

**In This Issue**
[Leave No Stone](#)
[Unturned](#)
[eProcurement](#)
[Marketplace](#)
[In The News](#)
[Member News](#)
[Success Stories](#)
[NWBOC Reminders](#)
**NWBOC  
Certification  
Facts**

- NWBOC was the first national certifier of women business enterprises.
- NWBOC was created in response to needs identified by the National Association of Women Business Owners ([NAWBO](#)). The investigation revealed that to a large degree, corporate America and government agencies had not received, nor recognized, the benefits of contracting with women suppliers.
- The WBE application and process was developed through the cooperation and input of more than 700 public and private sector individuals.
- In addition to being designated as a WBE, certification through NWBOC provides access to promotion tools such as premier listings in the organization's interactive eProcurement database, access to data including 1,000 private and public sector purchasing contacts; and more.
- Following the completion of the application process, NWBOC provides each certified company with a **notebook**. This can be useful in completing loan paperwork, establishing marketing plans, planning for growth, correcting errors in a company's documents, etc.

**WBE's Leave No Stone Unturned**


The number of women business owners seeking certification as a national Woman Business Enterprise (WBE) has more than doubled from this time last year, according to the National Women Business Owners Corporation (NWBOC).

Janet Harris Lange, NWBOC President, said certification applications are up 114 percent, application kit orders are up 83 percent and the re-certification rate has increased more than 87 percent.

Most publicly held corporations, as well as larger private corporations, have distinct programs for doing business with women business owners and the WBEs must be certified to fall under those programs. Most local, state and federal government agencies do the same.

"In these tough economic times, businesses are looking for every edge they can get," said Harris-Lange. "WBE certification can add to a company's credibility. Purchasing agents at corporations can have confidence that a business representing itself as woman-owned is, in fact, woman-owned and controlled."

For more information visit [www.nwboc.org](http://www.nwboc.org) or email [info@nwboc.org](mailto:info@nwboc.org).

**eProcurement Marketplace**

*Studies consistently have proven that companies that have the intelligence and guts to maintain or increase their overall marketing and advertising efforts in times of business downturns will get the edge on their timid competitors.*

The NWBOC eProcurement Marketplace offers a cutting-edge powerful procurement tool that increases your chances of "being found" by governments and corporations, and even other small businesses.

The NWBOC eProcurement Marketplace is an electronic gateway of procurement information. It is a search engine for contracting officers, a marketing tool for small firms, and a "link" to procurement opportunities. It makes it easier for the government and corporations to find you-and conduct business with you. The playing field is leveled as the electronic system makes it as easy for small businesses, as it is for large businesses, to respond to RFQ, RFPs, and bids.

**It takes only 10 minutes to register your company. Go to <https://NWBOC.economicengine.com>**

Click on Sign Up Now-Vendors on the left hand side menu, and follow the instructions.

If you wish to learn more about additional benefits of being on the NWBOC eProcurement Marketplace please let us know. We can highlight your company to our buyers in many different ways that will help support and maximize your marketing efforts.

For questions, please call customer support at 1-866-526-9266 to help make sure you understand this unique opportunity to market your company.

**In The News**


NWBOC President Janet Harris-Lange was featured as "Wednesday's Woman" on Small Biz Resource.com, the essential IT blog for small businesses. Interviewed by Gayle Kesten, Harris-Lange discussed certification and it's importance for women owned businesses. To read the article, click [here](#).

**Member News**

Helen Russell and Brooke McDonnell of [Equator Estate Coffees and Teas, Inc.](#) in San Rafael, CA are the winners of the 2009 NAWBO Trailblazer Award.

Arkansas State Office of Child Support Enforcement (OCSE) awarded [Protech Solutions, Inc.](#) a contract for ongoing maintenance, operations and enhancements of the Arkansas Child Support Information System (ARCSIS) on April 23, 2009. For more information call 501-687-2311 or visit [www.protechsolutions.com](http://www.protechsolutions.com).

