



**NATIONAL WOMEN'S  
BUSINESS COUNCIL**



**ADVISORS TO  
THE PRESIDENT,  
CONGRESS,  
AND THE SBA**

# **NWBC Public Meeting**

April 4, 2013



**NATIONAL WOMEN'S  
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# **Welcome**

Donna James  
NWBC Chair



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# **Briefing: U.S. Small Business Administration**

Deputy Administrator Marie Johns



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# **Briefing: Senate Small Business & Entrepreneurship Committee**

Ami Sanchez, Counsel

Jane Campbell, Staff Director

# Three “C’s”

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- Contracting
- Capital
- Counseling

# Contracting

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- **National Defense Authorization Act for FY 2013 (S. 3254)**
  - Eliminates restriction on the dollar amount of a contract for which women-owned small businesses can compete.
  - Requires a study and report to be conducted every five years to update the North American Industry Classification System (NAICS) codes in which women are considered under-represented and may therefore participate in the women-owned small business contracting program.

# Capital

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- **EXCEL Act (S. 511)**
  - Raises the statutory cap for the SBIC Program from \$3 billion to \$4 billion and increases the amount of leverage by SBIC licensees under common control from \$225 million to \$350 million (“Family of Funds”).
- **Commercial Real Estate and Economic Development (CREED) Act (S. 289)**
  - Extends for 5 years a provision allowing small business owners to use SBA 504 loans to refinance existing commercial debt.
- **CLEAR SBA Act (S. 537)**
  - Requires the Small Business Administration (SBA) to establish an online database to provide consumers with more transparent, user-friendly data about their local SBA lenders.

# Counseling

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- **Reauthorization of the Women's Business Center (WBC) Program**
  - Provides quality counseling and training services to all entrepreneurs, primarily women, especially those who are socially and economically disadvantaged, and help start and grow small firms in the local area in which they serve and to stimulate economic growth.
  - Comprised of over 100 local organizations that host the WBCs located throughout most of the U.S. and its territories country help more than 150,000 clients annually.
  - Has not been reauthorized since 1999.



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# **Briefing: House Small Business Committee**

Corey Cooke  
Associate Counsel



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# **Research and Policy Committee Report**

**Tina Byles-Williams**

# Update: Ongoing Projects

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- FY12 - Implementation:
  - Young Women Entrepreneurs
  - Segmentation and Perceptions
  - Analysis of Census Data
  - Federal Procurement Programs
- FY13 - Planning:
  - Access to Capital among High Growth Firms
  - Hiring and Growth among Microbusinesses

# WOSBs Increasing Share Overall

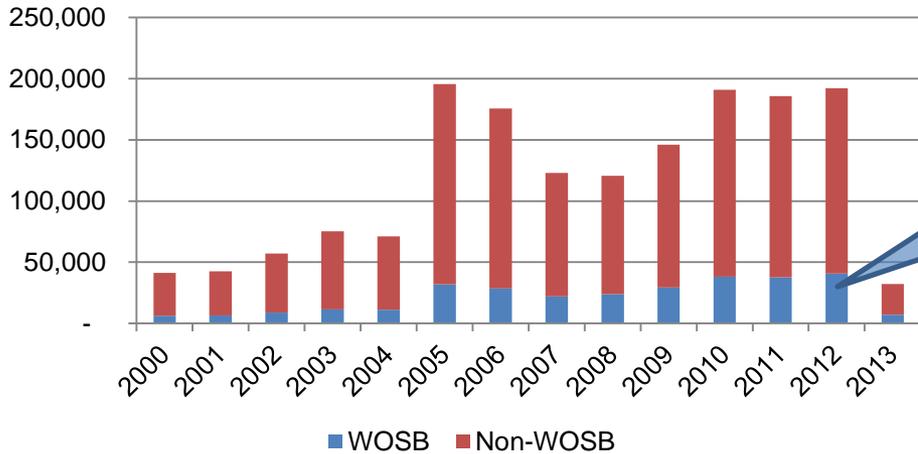
Year	WOSB Contracts	Total Contracts	WOSB Contract %	WOSB Dollars (Millions USD)	Total Dollars (Millions USD)	WOSB Dollars %
2000	24,112	388,620	6.2%	\$ 7,521	\$ 566,541	1.3%
2001	25,167	389,229	6.5%	\$ 5,680	\$ 246,130	2.3%
2002	35,988	495,622	7.3%	\$ 7,091	\$ 306,001	2.3%
2003	57,292	706,700	8.1%	\$ 8,296	\$ 289,426	2.9%
2004	140,735	1,287,456	10.9%	\$ 9,238	\$ 331,474	2.8%
2005	194,779	1,931,786	10.1%	\$ 10,987	\$ 338,676	3.2%
2006	268,095	2,700,734	9.9%	\$ 12,487	\$ 389,732	3.2%
2007	269,672	2,860,265	9.4%	\$ 13,768	\$ 349,982	3.9%
2008	285,126	3,131,993	9.1%	\$ 15,393	\$ 413,819	3.7%
2009	209,180	2,014,622	10.4%	\$ 15,301	\$ 381,812	4.0%
2010	203,493	1,929,158	10.5%	\$ 16,150	\$ 326,431	4.9%
2011	188,411	1,729,589	10.9%	\$ 14,054	\$ 287,049	4.9%
2012	182,791	1,593,123	11.5%	\$ 11,509	\$ 217,780	5.3%
2013	24,534	251,643	9.7%	\$ 1,244	\$ 28,345	4.4%
<b>Total</b>	<b>2,109,375</b>	<b>21,410,540</b>	<b>9.9%</b>	<b>\$ 148,719</b>	<b>\$ 4,473,197</b>	<b>3.3%</b>

