



NWBOC NEWS Summer 2006

An e-newsletter of the National Women Business Owners Corporation (NWBOC)
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Are You Purchasing Goods And Services From Other WBEs?

Every day, we hear many complaints about the public and private sector purchasing so little from women business owners. And, yet, do you purchase from one another? Each of you, as certified women business enterprises, has to make purchasing decisions each day for our company. Do you provide opportunities for other certified to bid on the goods and services you are procuring? Most probably, you automatically purchase and repurchase from those you have done business with for many years without affording new opportunities for new vendors.

NWBOC makes it simple! In our eProcurement MarketPlace, each of you has received a complimentary national vendor listing (a \$300 value)! But, did you know that you may also list yourself as a purchaser as well? The fee is nominal (\$300 annually) but the reward is great! You can upload and send RFPs, bid opportunities, etc. through the system; the WBEs can respond; reports can be printed to make comparisons; and, finally, you can then award the contract- all within the system! You have the satisfaction of reaching out to other women business owners and discovering new vendors. They increase their sales and grow their companies. NWBOC prospers from its active MarketPlace. It's win/win/win all the way around.

Additionally, if you are currently doing business with another women-owned company, she may be listed as a "dedicated vendor" to your company on this site at no charge. You may then use the system to do business with her!

Complimentary training is conducted over the phone for you and your purchasing officials at a mutually convenient time. To view your vendor listing:

Website: www.nwbooc.economicengine.com

Logon: your e-mail

Code: e-mail info@nwbooc.org and your code will be provided

Questions: Janet at NWBOC, 800/675-5066

We will begin featuring our certified WBEs who conduct business with other certified WBEs in our MarketPlace. That's an excellent opportunity for publicity! Women for Women! Let's not just talk the talk but let's walk the talk!

WIPP's Teleconference on Federal Procurement

On April 4, Women Impacting Public Policy held an "Instant Impact Teleconference" entitled "Federal Procurement - What's New for Women in Business?" Cassandra Freeman, Deputy Director of the Environmental Protection Agency (EPA), was one of

the panelists and explained that the mission of EPA is to ensure clean air, water and land. They are committed to women business owners and exceeded their 5% goal last year. She stressed the importance of using both sides of your business card (calling card, in fact) to familiarize the recipient with a 10-second overview of your products and/or services. She suggested registering your company with CCR and also with EPA's small business vendor database. For procurement opportunities, check the "Business Opportunities" section on their website every Monday. They also offer counseling sessions and free advice at their Outreach Center, which is open Monday through Friday, 9:00-5:00 EDT.

Cassandra Freeman, Deputy Director
U.S. Environmental Protection Agency
Office of Small and Disadvantaged Business Utilization
Freeman.Cassandra@epa.gov
www.epa.gov/osdbu/
202/564-4100

Nancy Small, Women Owned Small Businesses Liaison with the U.S. Army, also stressed having solid business and marketing plans and again, utilizing both sides of your business card. To view opportunities and obtain other information, visit their website and under the "Business Development Center" section, reading the "13 Steps..." article will help you understand how to do business with the Army and what they buy.

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PM, WOSB/SDB/8a Programs
OSDBU, U.S. Army
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703/695-5588

Guy Timberlake, Co-Founder, Chief Executive and Chief Visionary Officer, of The America Small Business Coalition, explained that their membership organization is focused on companies doing business with the government. They conduct "Micro Monday" sessions twice per month that will be online shortly. They explain to companies the "Micropurchasing" and "Simple Acquisition Programs" of the government. These are the least restrictive purchasing programs for goods and services and are decentralized. The purchases range from \$2,500 to \$100,000.

Guy Timberlake
Chief Visionary Officer
The American Small Business Coalition
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Success Stories of Our Certified WBEs:

Martin-Grace Benefit Group, Inc. (MGBGI) is a Consultative Insurance Agency specializing in case design for Employer Sponsored Benefit Plans. MGBGI became a certified WBE in 2003. NWBOC certification is important to MGBGI because "it shows that we are committed to our business and take it seriously" according to Karen Martin-Grace, founder and CEO of MGBGI. "It also brings added value to our clients by allowing them to obtain credit, in addition to our excellent services, for doing business with a woman-owned business. Several clients have complimented us on this." MGBGI is also a Registered Central Contractor through the SBA and has obtained a Trading Partner Identification Number from the Defense Logistics Agency.

Martin-Grace started MGBGI in October, 2002 with three employees and leased space from a client. She has grown the company to seven employees, three of whom have a combined industry experience of 59 years. They have maintained their core group of clients and continue to add to it as well. They are currently completing a project that will allow them to measure growth and book of business as often as daily, if needed.

MGBGI has

been selected to attend Broker Summits alongside other agencies and consulting houses that are much older and larger. In addition, MGBGI has trademarked their slogan nationally: "We link your benefits to your business."

Ms. Martin-Grace has attended a Harvard/MIT class for CEOs and completed her CEBS, Certified Employee Benefits Specialist, industry certification. An important lesson, says Martin-Grace, is "don't build someone else's business for them. If you have the skills, start your own business, as early as possible." www.mgbgi.com

Dear Editor:

Dear Janet Harris-Lange, NWBOC:

I have enjoyed our contacts and appreciated your help and advice in the past years. I am retiring now and selling my company to my manager (a woman!) Custom Pak was certified March 22, 1999, by NWBOC. Throughout these years, we have proudly displayed and notified customers of our certification. As I have mentioned to you in the past, being third-party certified by NWBOC and not self-certified has given us more credibility and, I feel, status, especially being a woman-owned business in what continues to be a male-dominated industry. I also feel that our certification by NWBOC facilitated Custom Pak's ability to be awarded our GSA contract. Keep up the good work on behalf of women-owned businesses.
Harriet Kimball, Custom Pak, Inc., East Longmeadow, MA

Marketing Tip

FEMA States it is "Ready for Hurricane Season 2006." Are You Ready to Help Them?