[Information Experts](#) has been nominated for several awards recently, including the Apollo Award which recognizes best practices in culture and employee development. Information Experts CEO, Marissa Levin is a Smart100 CEO, which recognizes the top 100 CEOs in the region, and a SmartCEO BRAVO award recipient, which recognizes the top 25 Women CEOs. Information Experts is also eligible for the Inc. 500 this year. Read more at [www.informationexperts.com](http://www.informationexperts.com).

**Send us your news!**

Have you won an award, launched new products and services, gained new clients, etc.? if you are a member of NWBOC, then we want to hear from you! Email your news to [Mary@CommunicationBridges.com](mailto:Mary@CommunicationBridges.com).

## Newly Certified

Companies Newly Certified by NWBOC (2/24/09 - 4/29/09)

NWBOC is proud to announce that the following companies have qualified for WBE certification:

**A Better Affect, Inc. dba ABACORP CNC Machined Parts**

Kim Frankel,  
President  
Chatsworth, CA

**American Marking Corp.**

Jeanne Moderow,  
President  
Omaha, NE

**Beauchamp Law Office, P.C.**

Melanie  
Beauchamp,  
President  
Phoenix, AZ

**Bildsten + Sherwin Design Studio, Inc.**

Ellen Bildsten, CEO  
Santa Barbara, CA

**Cleaning Up, LLC**

Melanie McGreevy,  
Managing Partner  
Olathe, KS

**Cottonwood Medical Supply, Inc.**

Sara Sergent,  
President  
Englewood, CO

**Dave's**

**Excavating, LLC**

Elizabeth  
Christoffer,  
President  
Lansing, IA

**DECO Group, Inc.**

Janet South,  
President  
Indianapolis, IN

**Dedicated Tech Services, Inc.**

Patricia Lickliter,  
President/CEO  
Columbus, OH

**DiscountCell, Inc.**

Jennifer King,  
President  
Provo, UT

**Fiduciary Group, Inc.**

Nell Hennessy,  
President  
Washington, DC

**Field's Fire Protection, Inc.**

Glenna Field, CEO  
Grand Rapids, MI

**Hitzke**

**Development Corporation**

Ginger Hitzke,  
President  
Temecula, CA

**Info Tech Solutions, Inc. dba Avysion IT and Avysion Healthcare Services**

Donna Snyder,  
President  
Middletown, PA

**JCA International Corporation**

Kyoko Wolf, CEO  
Irvine, CA

## Success Stories

### Meet Dr. Elizabeth Abramowitz of Administrative Services, Inc.



In 1979, Dr. Elizabeth A. Abramowitz left The White House, where she had been the Assistant Director of the Domestic Policy Council for Education and Women's Affairs. In that position she worked on several key women business owner issues; most importantly, the U.S. Department of Commerce Task Force on Women Entrepreneurship and the government-wide review of all federal policies impacting on women's equity.

Elizabeth was determined to commit the time and personal resources required to beat the high failure rates for new businesses and survive longer than 18 months. She and a college friend and fellow psychologist went on to start and run two successful companies.

The next major entrepreneurial change came in 1997 when they started Administrative Services, Inc. (ASI). The company began in back office administrative services and by 2003, had expanded ASI (also called ASIWorks, Inc.) into a federal contractor with minority women business owner certification in several states.

In 2008, they managed over \$50 million for their clients. Today, ASI has over 30 full-time staff.

"I love entrepreneurship - the challenge of taking an idea to market and making it work; the rewards of creating jobs and opportunities - especially for talented women - in leadership positions in the private sector; and the pride in becoming a role model and mentor to other minority women (and men) who also want to start their own business," said Elizabeth.

NWBOC certification has made the difference for ASI.

