In May 2018, I proudly took the helm at WIPP and it has been a tremendous year of learning and foundational planning. I am excited to share our wins, celebrate our amazing partners, and elevate our membership moments. My passion for this phenomenal organization has only grown through the opportunities to meet our leaders and business owners across the nation.

As we reflect on 2018, we are focused on sustaining the momentum you'll see in these pages, leveraging our relevancy in the political environment, and evolving our member experience. I hope you enjoy this brief look back on what we have accomplished in 2018 as well as a preview of what's to come.

Looking forward to a great year!
The willingness to help women succeed was evident. WIPP has a personable, refreshing approach.

- ChallengeHER attendee
WIPP ADVOCACY MISSION

From its inception, the core of WIPP’s mission has been uniting women entrepreneurs from all industries and segments across the country to raise their voices and take action on issues impacting their business.

WIPP POLICY PILLARS

- Create parity for WOSBs in federal contracting;
- Invest in infrastructure improvements;
- Ensure fair tax treatment for all businesses;
- Increase access to capital for women-owned businesses;
- Rethink workforce development; and
- Demystify global markets.

STAY TUNED FOR MORE

As we wrapped up work with the 115th Congress, we were excited by the historic election of more than 130 women legislators to federal office. The 116th Congress will set new priorities in early 2019, so stay tuned for up-to-date news from the WIPP Advocacy Team.
OUR 2018 ADVOCACY WINS

TESTIMONY

Congressional committees hold public hearings each legislative session. These opportunities reinforce WIPP's importance in the women's entrepreneurship community and provide a tool to educate Members of Congress on policy issues important to us.

Two WIPP members testified this year in the House and the WIPP Advocacy Team attended 35 hearings.

LETTERS & MEETINGS

Relationships with Members of Congress and staff on Capitol Hill are the lifeblood of advocacy. In-person meetings, phone calls, and letters are all powerful ways for WIPP to deliver its messaging to Members of Congress and agencies.

WIPP had 73 meetings with Members of Congress or staff; we wrote more than 10 letters in support of legislation; and we hosted 100+ phone calls.

AGENCY ENGAGEMENT

WIPP’s connections in agencies are powerful tools to advance the WOSB procurement program as well as policies that benefit women entrepreneurs.

WIPP met with two heads of major agencies; we had 20 meetings with agency officials; and we submitted three official comment letters on proposed regulations.
Our legislative highlight was the passage of H.R. 6330, the Small Business Runway Extension Act. The bill allows companies to average revenue over five years instead of the current three years to determine their size by the SBA. It will give small companies more runway to transition from small to midsize in the federal marketplace.

Ann Sullivan
WIPP Chief Advocate
WHAT DOES WIPP MEAN TO YOU?

“WIPP is very important to me because it is the only organization that is truly advocating for women entrepreneurs in a nonpartisan manner. I've witnessed the influence and respect of WIPP on Capitol Hill. I am proud to be associated with WIPP and will gladly represent it anytime.”

Brenda Jones Barwick
President & CEO
Jones PR
Testified September 27, 2018
WIPP’s Education Platform aligns with our Policy Pillars and is designed to position women business owners for success in entering and scaling government contracting.

**WIPP EDUCATION PLATFORM**

WIPP partners with American Express and the U.S. Small Business Administration (SBA) to provide the following:
- ChallengeHER in-person events
- Virtual webinars and trainings

In 2018, we set the foundations for the WIPP Education Series, including the following:
- WIPP Procurement Landscape Series
- WIPP Building Capacity Series
- WIPP Wealth Series

**WIPP LEADERSHIP CONFERENCE**

**Mark your calendars:** The 2019 WIPP Business Leadership Conference on June 23 to 25 in Washington, D.C., offered in tandem with the WBENC National Conference & Business Fair from June 25 to 27 in Baltimore, MD.
Over the last six years, ChallengeHER has reached more than 21,000 attendees.

