



# NATIONAL WOMEN'S BUSINESS COUNCIL



ADVISORS TO THE PRESIDENT,  
CONGRESS AND THE SBA

## 2005 ANNUAL REPORT

Activities,  
Policy Recommendations  
and  
a Report on  
the State of  
Women's Entrepreneurship  
in the United States

December 2005



## Letter from the Chair



ADVISORS TO THE PRESIDENT,  
CONGRESS AND THE SBA

### **To the President, Members of Congress, SBA Administrator and the Women's Business Community:**

I am pleased to submit, on behalf of its members, the National Women's Business Council's Annual Report for Fiscal Year 2005. The Council is honored to be the federal government's only independent advocate for this Nation's estimated 16-plus million women business owners.

The unprecedented growth of women-owned businesses during the past decade continues its historic run. Privately-held businesses in which women are majority owners- 6.7 million firms- are growing in number at twice the national average and adding jobs at 1 ½ times the national average.

Overall, businesses in which women own at least 50 percent of the company (10.6 million firms) generate \$2.5 trillion in annual revenues and provide jobs for 19.1 million people.

I was appointed by President Bush to chair the NWBC in June of 2005. I succeed Marilyn Carlson Nelson, who left the women's business community a vibrant legacy. I intend to build on her important work and extend the initiatives she and the Council started. During my tenure, I plan to disseminate and utilize that information to continue to influence policy development for women's entrepreneurship.

On behalf of the members of the National Women's Business Council, I commit the Council to continue its important work in carrying out our mission to promote bold initiatives, policies, and programs for women's business entrepreneurship. On behalf of the Council, I would like to express my appreciation for the productive collaboration with the SBA and for the commitment of this administration to continue to support and enable the contribution of women to the vitality of the American economy.

Respectfully,

Tami Longaberger  
Chair, National Women's Business Council, June 2005- June 2008



## Executive Summary

Fiscal Year 2005 continued the active and inclusive approach set over the past three years by the National Women's Business Council. This year saw the publication of numerous research reports, *Issues in Brief*, and *Fact Sheets*; the hosting of several well-attended issue discussion events; broad communication with the women's business and policy communities through the Council's Web site and the issuance of press releases and an electronic newsletter; and activism in the public policy arena. This Annual Report summarizes these many activities. This Executive Summary briefly summarizes our activities, as well as the policy recommendations that resulted from our research, communications and outreach activities.

In addition to holding two Council meetings and several conference calls, the National Women's Business Council hosted a Web cast and wrote and produced a video chronicling some of the "founding mothers" of the women's business movement.

Members of the Council traveled the country to speak on behalf of the Council. Council staff attended and participated in hundreds of intergovernmental and outreach meetings. The Council was called on by the International Council on Small Business to provide input for the International Best Practices paper competition.

Communications outreach activities continued to expand at the Council, to better inform the women's business community of important issues and events and to engage women business owners in policy issue discussions. Our activities included: an expansion of the Resource Card for women business owners, the redesign and launch of a new logo for the Council's publications and Web site, the continued expansion of the Council's database of contacts, the distribution of news announcements, the continued hosting of [www.womenbiz.gov](http://www.womenbiz.gov) and the NWBC Web site publication of several archived documents.

The NWBC produced several successful comment letters which resulted in policy adjustment: consideration of the implications to the women's business community by redefining size standards, the re-insertion of the gender-based data collection by the Bureau of Labor Statistics, and the consideration of SBA's 7(a) and 7(b) loans.

It has been a successful year, though many challenges remain. Based on research conducted during the year, on numerous discussions with the women's business community at conferences, meetings and roundtables, and on comment letters filed during the course of the year by the Council, the National Women's Business Council makes the following recommendations to the President, the U.S. Congress, and the U. S. Small Business Administration:

**Access to Capital-** The Council has expressed concern with certain proposed changes to the SBA's 7(m) microloan program, and the Council would like to see federal programs such as SBA's SAIC program increase their outreach to women business owners and women's business organizations.

**Access to Federal and International Procurement Markets-** The Council encourages the Administration to continue its efforts on behalf of subcontractors on the issue of

contract bundling to ensure that procurement opportunities remain open to all small businesses, including women-owned businesses. We would further recommend an increase in access to international markets, and size standards should be tiered to even the competitive playing field.

