



2011 Top Corporations for Women's Business Enterprises in GA, NC, SC

Summary

The Top Corporations for Women's Business Enterprises (WBEs) is managed by the Greater Women's Business Council (GWBC®). This annual recognition is designed to identify those companies who are corporate members of GWBC® and who effectively integrate WBEs* into their supply chain at all levels.

*WBEs who are certified by GWBC® or have a reciprocal agreement with GWBC®

Based on the above information, your Women's Business Enterprise (WBE) program will be reviewed and evaluated, both quantitatively and qualitatively.

Eligibility

You are eligible to apply for GWBCs Top Corporations for WBEs in 2011, if:

- Your company is a GWBC® Corporate Member in good standing;
- Your company has at least one full-time employee dedicated to managing the supplier diversity function;
- The data that your company submits in this application includes **only those WBE companies** that have been processed and certified by GWBC® or is a reciprocal certified WBE of GWBC®. Spend with WBEs who are not certified by WBENC should not be included or considered in the attached application. Only WBEs in GA, NC and SC data should be submitted.

Deadline

All completed applications must be **received by GWBC® no later than April 25, 2011**. Please note that there will be **no extensions granted**.

Send completed online applications to: info@gwbc.biz

Notification and Official Announcement of the Top Corporations for WBEs

GWBCs Top Corporations for Women's Business Enterprises will be officially announced and recognized at a special event to be held on May 25, 2011, at the Atlanta Athletic Club. Those corporations selected as GWBCs Top Corporations for WBEs will be notified no later than May 14, 2011, in order to allow time to prepare for the official announcement and presentation ceremony. This information is considered **confidential and must be embargoed** until the official announcement date.

****A Senior Executive Officer or equivalent is preferred to accept the award at the ceremony.**

Application Review

All applications will be reviewed and evaluated by an anonymous panel of WBEs selected from GWBCs Voice Forum using standardized scoring guidelines. Once a group of finalists has been selected, GWBC® certified WBE references will be checked and GWBC® will render a final determination.

All answers should refer specifically to WBEs and not to Supplier Diversity, Diverse Suppliers or MWBEs in general, unless the question indicates otherwise.

All information provided on this application will be treated as extremely proprietary and confidential.

Directions

Complete all three sections of the application, save a copy for your files and click “submit” at the top of the form or end of the form to complete the process.

Application Requirements and Checklist

Each applicant company must complete and submit all parts of the application package. Failure to include any of the following will result in **automatic disqualification**. Please use the following checklist:

- Part I: Contact and Program Information
- Part II: Balanced Score Card
- Part III: Essay

Return by Monday, April 25, 2011

to: info@gwbc.biz

**Questions about the application may
be directed to this email.**

Part I: Contact and Company Information

Use the tab key to move from one field to the next or use your mouse to point and click

Applicant Information

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Contact Title: _____

Contact Phone: _____ Contact Email: _____

	Name	Title
Who leads your Supplier Diversity Initiative on a FULL TIME basis at a national level?		

To whom does this person report?		
----------------------------------	--	--

How many full time staff is devoted to supplier diversity?
(Include yourself if applicable)

Where is Supplier Diversity housed in your company?

If "Other", please describe:

In order to be included in your program, do WBEs have to be certified by an organization that requires a third party site visit? Yes No

Please provide the exact URL that will take a user to the supplier diversity section of your company's website.

Is a link to WBENC's website included in your internet Supplier Diversity web page? Yes No

What was your 2010 corporate goal? \$ %

If you have a specific goal for Tier 1 WBE spend, Include it here: (enter dollars and/or percent as appropriate.) \$ %

Please check everything that you exclude from your base spend:

- Insurance
- Employee Benefits
- Raw Materials
- Rent (or lease payments)
- Telecommunications (phone)
- Travel
- Utilities
- Other

If "other", please describe:

Do you currently have a Second Tier program? Yes No

If "yes", do you track MBE & WBE spend separately? Yes No

Regional Participation

Please list your company's participation in any regional organization and/or event whose mission supports women's business development. Be sure to include your participation with GWBC® above and beyond your annual 2010 dues.

Note: Participation with GWBC® should be included in the GWBC® section on next page.

	Name of Organization	Brief Description of Participation
1.	<input style="width: 250px; height: 25px;" type="text"/>	<input style="width: 350px; height: 25px;" type="text"/>
2.	<input style="width: 250px; height: 25px;" type="text"/>	<input style="width: 350px; height: 25px;" type="text"/>
3.	<input style="width: 250px; height: 25px;" type="text"/>	<input style="width: 350px; height: 25px;" type="text"/>
4.	<input style="width: 250px; height: 25px;" type="text"/>	<input style="width: 350px; height: 25px;" type="text"/>
5.	<input style="width: 250px; height: 25px;" type="text"/>	<input style="width: 350px; height: 25px;" type="text"/>

How did your purchasing spend change in 2010 over prior year?