NWBOC members with a business interest in the upcoming fire/tornado/hurricane season should check out the newly updated Federal Emergency Management Agency (FEMA) web site (<http://www.fema.gov/>). FEMA describes its role as one in which it "manages federal response and recovery efforts following any national incident. FEMA also initiates mitigation activities, works with state and local emergency managers, and manages the National Flood Insurance Program." For those of you interested in business opportunities with FEMA, following is a brief description of some of the pertinent pages of the FEMA web site.

On the main page, to the left, click on the button "Business & Professionals." At the bottom of this page is a section entitled "Contractors and Vendors." Click on the link in that section called "Information for Contractors and Vendors." Alternately, a more direct route is to use the link: <http://www.fema.gov/business/contractor.shtm>.

Under the "General Information" section of "Information for Contractors and Vendors" are links to "Working with DHS" and "How to Market to FEMA." The latter offers 25 excellent tips on how to sell to FEMA.

Calendar of Events

National Association of Women Business Owners Annual Conference

June 1-3, 2006
San Francisco, CA
www.nawbo.org

Recertifieds to 5/3/06

Advanced Parking Solutions, Inc.
Advertising In Motion, L.L.C.
Agenda Dynamics, Inc.
Ashton Staffing
Bailey Edward Design, Inc.
Business Products and Solutions, L.L.C.
Carla's Pasta, Inc.
Case Law firm, S.C.
Christy & Main, Inc.
Classic Tents & Events, L.L.C.
Compass II, Inc.
Control Tek, Inc.
County Court Reporters
Craig Box Corporation
CryoPlus, Inc.
Custom Pak, Inc.
Design Incentives, Inc.
Dietrich Lockard Group, Inc.
Digital Consulting & Software Services, Inc.
Douglass Screen Printers, Inc.
DP Professionals, Inc.
Encompass, L.L.C.
Engel Consulting, Inc.
Equator Estate Coffees & Teas, Inc.
First Financial Network, Inc.
Front Range Chemical
General Commercial Corporation
Graphic Label Solutions, LLC
Henze Stamping and Manufacturing Company
Hi-Gene's Janitorial, Inc.
Hitchcock & Associates, Inc. dba FPC Bangor, Inc.
Holes, Inc.
Houg Special Services
Incite Strategies, Inc.
Industrial Specialty Products
Information Experts, Inc.
InfoStaff Services Corp.
IniGlobal
Island Computers, Inc.
Kindy Wood Mfg. Inc.
Liberty Transportation, Inc. dba Team Air Express
LINC Energy Systems, Inc.
Mary Schnack Media Services, Inc.

New Certifieds to 5/3/06

Advanced Payment Solutions, L.L.C.
Debbie Bowles, Chief Mgr.
Nashville, TN

Artisan Mechanical, Inc.
Abbe Sexton, President
Cincinnati, OH

Asset Partners, Inc.
Lisa Wohlleib, President
Brookline, MA

Frontier Steel Company, Inc.
Trish Henry, President
Russellville, AR

Hot Shot Services, Inc.
Kim Housholder, CEO
Albuquerque, NM

MBrock & Assoc.
Maria Brock, Owner
Colleyville, TX

Metro Fabricating, L.L.C.
Amy Lyday, President
Bay City, MI

Muir Graphics, Inc.
Karen Garner, President
Sylvania, OH

Packaging Specialties, Inc.
Kaaren Biggs, President
Fayetteville, AR

Plexus Web Creations, Inc.
Stephanie Sharp, President
Athens, GA

Positive Impact Advertising, Inc.
Mary O'Rourke, President
Waukegon, IL

McCallie Associates, Inc.
McDuffie Box Co., Inc.
Meridian Technologies, Inc.
Micron Electrical Contracting, Inc.
MWM, Inc. dba SubSurface Construction
Oasis Vending, L.L.C.
Products Direct, L.L.C.
Promotional Strategy Partners
PTMW, Inc.
Quality Technical Services, Inc.
Regulatory Compliance Consultants
S & R Green Enterprises, Inc.
Scoles Floorshine Industries, L.L.C.
Spartan Distributors, Inc.
Specialty Diving of Louisiana, Inc.
Staffing Plus, Inc.
Stellar Specialties
T.G. Madison
The Richlin Group
Travel Management, Inc. dba TMI Tours & Cruises
W.A. Hynes & Company, Inc.
XIO Strategies, Inc.

**Real Estate Review, Ltd. dba
Gwen Fulcher Young & Associates**
Gwen Fulcher Young, President
Augusta, GA

SJK Beringer Group, Inc.
Mary Krisfalusy, President
No. Ridgeville, OH

Sun Valley Electric, Inc.
Stephanie Pfeifer, CEO
Elizabeth, CO

**Trio Solutions, L.L.C. dba
Trio Clinical Research, L.L.C.**
Faye Woolf, CEO
Durham, NC

Corporate Partners

NWBOC thanks our major corporate partners for their continued support:

National City

AT&T

Digital Electronic Technologies, LLC

The NWBOC e-Newsletter is distributed by the National Women Business Owners Corporation. (NWBOC). NWBOC created the first national certification program for women enterprises. NWBOC's certification program offers an alternative to the costly, time-consuming and duplicative agency-by-agency and corporation-by-corporation certification process.

If you have information for the NWBOC Newsletter, please send it to mary@prworks.ms or fax to 928-204-9835. If you no longer want to receive this e-newsletter, hit REPLY and put UN-SUBSCRIBE in the subject line. To change your e-mail address or add someone new, please e-mail mary@prworks.ms.