**Access to Training/Technical Assistance: Women's Business Centers-** In letters to the SBA and to the leadership of the Senate and House Small Business Committees, the Council reiterated its position in favor of ongoing financial support of the program.

**Fact-Based Policy Making-** Policy making can only be strengthened when it is based upon sound research and other factual information. The Council recommends that all relevant programs, such as the Women's Business Center program, should provide such information on their outcomes.

**Ongoing Advocacy-** While gains to the women's business community have been notable during the last several years, the Council recommends constant vigilance and ongoing advocacy to maintain that progress. The Council urges the women's business community to remain active and engaged in public policy discussions, always mindful of efforts to undermine the progress in support of women's enterprise developments.

We invite public comment on our Annual Report, and on the research and other programmatic activities of the Council.

## **FY 2005 Programs and Initiatives**

The following section of this report summarized the primary activities supported by the National Women's Business Council and announced during the Fiscal Year 2005.

### **Women's Business Connection Conference Calls**

In Fiscal Year 2005, the National Women's Business Council continued a series of monthly conference calls, designed to share information and engage in policy discussions with the women's business community in an easily accessible manner. These toll-free calls - held at the same time each month (third Thursdays at 3 p.m. Eastern Time) and also recorded and archived for access at a later date - have grown more and more popular.

Over the course of the past year, hundreds of women business owners and association leaders have participated in the calls, logging nearly 20,000 minutes of issue-based discussion. The topics of the calls have included peer-to-peer mentoring, raising capital, exporting, the growth of Latina entrepreneurs, and women in non-traditional industries.

A more complete description of the topic of each call, including instructions about how to dial in and listen to past calls, may be found on the Council's Web site at:

[www.nwbc.gov/sbconnection/wbconnection.htm](http://www.nwbc.gov/sbconnection/wbconnection.htm).

### **Voices of the Founding Mothers: Conversations and Insights from the Pioneers of Women's Entrepreneurship**

The NWBC is interested in connecting women business owners and their organizations to public policy discussions. Because a critical part of moving forward is understanding where we've come from, this project focuses on capturing the stories of some of the pioneer women in the women's entrepreneurship movement of the 1970s and the 1980s- as well as the voices of many of the new leaders of today- and producing a video documentary to preserve those voices and stories. This project involved interviewing these women leaders and others involved in the push for women's entrepreneurship advocacy, and producing a short, 30 minute video documentary.

### **Web Cast Roundtable Discussion**

The NWBC developed and executed its second live Web cast roundtable discussion, focusing on constraints to the growth of women-owned businesses-both internal and external to the business-that prevent women business owners from growing their enterprises and from transitioning from self-employment to employer to CEO.

## **Communications Outreach**

During the past year, the National Women's Business Council further expanded its communications outreach activities and launched initiatives to better connect the women's business community to current public policy debates. Specifically, NWBC communications initiatives included:

- Expansion and widespread distribution of a small, portable "Resources for Women Business Owners" card. This card contains a wealth of information about how women business owners can obtain information regarding access to financing, training and technical assistance, international markets, and procurement and certification. The card also includes a few of the most up-to-date facts about women-owned businesses in the U.S. To date, more than 50,000 cards have been distributed across the country at conferences and meetings, women's business centers, and regional SBA offices;
- Continued expansion of the Council's database of contacts, which now consists of nearly 10,000 names, including an extensive list of policy makers, women business owners, women's business associations, and other entrepreneurial support organizations;
- Distribution of news announcements, which detailed the publication of research studies, the issuance of other reports, or marked the announcement of important Council events or membership appointments, reaching thousands of those interested in women's entrepreneurship;
- Continued hosting of [www.womenbiz.gov](http://www.womenbiz.gov), an online gateway for women business owners who are looking to do business with the federal government;
- Redesign and launch of a new logo for Council's publications and Web site;
- NWBC Web site publication of several pertinent documents.

## **Transfer of Archival Documents onto Web site**

In the early years of the Council's existence, prior to the introduction of a Web site for the Council, its annual reports and other reports existed in hard copy only. The Council contracted a company to scan and save in Adobe PDF format 16 hard copy documents for posting on the Web site. The documents totaled approximately 900 pages and are being prepared for easy public access.

