. often referred to as DMS. DMS (Data Management Services) is a Management and Information Technology Consulting Firm incorporated in 1994 and located in Silver Spring, Maryland. DMS provides high-end business consulting, information technology and training services to major Federal as well as Commercial customers. DMS International in 2008 is ranked #44 in the Washington Technology Fast 50, # 280 on the INC. 500 and # 24 in the Top 100 Businesses in the Washington Metro Area.

M. Silva has over 20 years experience in the information technology industry with extensive expertise in management, product development, and operations management. Prior to incorporating DMS International, Mrs. Silva worked for Citibank, The World Bank, and was an independent consultant in private sector development.



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She earned her M.A. in International Management from the University of Maryland's School of International Management and Technology in 1995 and a B.A. in International Relations from Boston University in 1982.

She has been a member of the Montgomery County Chamber of Commerce's Business & Industry Committee, Maryland/D.C. Minority Supplier Development Council, Women's President Organization (WPO) and is a National Founding Partner, and President's award recipient of Women Impacting Public Policy (WIPP). Mrs. Silva was also active with lobbying efforts on Capitol Hill and The



**Susan Solovic, CEO, Small Business Television Network, St. Louis, MO**

Susan Wilson Solovic is CEO of SBTV.com – small business television. Author of “The Girls’ Guide to Building a Million Dollar Business”, Solovic made her debut as an author with “The Girls’ Guide to Power and Success,” released in 2001 and re-released in paperback in 2003. “Reinvent Your Career: Attain the Success You Deserve and Desire” is another of Solovic’s books. Solovic serves on the advisory board for the John Cook School of Business Entrepreneurial Studies at Saint Louis University. She is a member of the Board of Advisors for *Enterprising Women* magazine. In 2007 she was selected as one of their *Enterprising Women of the Year*. Previously, Solovic was appointed to the National Women’s Business Council which counsels the President, Congress and SBA on issues impacting women business owners. On behalf of SBTV.com Solovic accepted the Stevie Award, considered the Oscar of business, for the Most Innovative Company up to 100 employees. She is a small business contributor on ABC’s *America This Morning*, and is a popular media guest on radio and television including MSNBC’s *Your Business*, Fox News’ *Good Day New York*, KSDK-TV, and WABC-TV. Solovic was tapped for the inaugural Board of Directors for Women Impacting Public Policy and selected as Chair of the WIPP Executive Advisory Board. Her three year term began in 2007 to guide WIPP in raising the voices of 10.4 million women entrepreneurs. WIPP honored Solovic with the organization’s highest recognition, The President’s Award in 2007.



**Nicolina Stewart, CPA, PFS, CLU, ChFC, President, CMA Solutions, Inc., Sarasota, FL**

Nicolina A. Stewart, CPA, PFS, CLU, ChFC began Capital Management Advisors in 2002 as the President of the company. CMA currently has offices in the West Shore District in Tampa and Rockefeller Center in NYC. Nikki started her financial planning firm in 1986 in Indiana, specializing in personal, business and estate planning for high net worth clients. She moved her operations to Florida in 1998 and NYC in 2006. Prior to working with CMA, she was a Vice-President with Sterne Agee Asset Management, Inc. and controller for Aaron Fleck & Associates in Sarasota, FL, an investment advisor with \$300 million assets under management. Ms. Stewart graduated from the University of Evansville in 1985 with a BS degree in Accounting and has been a licensed CPA since 1991, first in Indiana and then transferred her license to Florida. Nikki has been selected in the “Who’s Who” among executive professionals, nominated twice as “Business Woman of the Year”, a finalist for “Business Executive of the Year” and nominated for “Business of the Year”. She holds life, health and variable annuity licenses in various states and a Series 7, 24 and 63 and is securities registered in multiple states.





**Gayle Waldron, President, The Management Edge, Inc., Largo, FL**

Gayle Waldron is the owner and founder of The Management Edge®. For 24 years, she and her 20 employees and consultants have provided leading edge organizational consulting and development services to corporate and Federal government clients. The company specializes in improving performance and productivity through the use of collaborative work processes, improved communication skills, respect for differences in personality and work styles, and conflict management/resolution. In addition, TME provides a wide variety of leadership and staff development and coaching, change management consulting, meeting facilitation, conflict resolution services, and culture change initiatives.

The Management Edge®(TME) is best known for its pioneering work in Inter-Agency Partnering, a Public-Private initiative that builds effective, productive teams among representatives from different Federal government agencies, such as DoD and EPA, NOAA and Fish and Wildlife, State agencies, private contractors, local and state government and other stakeholders. These Partnering teams have saved the government million of dollars and years of work by effectively and efficiently stream-lining the clean-up of contamination on Federal Facilities. The Management Edge has consistently won national awards and recognition for its accomplishments, including Diversity.com awards for Top 100 Woman Owned Businesses in Florida, Top 100 Diversity Owned Businesses in Florida, Top 500 Emerging Businesses in the US.



**Nancy Goshow, Senior Managing Partner, Goshow Architects, LLP**

Nancy Aber Goshow, AIA, LEED AP is the founding partner of Goshow Architects, the largest 8(a) Certified SDB, WBE full-service architectural firm in New York City. Under her leadership, Goshow Architects is dedicated to sustainable design for the public sector and is known for its diverse range of green projects in the New York metropolitan area.

Goshow Architects' success as a Woman-Owned firm in New York's A/E/C industry has made Goshow a sought-after speaker on business development, sustainable design, and small firm management. Ms. Goshow has delivered presentations at the National Convention of the American Institute of Architects, Associated Owners & Developers Annual Conference, Enterprising Women Magazine annual meeting, the American Express Open for Small Business Conference, the Dormitory Authority of the State of New York Annual M/WBE Conference, and numerous Small Business Administration conferences and seminars.

Goshow has parlayed her knowledge of architecture and design, as well as business development and small business strategy, into an active role within numerous organizations. Ms. Goshow served on the US Department of State's Overseas Building Operations Industry Advisory Panel, where she advocated sustainable design as a tool for U.S. diplomatic efforts. Coining the term "eco-diplomacy," Goshow worked with building industry and government representatives to promote green building as way to build and strengthen U.S. diplomatic relationships worldwide.

Goshow graduated from Penn State University, and holds a masters degree from the Pratt Institute. She currently serves on the Penn State Architecture School Alumni Board.

# WIPP EXECUTIVE ADVISORY BOARD

## 2011 Executive Advisory Board

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