This year WIPP, the SBA, and American Express hosted six in-person ChallengeHER events.

**October’s Miami event with GSA Administrator Emily Murphy was the largest event in the program’s history with more than 750 registrants.**

Our members have long asked for procurement education with a government lens.

President & CEO Candace Waterman has set the foundation for implementing a new series of education discussions, trainings, and webinars.

*The first of the WIPP Wealth series, sponsored by Live Oak Bank, was held December 13.*

WIPP meets our members where they are, and often, that means offering virtual trainings and live webinars products.

*WIPP offered more than 25 online products this year, including webinars, briefings, and one-on-one mentoring sessions.*
2018 ChallengeHER Registration

- Austin, TX
- Arlington, VA
- San Diego, CA
- Miami, FL
- Chicago, IL
- Washington, D.C.
Having [ChallengeHER] has made it much easier to connect the dots between the commercial and government spaces. Because we're not only trying to sell to government entities, but also to the large contractors.

Now that we have this education, the nature and urgency of the conversations is different.

- ChallengeHER attendee
WIPP was proud to once again lead the Small Business Saturday Coalition, which involved more federal officials and agency support than ever before as well as the most city proclamations, the most public service announcements, and most Coalition members in the history of the program.
Community Officials Supported
The Small Business Saturday Movement

The United States Senate unanimously passed a resolution designating November 24, 2018, as Small Business Saturday. Elected officials in all 50 states, Washington, D.C., Puerto Rico, and other U.S. territories championed Small Business Saturday.

- A total of 289 federal officials and agencies showed support for Small Business Saturday through posts on Facebook and Twitter.

- 774 city proclamations in support of Small Business Saturday were issued by mayors and other elected officials covering all 50 states and Washington, D.C.

- 13 public service announcements encouraging the public to Shop Small were recorded by government officials across the nation.
Jennifer Duncan, owner of CAKE, poses with her life-sized Shop Small gingerbread shop creation in Mission Hills, San Diego.
A social media–driven city-wide “Shop Seattle Gems” campaign culminated in a pop-up festival in the Beacon Hill neighborhood with prizes and giveaways.
Project Forward's Shop Forward pop-up market hosted a variety of small entrepreneurs in the south side of Chicago.
After a day of celebrity-driven activities in West Hollywood’s Stars Shop Small initiative, philanthropist, producer, and restaurateur Lisa Vanderpump; award-winning news anchor Robert Kovacik, and members of the West Hollywood Chamber of Commerce enjoyed an open house at Vanderpump’s Tom Tom restaurant.
Business and community leaders, including Governor-elect Steve Sisolak, celebrate the Shop Small Nevada campaign at the Boulevard Mall in Las Vegas.
American Express expanded its Small Business Saturday support to Puerto Rico this year, as local businesses continue to get back on their feet after the 2017 storms. Working on the ground through the Small Business Saturday Coalition led by WIPP, a partnership was established with the Government of Puerto Rico through its Trade and Exports Company and the Puerto Rico Tourism Company, U.S. Small Business Administration (SBA) Puerto Rico District Office, Puerto Rico Chamber of Commerce, LGBTTQ Chamber, and the Puerto Rico Product Association (Hecho en Puerto Rico).
For almost 20 years, WIPP has been the nation's largest federal advocacy and government procurement education organization for women-owned businesses. Our goal remains the same: strengthen the voice of women-owned businesses in the Nation's Capital and provide the education and development for women-owned businesses.

Join Women Impacting Public Policy (WIPP) for direct access to the most dynamic opportunities in the federal and government contracting space for women-owned businesses. WIPP's programs, events, and policy platforms deliver education, engagement, and advocacy to thousands of women entrepreneurs across the United States.

THANK YOU

Our work in 2018 would not be complete without thanking the WIPP leadership and staff, Corporate Partners, Board of Directors, and Leadership Advisory Council.