## **International Best Practices Paper**

For the second year, the NWBC partnered with the International Council on Small Business to present a Best Paper award in women's entrepreneurship. The purpose of the Best Paper award is to encourage scholarly analysis and research in women's entrepreneurship, increase the level of understanding about the challenges and needs of women business owners and their enterprises, and make the connection between this analysis and understanding of public policy recommendations for action.

## **NWBC Comment Letters**

The National Women's Business Council submitted key comment letters in FY 2005. A letter on behalf of the Council was generated to the U.S. Small Business Administration Assistant Administrator for Size Standards, cautioning the Agency to make the changes in a careful manner with respect to definitions, consistency and support. As a result, in late FY 2005, the SBA announced the increase of size standards to account for inflation, restoring small business eligibility to those firms that may have lost their small business status due to inflation since February 2002.

Another Council letter was sent to the Bureau of Labor Statistics urging the agency to readopt the use of gender of workers in the current Employment Statistics survey. This particular letter helped generate a groundswell of grassroots support, resulting in a legislative success. In October 2005, the Senate passed an amendment to the Labor, Health and Human Services appropriations bill which reinstated the gender question on the Survey.

Finally, a Council letter was sent to Congress and SBA Administrator Hector Barreto with comments on the proposed Fiscal Year 2006 budget. Specifically, the letter urged continued funding for the Women's Business Center program, an investment in economic growth and job creation which yields a significant return on that investment. Additionally, the letter recommends the retention of the 7(a) and 7(m) loan programs, both of which have been proven to directly benefit women's entrepreneurship.



## Policy Recommendations

Based on research conducted during the year, numerous discussions with the women's business community at conferences, meetings and roundtables, and comment letters filed during the course of the year by the Council, the National Women's Business Council makes the following public policy recommendations to the President, the U.S. Congress, and the U.S. Small Business Administration:

### Access to Capital

- The Council has expressed concern with certain proposed changes to the SBA's 7(m) microloan program. While the SBA suggests that the clients of this program could be served by the 7(a) program, the microloan program has unique characteristics that would not likely be offered by traditional lenders. The Council feels that the unique characteristics of this program – matching small amounts of capital with training and technical assistance – would be lost if it is merged with the 7(a) program, to the detriment of the women's business community.
- There is a growing need for access to growth capital for women-owned businesses, including venture capital and angel capital. Federal programs, such as the SBA's SBIC program, should increase their outreach to women business owners; moreover, women's business organizations – including women's business centers – should consider offering more training and assistance in this important area.

### Access to Federal and International Procurement Markets

- We encourage the Administration to continue efforts in implementing its October 2002 strategy on contract bundling, to ensure that procurement opportunities remain open to all small businesses, including women-owned businesses.
- An important part of this effort would be to focus on ensuring prime contractor compliance with subcontracting plans and goals. Prime contractors should be held accountable for subcontracting goals, and penalized if these goals are not met.
- Continued aggressive efforts to increase access for women-owned firms in federal contracting would be welcomed, including stronger efforts to reach the five percent goal for women-owned small businesses. Moving forward with the actions mandated in P.L. 106-554, such as the publication of the study of women-owned business' performance in federal markets that was tasked to the SBA, is also encouraged.
- While the National Women's Business Council does feel that SBA's size standards are in need of modification, it joined with many other business organizations in taking some exception to its recent attempt at revamping them. Of special concern to the Council are businesses that are not small but are not yet large. We would suggest a tiered approach in some industries, so that "non-small" firms would not have to compete solely with very large conglomerates.

### **Access to Training/Technical Assistance: Women's Business Centers**

- In written comments to the SBA and to the leaders of the Senate and House Small Business Committees, the Council restated its position in favor of ongoing financial support of the program, in accordance with review of center performance, and in support of allocating up to 48 percent of program funds to centers that have been in operation for more than five years.

### **Fact-Based Policy-Making**

- Recent research published by the Council has shown that the "Return on Investment" in the Women's Business Center program is substantial. Over the past three years, a \$36.5 million investment in the program has generated nearly \$500 million in gross receipts, including \$51.4 in profits. The Council suggests that all such programs should provide relevant information on their outcomes. Policy making can only be enhanced with the availability of research and other factual information.