"First, it helped us get our Missouri contracts, and has improved our competitive standing in our bids for work in several states," said Elizabeth. "Also through the National Women's Business Owners Corporation newsletter, I feel part of the community of other women entrepreneurs. I do learn from their business stories. Thanks to NWBOC, ASI is registered vendor on the Nebo's website. I look forward to partnering with members to bid on contracts."

She plans to continue to grow the business in the same lines on which they have built on reputation. More immediately, her challenge is to get the company safely through the current economic environment, while at the same time implementing her succession plan.

Elizabeth says, "I am an old-fashioned hands-on CEO. I do not ask staff to do anything that I would not do. I understand what we are selling and the needs of our clients. I believe that my responsibility to both our clients and staff is to try to get it right as efficiently as possible."

For more information, visit [www.asiworks.com](http://www.asiworks.com).

## NWBOC Reminders

**NWBOC's Website!** It contains more helpful information than ever before and will feature success stories, e-newsletters, etc. Go to [www.nwbo.org](http://www.nwbo.org) to see for yourself.

### Certification Kits are Available From NWBOC

You can always print the application from the website, but now you can purchase a kit for \$39.95 plus shipping. The kit, customized to the business entity (i.e. LLC, corporation, partnership, sole proprietorship) contains a notebook, dividers, the application, helpful hints for what materials to include, and other information. And, you can charge this purchase to M/C or Visa. Call 1-800-675-5066 to place your order.

### NWBOC on MSNBC

NWBOC President, Janet Harris-Lange was a featured guest on MSNBC morning show "Your Business" to discuss obtaining certification as a woman-owned or minority-owned company. Click on the following link to watch the episode. <http://www.msnbc.msn.com/id/21134540/vp/26591632#26591632>

## Re-Certified Companies

### Companies Renewing WBE Certification with NWBOC (2/24/09 - 4/28/09)

Ashton Staffing, Inc.  
Bailey Edward Design, Inc.  
Bama Jammer, Inc.  
Bodrie Trenching, Inc.  
Brilliant Ideas, LLC  
Hot Shot Services, Inc.  
BTO-III, Inc.  
Business Products and Solutions, LLC  
Cable Tech, Inc.  
California Host, Inc.  
Carolina Millwork of Rockingham, Inc.  
CF Machine & Tool, Inc.  
Charleston Janitor Service Co.  
Christy & Main, Inc.  
Classic Tents & Events, LLC  
Compass II, Inc.  
Computer Consultants of America

**Jennifer Osbon, Inc.**  
Jennifer Osbon,  
CEO  
Duluth, GA

**Joshen Paper & Packaging Co.**  
Michelle Reiner,  
CEO  
Cuyahoga Heights,  
OH

**LA Robinson Trucking, LLC**  
Letitia Robinson,  
Owner  
Cinnaminson, NJ

**Label Aid, Inc.**  
Darlene Crooks,  
President  
Huron, OH

**Manifest Solutions Corp.**  
Nancy Matijasich,  
CEO  
Upper Arlington, OH

**Midland Scientific, Inc.**  
Vivian Pappel,  
President  
Omaha, NE

**Nash Resources Group**  
Mary Lou Nash,  
President  
Kansas City, MO

**New Vision Transportation Services, Inc.**  
Barbara Perkins,  
President  
Stockbridge, GA

**PJAdvisors, Inc.**  
Kathleen Strickland,  
President  
Marietta, GA

**Paralegal Resource Center, Inc.**  
Judy Graff,  
President  
Denver, CO

**Royal Roots Global, Inc.**  
Anita Tang,  
President  
Chicago, IL

**RSL Consulting, Inc.**  
Emily Louer,  
Chairman/CEO  
Charlotte, NC

**Serengeti Communications, Inc.**  
Judith Dawkins,  
President  
McLean, VA

**Six Feet Up, Inc.**  
Gabrielle Hendryx-Parker, CEO  
Fortville, IN

**T & C Xtreme Air, Inc.**  
Tina King, President  
Coconut Creek, FL

**Taylor Consulting & Contracting, LLC**  
Karen Tomaine,  
President  
Avoca, PA

**Universal Sweeping Service, Inc.**  
Gina Vella,  
President  
San Jose, CA

[Join Our Mailing List!](#)