	Increase, Decrease, Constant	% Change from Prior Year	
Total Spend	<input style="width: 150px; height: 25px;" type="text"/>	<input style="width: 100px; height: 25px;" type="text"/>	%
WBE Tier 1 Spend (Must be spend with 3 rd party certified WBEs)	<input style="width: 150px; height: 25px;" type="text"/>	<input style="width: 100px; height: 25px;" type="text"/>	%

Please identify your top two (2) WBE suppliers based on the highest spend. (This information will remain strictly confidential)

	Company Name	Industry	2010 Spend
1.	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
2.	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>

Please provide three (3) GWBC® certified WBE references.
(Firms you are currently doing business with or with whom you have done business within the past 12 months.)

	Company Name	Company Contact	Title	Phone	Email
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

GWBC® Participation

Please check the different ways your company participated with the Greater Women’s Business Council in 2010. Please note that this information will be verified.

- Dues Paid
- Sponsored an Event
- Made other Financial Contribution
- Contributed In-Kind
- Allocated WBENC Points
- Attend at least one Event
- Served on Certification Committee on regular basis
- Served on the Board
- Other – Tell us how else you provided services and/or resources to GWBC®

Part II: Score Card

Section A
WBE Supplier Participation

Please enter the actual performance for 2010 below.

2010 Actual

Total Tier 1 WBE Spend	\$	<input type="text"/>
Total Tier 2 WBE Spend	\$	<input type="text"/>
# of Active WBE Suppliers		<input type="text"/>
Actual % Tier 1 WBE Spend to Total Spend		<input type="text"/> %

Note: Please do not include minority supplier spend. Minority WBEs should be included in total WBE spend.

Section B
Manages WBE Supplier Relationships

Check each activity shown below if your company did it for ANY WBEs (i.e., you don't have to do it for all WBEs if you do it for ANY WBEs).

2010 Actual

Tracked WBE Supplier Performance Metrics	<input type="checkbox"/>
Tracked WBE Cost Savings	<input type="checkbox"/>
Facilitated the growth of targeted WBE Suppliers	<input type="checkbox"/>

Section C
WBE Program Sustainability

Please check all that your company was involved in during 2010.

CEO Commitment

- Corporate Policy Statement promoting the use of WBEs
- Active CEO Leadership and involvement
- Corporate WBE Goal
- Goals by Department or Commodity
- Cross Functional Leadership Team or Advisory Council

Accountability

WBE program performance linked to performance reviews and/or compensation for:

- Some Buyers
- All Buyers
- Senior Purchasing Management
- Cross Functional Management
- CEO/President

Program Structure

(Check all that applied in 2010)

- Full time employee to drive initiative
- Required third party certification with a site visit
- Required WBENC Certification
- Maintained a corporate Supplier Diversity intranet site

Did you generate monthly/quarterly expense reports to track WBE spend? Yes No

If "Yes", were reports distributed to:

- Senior Purchasing Management
- Buyers
- President/CEO
- Cross Functional stakeholders

Did you conduct training?

- Within Purchasing/Supply Chain Management
- Cross Functionality to Key Stakeholders

Supply Chain Management

Check all the areas where WBEs were integrated into the supply chain in 2010.

- Strategic Sourcing
- Core Commodities/Services
- Marketing/Advertising
- Accounting/Legal/Financial Services

Managing Program Performance

(Check all that applied in 2010.)

- Spending with WBEs increased over prior year
- Volume with largest WBE exceeded .5% of your total base spend
- Internal directory of active WBE suppliers
- Second Tier process with required participation
- Incentive or penalty for Second Tier Performance (or non-performance)

WBE Outreach

(Check all that applied in 2010.)

- Facilitated WBE Registration on corporate internet site
- Conducted in-house vendor fairs to introduce WBEs to buyers
- Participated in national and regional WBE trade fairs
- Sourced WBEs through industry trade associations
- Maintained internal directory of potential WBE suppliers

Section D

Link to Market Share

In 2010, did your company track sales generated or influenced by supplier diversity from...

- Government Markets
- Commercial (B2B) Markets
- Consumer Markets

Part III: Essay

Please respond to the 4 questions using the format below in your WBE program during 2010.

Use the following format:

1. Objective in this area
2. Actions during 2010
3. Outcomes/Results to-date

Provide specific examples rather than philosophical and/or theoretical responses.

Answers that are specific in nature will carry more weight (reference specific WBEs and/or state the specific action(s) impact).

Describe your women's business development process. In your response:

- Make sure you answer the question – don't provide unrelated narrative.
- Limit each response to 150 words or less per section (about two (2) short paragraphs).
- Be as specific and quantitative as possible, providing WBE names and impact on WBEs when appropriate.
- You may respond using complete sentences or a bulleted format.

Essay Questions:

Why is your company a Top Corporation for WBEs?

(Describe by providing information in all 4 categories.)

Capacity Building

Provide one or more examples of what the company has done to grow specific WBE suppliers during 2010.

Enhanced Supply Chain

Describe how WBE's positively impacted the supply chain in 2010 in terms of supplier performance metrics (i.e., pricing, quality, innovation, delivery, etc.)

Link to Market Share

Describe what your company did in 2010 to leverage the women's business initiative to increase sales (this can be government, commercial, or consumer sales).

Significant Accomplishment

Describe the most significant accomplishments your company made in the area of women's business development in 2010.