### **Ongoing Advocacy**

- Based on its activities over this past year – most notably in the Council's studies on the policy history of women's entrepreneurship, best practice organizations and initiatives, and advocacy related to the Women's Business Center program – it is clear that, while there have been many gains for women business owners and their enterprises since the passage of H.R. 5050 and the establishment of the Council, these gains need to be sustained. Indeed, constant vigilance and ongoing advocacy is required to maintain the progress that has been achieved to date and to ensure further advances in the field of women's entrepreneurship. The Council therefore exhorts the women's business community to remain active and engaged in public policy discussions, and ever watchful of efforts to undermine the progress of women's enterprise development.

## **Impending Council Reports and Initiatives**

### **Secondary Census Analysis**

NWBC has contracted StratEdge to conduct a creative, secondary analysis of U.S. Census Bureau data on issues pertinent to women-owned businesses. StratEdge proposed to identify state business environment factors that may partially explain differences in the state-by-state performance of women-owned businesses. The existing literature has generally ascribed gender-based business performance discrepancies to three broad sets of factors: 1) individual factors, such as the entrepreneur's skills, experience and financial strength; 2) her choice of business activity; 3) the overall business environment within which her firm operates. Little systematic research has been conducted to address the overall business environment as it relates specifically to women-owned businesses- what types of policies, investments, or support systems are most advantageous to women entrepreneurs and business leaders. The NWBC hopes to address this research gap by providing information which will help us understand the correlation between the growth of women owned businesses and geographic location.

### **OSDBU Best Practices paper**

To better understand and assist in the federal procurement process, this research project will gather information from federal agency procurement officers in the Offices of Small and Disadvantaged Business Utilization (OSDBU), focusing on all of the initiatives and programs they offer to women business owners (especially those that exclusively focus on women), and assess which are having the greatest impact. The resulting report will highlight best practices, identify gaps in program efforts, include recommendations for further action, and be shared widely throughout the government and small business policy communities to encourage more widespread implementation.

### **Revamp of [www.womenbiz.gov](http://www.womenbiz.gov) Web site**

In the interest of advancing access to government contracts for women's entrepreneurs, and to support that increase, the NWBC has contracted Leap Frog Solutions, Inc. to conduct research to determine what information and tools women business owners need to effectively and successfully conduct business with the federal government. The information gathered during this research will be used to revamp the [www.womenbiz.gov](http://www.womenbiz.gov) site. The project will include devising a Web site strategy, conducting online focus groups, web content editing, producing graphic design and development and archiving files. The expected outcome will be user-friendly, accommodating software made available to women owned businesses seeking government contracts.

## **HTML Newsletter Design**

The Council disseminates a bi-monthly newsletter, *Engage!*, to the women's business community, policy makers, educators, and others who are in our contact database. Previously it has been produced and saved as a PDF file and posted on the Council Web site, and an email with links to the document has been sent out announcing its availability. While this has served us well, it does not take advantage of advances in technology, and requires more effort on the part of the reader. The NWBC has contracted a graphic designer to develop and produce a more user-friendly electronic newsletter template.

## **Web Cast**

In 2005, the NWBC developed and executed its second live Web cast roundtable discussion, focusing on challenges to the growth of women-owned businesses. The NWBC plans to continue this successful initiative in 2006, providing further opportunities to engage members of the women's business community in in-depth discussions of important issues related to women's business ownership and entrepreneurship.

## Appendix A: Council Mission and Statutory Authority

### Council Mission

The National Women's Business Council is a bi-partisan federal government 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. Members of the Council are prominent women business owners and leaders of women's business organizations.

The National Women's Business Council is committed to:

- conducting research on issues of importance to women business owners and their organizations,
- communicating these findings widely,
- connecting the women's business community to public policy makers and to one another, and
- providing a platform for change in order to expand and improve opportunities for women business owners and their enterprises – from start-up to success to significance.

### Statutory Authority: Women's Business Ownership Act of 1988 (Public Law 100-533)

#### Sec. 405. Establishment of the National Women's Business Council.

There is established a council to be known as the National Women's Business Council, which shall serve as an independent source of advice and policy recommendations to the Interagency Committee, to the Administrator through the Assistant Administrator of the Office of Women's Business Ownership, to the Congress, and to the President.

#### Sec. 406. Duties of the Council.

(a) In general.--The Council shall advise and consult with the Interagency Committee on matters relating to the activities, functions, and policies of the Interagency Committee, as provided in this title. The Council shall meet jointly with the Interagency Committee at the discretion of the chairperson of the Council and the chairperson of the Interagency Committee, but not less than biannually.