WIPP Staff
Candace Waterman, President & CEO
Jason Lalak, Vice President
Ann Sullivan, Chief Advocate
Laura Berry, Director, Marketing & Communications
Lin Stuart, Director, Procurement Programs
Pam Woo, Manager, Programs and HR
Lynn Bunim, Project Manager, Small Business Saturday Coalition
Isabel Clark, Project Manager, Small Business Saturday Coalition
2018 WIPP Corporate Partners

WIPP Corporate Partners represent some of the world's largest brands and we thank these companies for their steadfast commitment to women-owned businesses. Our Corporate Partners power the tools, policies, and connections necessary to advance our members in the supply chain as well as benefit all women entrepreneurs.

To learn more about how to become a Corporate Partner, email sponsorship@wipp.org.
2018 WIPP Board of Directors

Officers:
- Angela Dingle, Ex Nihilo Management, Washington, D.C., Chair
- Pamela Mazza, PilieroMazza, Washington, D.C., Secretary
- Rebecca Boenigk, Neutral Posture, Bryan, TX, Treasurer
- Lisa Firestone, Managed Care Advisors, Bethesda, MD, Immediate Past Chair
- Candace Waterman, Women Impacting Public Policy, Washington, D.C., President & CEO

Members:
- Roz Alford, Fort Lauderdale, FL
- Alta Baker, Safe Haven Enterprises, Jennings, LA
- Brenda Jones Barwick, Jones Public Relations, Oklahoma City, OK
- Erica Courtney, 2020vet, Vienna, VA
- Anne Crossman, Completed Systems, Oakton, VA
- Courtney Fairchild, Global Services, Washington, D.C.
- Misty Mayes, Management Solutions, Knoxville, TN; Chair, WIPP Leadership Advisory Council
- Pamela O'Rourke, Icon Information Consultants, Houston, TX
- Amber Peebles, Athena Construction Group, Triangle, VA
- Jeanette Prenger, ECCO Select, Kansas City, MO
- Rose Wang, Rose Wang Strategies, Arlington, VA

For a full list of BOD and strategic advisors, visit WIPP.org!
2018 WIPP Leadership Advisory Council

Leaders:
- Misty Mayes, Management Solutions, Chair
- Lynn Petrazzuolo, Avanti Corporation, Vice Chair

Members-At-Large
- Rebecca Askew, Circuit Media
- Tina Baker, Cadence Group Associates
- LaShonda Bracey, Health-Works
- Tonya Buckner, Buckner Management & Technology
- Charlotta Carter, GRI Technology Solutions
- Anne Chambers, RED212
- Isabel Chancellor, IngenuitE
- Megan Connor, PilieroMazza
- Denita Conway, PROVEN Management
- Amina Elgouacem, NEOSTEK
- Janice Hamilton, JMH Education Marketing
- Rhonda Johnson, End2End Technical Solutions
- Jessica Johnson-Cope, Johnson Security Bureau
- Meena Krishnan, Inoventures
- Marsha Lindquist, Granite Leadership Strategies
- Leeanna Lozada, Providence Pediatric Medical DayCare
- Carol McCrae, C.A. McCrae, CPA
- Maria Panichelli, Cohen Seglias Pallas Greenhall & Furman
- Tina Patterson, Jade Solutions
- Julie Rothhouse, SynaVoice
- LaJuanna Russell, Business Management Associates
- Joanne Steiger, Certified Impact
- Sallie Mullins Thompson, Sallie Mullins Thompson CPA
- Serena Washington, Washington Defense Corporation

For a full list of LAC and strategic advisors, visit WIPP.org!
Women Impacting Public Policy, Inc. (WIPP) is the voice for women in business in our Nation's Capital. We are the largest national nonpartisan organization advocating on behalf of women entrepreneurs. We strengthen our members' impact on our nation’s public policy, create economic opportunities, and forge alliances with other business organizations.

WWW.WIPP.ORG