# WOSBs Doing Well Among All SBs

Year	WOSB Contracts	SB Contracts	WOSB % SB Contracts	WOSB Dollars (Millions USD)	SB Dollars (Millions USD)	WOSB % SB Dollars
2000	24,112	185,291	13.0%	\$ 7,521	\$ 58,758	12.8%
2001	25,167	188,111	13.4%	\$ 5,680	\$ 46,287	12.3%
2002	35,988	247,946	14.5%	\$ 7,091	\$ 55,309	12.8%
2003	57,292	376,401	15.2%	\$ 8,296	\$ 59,883	13.9%
2004	140,735	785,447	17.9%	\$ 9,238	\$ 67,438	13.7%
2005	194,779	1,072,111	18.2%	\$ 10,987	\$ 79,449	13.8%
2006	268,095	1,598,282	16.8%	\$ 12,487	\$ 80,464	15.5%
2007	269,672	1,500,261	18.0%	\$ 13,768	\$ 82,038	16.8%
2008	285,126	1,590,284	17.9%	\$ 15,393	\$ 90,539	17.0%
2009	209,180	1,026,223	20.4%	\$ 15,301	\$ 89,877	17.0%
2010	203,493	998,840	20.4%	\$ 16,150	\$ 90,424	17.9%
2011	188,411	917,931	20.5%	\$ 14,054	\$ 76,610	18.3%
2012	182,791	860,553	21.2%	\$ 11,509	\$ 65,827	17.5%
2013	24,534	119,799	20.5%	\$ 1,244	\$ 7,546	16.5%
<b>Total</b>	<b>2,109,375</b>	<b>11,467,480</b>	<b>18.4%</b>	<b>\$ 148,719</b>	<b>\$ 950,450</b>	<b>15.6%</b>

# WOSBs Participation Among Set Asides

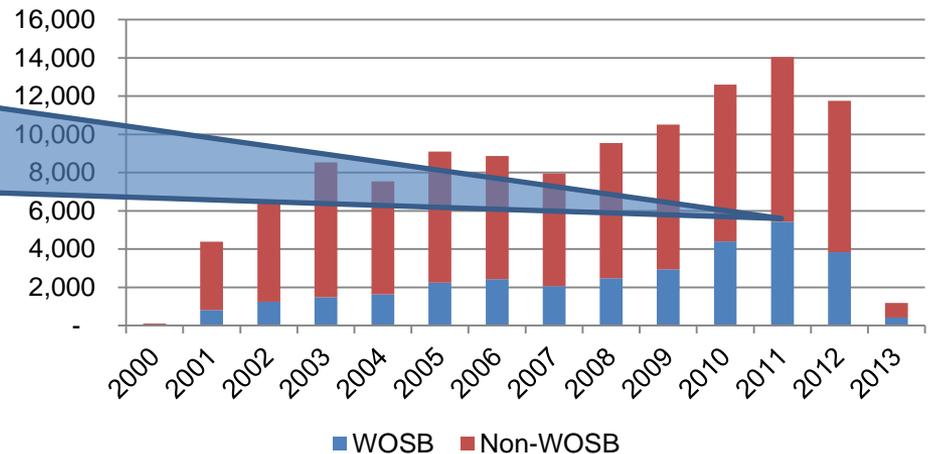
## Small Business Set Aside



In 2012, WOSBs received 21% of small business set aside contracts.

Until a drop in number of set asides to the 8A program in 2012, women-owned small businesses had been steadily increasing their market share, reaching a peak of 39% in 2011.

## 8A Set Asides



# Top 5 Set Aside Agencies: 2000 - Present

Agency	All Contracts	All Set Asides	% Set Aside	# WOSB + EDWOSB Set Asides	% WOSB + EDWOSB Set Asides
Defense Department	8,364,104	1,488,178	18%	429	.14%
General Services Administration	5,209,895	96,624	2%	14	.04%
Department of Veterans Affairs	4,232,911	128,477	3%	75	.21%
Department of Justice	772,870	120,356	16%	27	.06%
Department of the Interior	467,523	89,512	19%	37	.16%

All Activity from 2000 – Present

WOSB Set Asides As % of All Set Asides Since 2011



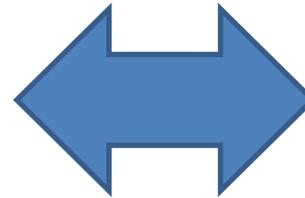
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# **Group of 6 Committee Report**