(b) Meetings.--The Council shall meet separately at such times as the Council deems necessary. A majority of the members of the Council shall constitute a quorum for the approval of recommendations or reports issued pursuant to this section.

(c) Recommendations.--The Council shall make annual recommendations for consideration by the Interagency Committee. The Council shall also provide reports and make such other recommendations as it deems appropriate to the Interagency Committee, to the President, to the Administrator (through the Assistant Administrator of the Office of Women's Business Ownership), and to the Committees on Small Business of the Senate and the House of Representatives.

(d) Other duties.--The Council shall--

- (1) review, coordinate, and monitor plans and programs developed in the public and private sectors, which affect the ability of women-owned business enterprises to obtain capital and credit;
- (2) promote and assist in the development of a women's business census and other surveys of women-owned businesses;
- (3) monitor and promote the plans, programs, and operations of the departments and agencies of the Federal government which may contribute to the establishment and growth of women's business enterprise;
- (4) develop and promote new initiatives, policies, programs, and plans designed to foster women's business enterprise;
- (5) advise and consult with the Interagency Committee in the design of a comprehensive plan for a joint public-private sector effort to facilitate growth and development of women's business enterprise;
- (6) not later than 90 days after the last day of each fiscal year, submit to the President and to the Committee on Small Business of the Senate and the Committee on Small Business of the House of Representatives, a report containing--
  - (A) a detailed description of the activities of the council, including a status report on the Council's progress toward meeting its duties outlined in subsections (a) and (d) of section 406 [this note];
  - (B) the findings, conclusions, and recommendations of the Council; and
  - (C) the Council's recommendations for such legislation and administrative actions as the Council considers appropriate to promote the development of small business concerns owned and controlled by women.

(e) Form of Transmittal.--The information included in each report under subsection (d) [of this note] that is described in subparagraphs (A) through (C) of subsection (d)(6), shall be reported verbatim, together with any separate additional, concurring, or dissenting views of the Administrator.

Sec. 407. Membership of the Council.

(a) Chairperson.--The President shall appoint an individual to serve as chairperson of the Council, in consultation with the Administrator. The chairperson of the Council shall be a prominent business woman who is qualified to head the Council by virtue of her education, training, and experience.

(b) Other members.--The Administrator shall, after receiving the recommendations of the Chairman and the Ranking Member of the Committees on Small Business of the House of Representatives and the Senate, appoint, in consultation with the chairperson of the Council appointed under subsection (a), 14 members of the Council, of whom--

(1) 4 shall be--

- (A) owners of small businesses, as such term is defined in section 3 of the Small Business Act [15 U.S.C. 632]; and
- (B) members of the same political party as the President;

(2) 4 shall--

- (A) be owners of small businesses, as such term is defined in section 3 of the Small Business Act [15 U.S.C. 632]; and
- (B) not be members of the same political party as the President; and

(3) 6 shall be representatives of women's business organizations, including representatives of women's business center sites.

(c) Diversity.--In appointing members of the Council, the Administrator shall, to the extent possible, ensure that the members appointed reflect geographic (including both urban and rural areas), racial, economic, and sectoral diversity.

(d) Terms.--Each member of the Council shall be appointed for a term of 3 years.

(e) Other Federal service.--If any member of the Council subsequently becomes an officer or employee of the Federal government or of the Congress, such individual may continue as a member of the Council for not longer than the 30-day period beginning on the date on which such individual becomes such an officer or employee.

(f) Vacancies.--

(1) In general.--A vacancy on the Council shall be filled not later than 30 days after the date on which the vacancy occurs, in the manner in which the original appointment was made, and shall be subject to any conditions that applied to the original appointment.

(2) Unexpired term.--An individual chosen to fill a vacancy shall be appointed for the unexpired term of the member replaced.

(g) Reimbursements.--Members of the Council shall serve without pay for such membership, except that members shall be entitled to reimbursement for travel, subsistence, and other necessary expenses incurred by them in carrying out the functions of the Council, in the same manner as persons serving on advisory boards pursuant to section 8(b) of the Small Business Act [section 637(b) of the this title].

(h) Executive director.--The Administrator, in consultation with the chairperson of the Council, shall appoint an executive director of the Council. Upon the recommendation by the executive director, the chairperson of the Council may appoint and fix the pay of 4 additional employees of the Council, at a rate of pay not to exceed the maximum rate of pay payable for a position at GS-15 of the General Schedule. All such appointments shall be subject to the appropriation of funds.

