Year In Review 2019
MESSAGE FROM THE PRESIDENT

LOOKING BACKWARD, MOVING FORWARD

Over the last year, I have been heartened and encouraged by our flourishing WIPP community. Our members, new and established, are bringing renewed passion and dedication to our mission. Across the nation, we are expanding our corporate partners, government agency partners, and strategic organizational partners to reach new audiences and grow our resources.

Yet the expectations for the year ahead cannot outweigh the opportunity to look back and reflect on a successful 2019.

As we move forward to our 20th anniversary in 2021, we are focused on sustaining the momentum you'll see in these pages: leveraging our relevancy in the political environment and further evolving our member experience.

Thank you to our team, our Board of Directors, and especially all our members and partners for everything you do. I look forward to a great year with all of you!

Sincerely,
Candace Waterman
WIPP President & CEO
OUR MISSION

THE VOICE OF WOMEN ENTREPRENEURS ON CAPITOL HILL

WIPP is a national nonpartisan organization advocating on behalf of women entrepreneurs—strengthening their impact on our nation's public policy, creating economic opportunities, and forging alliances with other business organizations.
WIPP POLICY PRIORITIES
IT'S POLICY, NOT POLITICS.

1. Create parity for WOSBs in federal contracting.

2. Increase access to capital for women-owned businesses.

3. Rethink workplace development.

4. Invest in infrastructure improvements.

5. Demystify global economics.

6. Ensure fair tax treatment for all businesses.

Want to know more?
Join the monthly Policy Update Webinar for live commentary and conversation on the latest news and developments coming from Capitol Hill that will affect your business and all women-owned businesses.
TESTIMONY

WIPP provided and prepared six witnesses for public hearings to educate Members of Congress on policy issues important to the women-owned business community.

ACTION ALERTS

WIPP crafted seven action alerts this year, generating thousands of calls, emails, and meetings with Members of Congress.

MEETINGS

WIPP’s relationships with Congress and the federal agencies are the lifeblood of our advocacy. WIPP’s Advocacy Team had 1,000+ communications with these decision makers.

ENGAGEMENT

WIPP secured 15 legislative policy changes, submitted five official comment letters on regulations, and participated in and/or hosted four Congressional roundtables.

MOVING FORWARD

WIPP spearheaded the Women and Minority Equity Investment Act of 2019 in both the Senate and the House.

WWW.WIPP.ORG/ADVOCACY
WIPP MEMBERSHIP

OUR FOCUS ON ACE MEMBER VALUES

By taking advocacy action and attending education events, you are part of the larger women-owned business community. Our WIPP members are the heartbeat of our community.
ENGAGING WITH WIPP
LEVERAGE YOUR MEMBERSHIP

Your engagement matters. Take action and advocate; attend education and events; and stay informed with our WIPP community through our website, email, and social media.

EMAIL OPENS

103K+
Readers opened more than 103,000 emails this year, including action alerts and member-only procurement opportunities!

MEMBER WEBINAR

47%
In August, we launched our Monthly Member Webinar, featuring a member spotlight! More than 47% of our membership has participated. Have you?

WIPP IN ACTION BLOG

67%
More than 67% of users coming to WIPP.org are visiting wipp.org/blog for advocacy, education, and member spotlights!

SOCIAL MEDIA

+95%
We’ve had 95% increase in engagement with our community across our social media platforms this year!
MEMBERSHIP MATTERS

JOIN THE CONVERSATION

Join us for our monthly meetings, submit a blog post, or connect with spotlight members.

WIPP enhanced the member experience for new and existing members with an opportunity to join a monthly webinar on the latest community updates and education event offerings.

Join our monthly meetings to ask questions and learn about your path to WIPP leadership, including a conversation with the month’s Member Spotlight.

SUBMIT A GUEST BLOG POST

#MemberMonday

Each Monday, we feature a guest blog post submitted by a WIPP Member on our WIPP In Action Blog. Submit your blog post to membership@wipp.org by the first day of every month to be considered for publication and promotion.
WIPP spotlights members who embrace our mission to grow their business, engage with elected officials, and elevate the visibility of all women-owned businesses.

To learn more about our Monthly Member Spotlights, visit wipp.org/blog and join our Monthly Member Webinars.
ChallengeHER registered more than 1800 attendees at five in-person workshops in 2019. WIPP presents ChallengeHER in partnership with American Express and with speakers provided by the U.S. Small Business Administration.

"I gained so much knowledge about government contracting from the breakout sessions." - Mindelyn A.

"I learned just how invested the SBA and small business advocates are in the success of small businesses, and just how much they can help me reach my goals." - Alison L.

"Great speakers. Very informative. Enjoyed Cheryl Brown's sense of humor while she gave us well needed guidance to attain contracts." - Christine W.

"During the matchmaking, I was able to see what services [buyers] are looking for and how I can clearly present the value that my business offers." - Domonique T.
ChallengeHER

OPPORTUNITIES FOR WOMEN IN FEDERAL CONTRACTING

In an effort to offer continuous education, ChallengeHER increased the program's digital catalog by hosting 11 free on-demand webinars in 2019.

