

BENEFITS OF CERTIFICATION

presented by....

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About WBENC

- **The Women's Business Enterprise National Council (WBENC) is the nation's leading third-party certifier of businesses owned and operated by women**
- **The leading advocate of women's business enterprises (WBEs) as suppliers to corporate America**
- **A Corporate Membership organization**

Mission

WBENC is dedicated to advancing the success of certified Women Business Enterprises and corporate and governmental members in partnership with Regional Partner Organizations.

WBENC's Goal

- ... is to foster diversity in the world of commerce. Its programs and policies are designed to expand opportunities and eliminate barriers in the marketplace for women business owners.
- To this end, WBENC works with representatives of corporations to encourage the utilization and expansion of supplier/vendor diversity programs.



Why does WBENC certify?

- Provides integrity in reporting of Diversity Spend and Percentages for Corporations professing support and inclusion of WBEs in their supplier/vendor pool
- WBENC WBE Certification is trusted as the gold-standard in the industry

What is WBE certification?

It is a process by which a third party affirms or validates that an applicant business is 51% or more owned, controlled and managed by a woman or group of women who are US Citizens or Legal Residents.

To certify or not to certify . . .

- You should consider going through the certification process if:
 - You would like your company to have access to more business opportunities and services
 - You want to validate to corporations and other buying entities that you are, in fact, a woman-owned company.
 - You actually enjoy building relationships!

- You should not undergo the certification process if:
 - You think certification will guarantee contracts
 - You think certification will grant you or your company preferential treatment
 - You do not meet WBENC's Certification Standards

Certification Criteria

- Ownership
 - At least 51% owned by a woman/women
 - U.S. citizen or legal resident status

 - Control
 - Governance
 - Management & Operations
 - Independence
- **MUST BE EMBEDDED IN THE BUSINESS****

Certification Process

- Online Application
- Additional Documentation Requirements
 - Supporting documentation
 - Sworn Affidavit
 - Application Fee
- Certification Committee Meeting
 - Documentation Review
 - Site Visit

What if I get . . . Certified?

- Access to our proprietary database, WBENCLink
 - Over 1000+ Corporate Members
 - Over 10,600 Certified WBEs
- Access to numerous events across the country
 - Matchmaker & Networking Events
 - Educational Events
- Access to WBENC Events
 - Summit & Salute (March)
 - WBENC National Conference & Business Fair (June 22-24)

WBENC Certification Provides Access to the Market

- Recognized by many government and quasi-government agencies
 - States, cities and counties
 - California Public Utility Commission (CPUC)
 - Applied to become an approved 3rd Party Certifier under the SBA 8m Program

Re-Certification

- Re-certify every year (90 days prior to expiration)
- Provide current year supporting documentation
- Site Visit every third year

What if I get(gasp) *denied*?

- Local appeals process
- National appeals process

Frequently Asked Questions

- Does WBENC request a vial of blood and my “first born” child?
- Is my information confidential/safe?
- Is my certification National?
- How should I use WBENCLink as a prospecting tool?

Additional Questions....

www.wbenc.org

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