(i) Rates of pay.--The executive director and staff of the Council may be appointed without regard to the provisions of title 5, United States Code, governing appointments in the competitive service, and except as provided in subsection (e), may be paid without regard to the provisions of chapter 51 and subchapter III of chapter 53 of such title relating to classification and General Schedule pay rates, except that the executive director may not receive pay in excess of the annual rate of basic pay payable for a position at ES-3 of the Senior Executive Pay Schedule under section 5832 of title 5, United States Code.

#### Sec. 408. Definitions.

For purposes of this title--

(1) the term 'Administration' means the Small Business Administration;

(2) the term 'Administrator' means the Administrator of the Small Business Administration;

(3) the term 'control' means exercising the power to make policy decisions concerning a business;

(4) the term 'Council' means the National Women's Business Council, established under section 405;

(5) the term 'Interagency Committee' means the Interagency Committee on Women's Business Enterprise, established under section 401;

- (6) the term 'operate' means being actively involved in the day-to-day management of a business;
- (7) the term 'women's business enterprise' means--
  - (A) a business or businesses owned by a woman or a group of women; or
  - (B) the establishment, maintenance, or development of a business or businesses by a woman or a group of women; and
- (8) the term 'women-owned business' means a small business which a woman or a group of women--
  - (A) control and operate; and
  - (B) own not less than 51 percent of the business.

**Sec. 409. Studies and Other Research.**

- (a) In general.--The Council may conduct such studies and other research relating to the award of Federal prime contracts and subcontracts to women-owned businesses, to access to credit and investment capital by women entrepreneurs, or to other issues relating to women-owned businesses, as the Council determines to be appropriate.
- (b) Contract authority.--In conducting any study or other research under this section, the Council may contract with one or more public or private entities.

**Sec. 410. Authorization of Appropriations.**

- (a) In general.--There is authorized to be appropriated to carry out this title \$1,000,000, for each of fiscal years 2001 through 2003, of which \$550,000 shall be available in each such fiscal year to carry out section 409 [of this note].
- (b) Budget review.--No amount made available under this section for any fiscal year may be obligated or expended by the Council before the date on which the Council reviews and approves the operating budget of the Council to carry out the responsibilities of the Council for that fiscal year.

[Section 409 repealed, sections 410 and 411 redesignated as 409 and 410, and amended by Pub.L. 106-554, § 1(a)(9) [Title VII, § 703 to 705], Dec. 21, 2000, 114 Stat. 2763, 2763-\_\_\_\_.]



## Appendix B: Council Members

Following is a listing of the Council members who served during fiscal year 2005.



**Chair (June 2005 – June 2008)**

**Tami Longaberger**  
*Chair of the Board and CEO*  
**The Longaberger Company**

Tami Longaberger, chair of the board and CEO of The Longaberger Company, has led the company through significant growth, product diversification, facilities expansion and new technologies. The eldest daughter of founder Dave Longaberger, she joined the company in 1984. She was named president in 1994 and chief executive officer in 1998.

The Longaberger Company, a leading employer in Ohio, is the premier U.S. maker of handcrafted baskets and offers other home and lifestyle products, including pottery, wrought iron, fabric accessories and specialty foods. The company was founded in 1973.

In 1995 Longaberger pledged the company's support of a broad fundraising and awareness-building program in a groundbreaking partnership among the American Cancer Society, The Longaberger Company and its independent sales force. The campaign, Horizon of Hope<sup>®</sup>, has reached 16.9 million women with educational information and raised nearly \$11 million for breast cancer research and education.

A respected leader and active participant in international, national and statewide affairs, Tami was appointed in May 2005 by President George W. Bush as chair of the National Women's Business Council, a bi-partisan federal advisory council created to advise and recommend policy to the President, Congress and the U.S. Small Business Administration on economic issues important to women business owners. In 2004 she also served our country as a member of the U.S. delegation to the United Nations' Commission on Human Rights, held in Geneva, Switzerland.

Tami serves on the Woodrow Wilson Center for International Scholars and chaired the U.S. Executive Committee of the 2002 Helsinki Women's Business Summit. She is a member of the Ohio Business Roundtable, is past board chair of the national Direct Selling Association and is the former Chair of the Board of Trustees at The Ohio State University.

