



WOMEN IMPACTING  
PUBLIC POLICY



## WIPP MEMBER TESTIMONIAL

From launching SynaVoice to securing over \$1 million in revenue, Julie Rothhouse's journey highlights the power of strategic networking and WIPP's support in navigating government contracting.

### AT A GLANCE

INDUSTRY: PROFESSIONAL SERVICES

YEARS IN BUSINESS: 9

REVENUE: \$1,000,000+

YEARS WITH WIPP: 9

### JULIE'S STORY

When Julie Rothhouse founded SynaVoice nine years ago, she was stepping into unfamiliar territory. As a new business owner, she faced the challenges of navigating government contracting without a clear roadmap.

At the urging of her mentor, Jennifer Bisceglie, Founder and Executive Vice Chair at Interos Inc and WIPP Legacy Circle member, Julie joined Women Impacting Public Policy (WIPP)—a decision that would play a pivotal role in shaping her company's success.

“When I started SynaVoice, I didn't fully understand the complexities of government contracting,” Julie recalls. “I joined WIPP with the goal of learning the ins and outs of the process and taking advantage of socio-economic certifications.”

Julie dove into WIPP's resources, attending Advocacy and Policy News, WIPP MatchMaker Madness, and the Legislative Fly-in. Beyond the educational programs, it was the network of professionals and business owners that proved most valuable.

Since joining WIPP, SynaVoice's growth has been impressive. The company expanded from two to eight clients, and revenue surged from \$300,000 to over \$1 million. Julie attributes much of this success to her WIPP membership.



“WIPP connected me with experts and peers who helped me resolve certification issues, enhance SynaVoice's cybersecurity, and secure GSA schedules. These relationships were crucial to winning government contracts and growing the business.”

**JULIE ROTHHOUSE**  
CEO of SynaVoice

“I consider WIPP to be deeply intertwined with the growth of my business. The connections, resources, and support I’ve received through WIPP have been invaluable.”

For Julie, WIPP is more than just a professional network—it’s a community of businesswomen dedicated to helping each other succeed. “WIPP is powered by a group of women who are not only committed to their own success but are genuinely invested in seeing others thrive,” she says.

Today, Julie remains an active member of WIPP, serving as the Chair of the WIPP Education Institute and giving back to the organization that helped her build her business. Looking ahead, she’s excited to continue growing SynaVoice and supporting other women entrepreneurs through her work with WIPP.

## KEY OUTCOMES FROM WIPP MEMBERSHIP

### Securing a GSA Schedule

Julie leveraged WIPP connections to obtain a GSA schedule, opening new business opportunities.

### Significant Revenue Growth

SynaVoice’s revenue increased from \$300,000 to over \$1 million since joining WIPP.

### Expanded Client Growth

The company grew from two to eight clients through government contracting opportunities.

### Enhanced Industry Expertise

Julie gained critical knowledge and resources in government contracting and cybersecurity, vital for her business growth.



Join WIPP today, or to learn more, email [membership@wipp.org](mailto:membership@wipp.org).