Most Popular Online ChallengeHER Webinars

- **22%** Basic Federal Contracting: An Overview of Where to Begin
- **19%** How To Make Your Capability Statement Stand Out
- **14%** Is the Federal Government Right for My Business
- **13.5%** Understanding How the Federal System Works
- **8.5%** How To Make the Most of a Decision Maker Meeting
- **8%** Pricing for Profitability
- **15%** All other topics

Learn more at challengeher.us/catalog
WIPP EDUCATION PLATFORM

EDUCATION IS POWER

This year we launched the WIPP Education Platform (WEP), a new WIPP Member benefit offering education, programs, and opportunities to women-owned businesses across the nation.

Our three areas of focus are:
- Understanding the federal procurement landscape
- Building capacity
- Managing wealth

# DOWNLOADS
700+

Our members accessed and downloaded WEP webinars more than 700 times.

MOST POPULAR TOPIC

27%

Growth and Exit Strategies Through Mergers & Acquisitions was the most popular WEP webinar topic this year, garnering 27% of downloads.
Our attendees gathered in Washington, D.C. from June 23 to 25, 2019 for federal contracting education, matchmaking meetings, networking, and advocacy discussions on Capitol Hill!
Learn more at www.wipp.org/conference
WIPP was proud to once again lead the Small Business Saturday Coalition, which included federal officials and agency support, more than 800 city proclamations, and more than 600 coalition member organizations across the nation.
STRATEGIC PARTNERS

THERE ARE NO ISLANDS IN OUR ECOSYSTEM

We embrace the villages of collective voices that can strengthen our work on common priorities for the success of our women-owned businesses. Thank you to WIPP Strategic Partners for continuing to level the playing field for businesses across the country.

In April, WIPP joined the National Business Inclusion Consortium (NBIC), a coalition of the nation's leading business organizations representing diverse communities, including:

- National LGBT Chamber of Commerce (NGLCC)
- Disability:IN
- National Minority Supplier Development Council (NMSDC)
- National Veteran-Owned Business Association (NaVOBA)
- U.S. Black Chambers, Inc (USBC)
- United States Hispanic Chamber of Commerce (USHCC)
- United States Pan Asian American Chamber of Commerce (USPAAC)
- WEConnect International
- Women's Business Enterprise National Council (WBENC)

Learn more at https://www.nglcc.org/NBIC

Want to know more?
Contact WIPP's President & CEO to have a conversation about strategic partnership opportunities.
This year WIPP leveraged our National Partnership with the Women's Business Enterprise National Council (WBENC) by traveling to WBENC's 14 Regional Partner Organizations (RPOs).

WIPP brought advocacy awareness and federal government education to several of the RPOs' events across the United States:

- Center for Women & Enterprise (CWE)
- Great Lakes Women's Business Council
- Greater Women's Business Council
- Women's Business Council - Southwest
- Women's Business Development Center - Midwest
- Women's Business Development Council of Florida
- Women's Business Enterprise Alliance
- Women's Business Enterprise Center - East
- Women's Business Enterprise Council - Ohio River Valley
- Women's Business Enterprise Council - Pacific
- Women's Business Enterprise Council - South
- Women's Business Enterprise Council - West
- Women's Presidents' Educational Organization - DC
- Women's Presidents' Educational Organization - NY

WIPP worked with WBENC to deliver the Women of Color Development & Outreach Program and to provide women-owned firms with the tools and information they need to help them strengthen their business ecosystem.
CORPORATE PARTNERS

COMMITTED TO OUR COMMUNITY

Thank you to WIPP Corporate Partners who have provided their time, expertise, and commitment to our community for the advancement of women-owned businesses across the country.

Want to know more? Contact WIPP's President & CEO for corporate and government partnership and sponsorship opportunities.
Our work in 2019 would not be complete without thanking the WIPP Board of Directors for their input and insight throughout the year.

2019 WIPP Board of Directors:

Officers:
- Angela Dingle, Ex Nihilo Management, Washington, D.C., Chair
- Courtney Fairchild, Global Services, Washington, D.C., Vice Chair
- Rebecca Boenigk, Neutral Posture, Bryan, TX, Treasurer
- Pamela Mazza, PilieroMazza, PLLC, Washington, D.C., Secretary
- Lisa Firestone, Managed Care Advisors, Bethesda, MD, Immediate Past Chair
- Candace Waterman, Washington, D.C., WIPP President & CEO

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- Alta Baker, Safe Haven Enterprises, Jennings, LA
- Tina Teree Baker, Cadence Group Associates, Atlanta, GA
- Brenda Jones Barwick, Jones Public Relations, Oklahoma City, OK
- Erica Courtney, 2020vet, Half Moon Bay, CA
- Anne Crossman, Vertical Jobs, Inc., Leesburg, VA
- Misty Mayes, Management Solutions, Knoxville, TN; Chair, WIPP Leadership Advisory Council
- Pamela O'Rourke, Icon Information Consultants, Houston, TX
- Jeanette Prenger, ECCO Select, Kansas City, MO
- Julie Rothhouse, SynaVoice, Oakton, VA
- Rose Wang, Rose Wang Strategies, Bethesda, MD
WIPP LEADERSHIP ADVISORY COUNCIL

Officers:
- Misty Mayes, Management Solutions, Knoxville, TN; Chair
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- Tonya Buckner, Buckner Management & Technology
- Charlotta Carter, GRI Technology Solutions
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- Denita Conway, PROVEN Management
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- Jessica Johnson-Cope, Johnson Security Bureau
- Meena Krishnan, Inoventures
- Marsha Lindquist, Granite Leadership Strategies
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- Tina Patterson, Jade Solutions
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