Control Tek, Inc.  
Craig Box Corporation  
CryoPlus, Inc.  
CxE Group, LLC  
Dennis Tasset Plastering, Inc.  
Design Incentives, Inc.  
Dietrich Lockard Group, Inc.  
Digital Consulting & Software Services, Inc.  
Discount Dumpsters, LLC  
Douglass Screen Printers, Inc.  
DP Professionals, Inc.  
Encompass, LLC  
Equator Estate Coffees & Teas, Inc.  
Fair Engineering Sales, Inc.  
Faust Corporation  
Flynn-Devereux, Inc.  
Freedom Supply, Inc.  
Front Range Chemical & Supply, Inc.  
Frontier Steel Company, Inc.  
General Commercial Corporation  
GLS Group, Inc.  
Graphic Label Solutions, LLC  
Greene and Associates, Inc.  
Handy Helper, LLC  
Henze Stamping and Manufacturing Co.  
Hitchcock & Associates, Inc. dba FPC of Bangor, Inc.  
Houg Special Services, Inc.  
Industrial Specialty Products  
Information Experts, Inc.  
Interline Cash Systems, Inc.  
Intron Corporation  
IS Leaders, Inc.  
Island Computer Products, Inc.  
J.A.C. Custom Pouches, Inc.  
J.R. Bowman Construction Co., Inc.  
Kanawha Janitor Service Co.  
Karas Enterprises, Inc. dba CVP Communications  
Kitson Landscape Maintenance, Inc.  
Klein Contracting Corporation  
Lefavor Envelope Company  
Liberty Transportation, Inc. dba Team Worldwide  
Lilly's Gastronomie Italiana  
Liza Eilers, Inc.  
Lyon Recruiting Solutions, LLC  
M.W.M., Inc. dba SubSurface Construction  
Maintenance Methods, Inc.  
Mary Schnack Media Services, Inc.  
Master Communications, Inc.  
McCallie Associates, Inc.  
McDuffie Box Co., Inc.  
Mechanical & Plumbing Solutions, Inc.  
Metro Fabricating, LLC  
Micro Visions, Inc.  
NDI Group, Inc.  
New Edge Design, LLC  
Newton Harris Executive Legal Placements  
Noble & Associates Consulting, Inc.  
P.R.O. Line Construction, Inc.  
Packaging Specialties, Inc.  
PDC Construction, Inc.  
Positive Impact Advertising, Inc.  
Professional Maintenance of Charleston, Inc.  
PTMW, Inc.  
Quigley Manufacturing, Inc.  
Regulatory Compliance Consultants, Inc.  
RELS Contractors, Inc.  
Spartan Distributors, Inc.  
Specialty Diving of LA, Inc.  
Staffing Plus, Inc.  
Stellar Specialties  
Sun Valley Electric, Inc.  
T.G. Madson, Inc.  
Take 2 Productions, LLC  
Technical Industri, Inc.  
Technical Maintenance Support, Inc.  
The Matthews Group, Inc. t/a TMG Construction Corporation  
Total Response, Inc. dba The Jackson Group  
Tri Made Marketing, Inc.  
W.A. Hynes & Company, Inc.  
White Construction Company  
WillStaff AMS Diversity, Inc.  
Wire World, Inc.  
Workforce Solutions Group, Inc.  
XIO Strategies, Inc.

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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@CommunicationBridges.com](mailto:mary@CommunicationBridges.com) or fax to 928-204-9835. If you no longer want to receive this e-newsletter, hit the SafeUnsubscribe™ button below this note.

*Don't forget... "When you need to procure goods and services, think WBEs first!"*

*~ Janet Harris-Lange, NWBOC President*

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