**Magdalah Racine-Silva**



# Group of 6

Upcoming major events:

DATE	WBO EVENT	LOCATION
23 APR 13	WIPP: Challenge HER launch luncheon	Washington, DC
1-3 MAY 13	Women President's Organization (WPO): annual conference	Dallas, TX
25-27 JUN 13	WBENC: national conference & business fair (NCBF)	Minneapolis, MN
TBD SEP 13	National Association for Moms in Business: 10 <sup>th</sup> anniversary celebration & conference	TBD
3-5 OCT 13	NAWBO: annual women's business conference	Miami, FL



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# **Communications & Outreach Committee Report**

**Jaime Nack**

# Updates on 2013 Engagement

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Key targets:

1. Council Members
2. NWBC Stakeholders
3. Women's Business Organizations

# Updates on 2013 Engagement

## 1. Council Members – “Perspective” Posts



**LOOKING FOR HELP?**  
RESOURCES FOR WOMEN BUSINESS OWNERS

- ABOUT NWBC
- ISSUES & RESEARCH
- FACT SHEETS
- NEWS & EVENTS
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## Access to Capital and the Latina Business Owner



Lea Marquez Peterson

*Sabias Que?* Did you know? Latina owned businesses are the fastest growing business segment in the United States. The National Women's Business Council report estimates that there are close to 800,000 Hispanic Women-Owned or Latina-owned businesses in the US which reflects a 45.7% increase since 2002. Between 2002 and 2007 their businesses increased by 172 percent, compared to Latino male firms that increased by 140 percent and white-female-owned firms,



# Updates on 2013 Engagement

## 1. Council Members – Social Media

@NWBC



The screenshot shows the Twitter profile page for the National Women's Business Council (@NWBC). The browser address bar displays "https://twitter.com/NWBC". The Twitter navigation bar includes "Home", "Connect", "Discover", and "Me". The profile header features the organization's logo, the name "NatiWomensBusCouncil", the handle "@NWBC", and the text "FOLLOWS YOU". A bio states: "NWBC is a federal council that serves as advisors to the government on issues important to women business owners. Washington, DC · http://nwbc.gov". The statistics bar shows 287 tweets, 181 following, and 972 followers. A "Following" button is visible. On the left sidebar, there are links for "Tweets", "Following", "Followers", "Favorites", and "Lists". A "Tweet to NatiWomensBusCouncil" section contains a text input field with "@NWBC" entered. At the bottom, there are three image thumbnails.

# Updates on 2013 Engagement

## 1. Council Members – Social Media

NWBCgov

<https://www.facebook.com/NWBCgov>



facebook  Search for people, places and things  



# Updates on 2013 Engagement

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## 2. NWBC Stakeholders

The National Women's Business Council (NWBC) is a non-partisan federal advisory council created to serve as an independent source of advice and counsel to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners.

# Updates on 2013 Engagement

## 2. NWBC Stakeholders

# ISSUES & RESEARCH

nwbc.gov/issues-and-research

★★★★★★  
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### Research Reports

  
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**NWBC Executive Director Addresses Women Veteran Entrepreneurs**  
January 2013  
Written remarks by NWBC Executive Director Anie Borja during her Jan. 12, 2013, address to the Veteran Women Igniting the Spirit of Entrepreneurship (VWISE) conference in Jacksonville, FL.

[More](#)

**Qualitative Analysis: Intellectual Property & Women Entrepreneurs, Part II**  
November 2012  
This second part to the NWBC research project, Intellectual Property and Women Entrepreneurs, covers the qualitative research from the original report

Intellectual Property and Women Entrepreneurs  
Qualitative Analysis  
Conducted by the National Women's Business Council  
Date: 11/13/12



# Updates on 2013 Engagement

## 3. Women's Business Organizations





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[Home](#) » [News & Events](#) » [Events](#) » [Women and Technology Today: Collective Voice](#)

### Women and Technology Today: Collective Voice

January 4, 2013

**Event Date:**  
 Tuesday, 12 February 2013 - 1:00pm to 2:00pm

[in](#) [f](#) [t](#) [e](#) [+](#) 0

**WEBINAR:**  
 As one of the fastest growing segments of the country, women entrepreneurs hold tremendous economic potential. The National Women's Business Council (NWBC) and WIPP are leading a national initiative to align the women's business community around a coordinated effort to collect and examine data and statistics to better define the economic impact of women entrepreneurs. Donna James, chair of NWBC, will talk about how this project creates a comprehensive, reliable economic assessment of women's business ownership in the United States, including areas of common and disparate definitions and drivers of growth. She will discuss how a collective voice from women's business organizations, educational institutions, private corporations, legislators and policy makers will better drive the growth and innovation of women-owned businesses.

“  
 It has never been a better time to be an American entrepreneur. America continues to out-innovate and out-compete the rest of the world with new, powerful ideas.  
 ~ Karen Mills, SBA Administrator

« **March** »

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# **New Initiatives, Policies & Programs**

**Donna James**

## Collective Voice



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# **Public Questions & Answers**

[www.nwbc.gov](http://www.nwbc.gov)