Longaberger received a bachelor of science degree in business administration from The Ohio State University.



**Chair (June 2002 – June 2005)**

**Marilyn Carlson Nelson**

**Chairman/CEO**

**Carlson Companies**

Marilyn Carlson Nelson is chairman and chief executive officer of Carlson Companies, a global group of integrated companies providing business and leisure travel, hotel, restaurant, cruise, and marketing services. With headquarters in Minneapolis, Minnesota, U.S.A., Carlson-owned and franchised operations employ about 190,000 people around the world. In 2004, sales under Carlson brands worldwide, including franchised operations, totaled US\$26.1 billion.

The Carlson family of brands and services includes: Regent<sup>®</sup> International Hotels, Radisson<sup>®</sup> Hotels & Resorts, Park Plaza Hotels & Resorts, Country Inns & Suites By Carlson, Park Inn<sup>®</sup> hotels, Carlson Marketing Group<sup>®</sup>, Carlson Wagonlit Travel, Cruise Holidays, All Aboard Travel, Radisson Seven Seas Cruises<sup>®</sup>, and T.G.I. Friday's<sup>®</sup> restaurants.

*Forbes* magazine has regularly named Marilyn as one of "The World's 100 Most Powerful Women." She is on the World Economic Forum's International Business Council, and in 2004 co-chaired the Forum's annual meeting in Davos, Switzerland. In 2002, President George W. Bush appointed her to chair the National Women's Business Council, an advisory council to the President, the U.S. Small Business Administration and Congress. In November 2005 she was named vice chair of the U.S. Travel and Tourism Advisory Board. Marilyn is a past national chair of the Travel Industry Association of America, served as a delegate to the White House Conference on Tourism and served on the board of the U.S. National Tourism Organization. She is currently on the Singapore Tourism Board.

Outside of her industry, Marilyn serves on the boards of Exxon Mobil Corporation and the Mayo Clinic Foundation. She also is a member of the Business Roundtable.

A graduate of Smith College with a degree in international economics, Marilyn attended the Sorbonne in Paris and the Institute des Hautes Etudes Economiques Politiques in Geneva, Switzerland, to study political science and international economics.

## Women Business Owners



**Jean Johnson**  
*President and CEO*  
**LegalWATCH**

Jean Johnson is President and Chief Executive Officer of LegalWATCH, a risk mitigation training company, and QualifiedPLUS, a minority legal staffing company.

In addition to her Juris Doctorate Degree, Jean holds a Masters Degree in Energy, Environmental and Natural Resource Law, and a Bachelor of Science Degree in Business Administration and an Associate Degree in Criminal Justice. Jean is a Past President of the Houston Lawyers Association and Past Chair of the African American Law Section of the State Bar of Texas. She serves on the National Bar Association's Board of Governors where she is Chair of the Women's Lawyers Division. In addition, Jean serves on the Houston Minority Business Council, Women Business Enterprise Alliance, AVANCE and NISH's Board of Directors. She also represents Halliburton Energy Services on the Women Business Enterprise National Leadership Forum.



**Laurie McDonald Jonsson**  
*President and CEO*  
**Stellar International**

Laurie McDonald Jonsson is a prominent Seattle businesswoman who has combined a successful business career with a personal commitment to helping promote women leadership on a global scale. Ms. McDonald Jonsson founded Stellar International, a company with a focus on investments that gives back to the communities they serve, and Stellar International Networks, an investment and international community resource, which connects and empowers women leaders around the globe, fostering business connections while creating a more humane and compassionate world for women, their families and the communities in which they live through economic opportunities. Past efforts have resulted in groundbreaking women's business and leadership delegations to central Europe, Scandinavia, the Baltics, Cuba and Africa, with an historic trip to China planned for spring of 2006.

Prior to founding Stellar International, Ms. McDonald Jonsson co-founded and managed successful businesses in the travel industry including Sundance Cruises and Admiral Cruises and was also the founding director of Expedia.com, Commerce Bank, and the Puget Sound Bank. She received the Leading Women Entrepreneur of the Year award in Monaco in 1999. Ms. McDonald Jonsson was the first chair of the Governor's Executive Women's Council under Governor Gary Locke and, in 2003, was awarded a Presidential appointment to the Board of the National Women's Business Council in Washington, D.C. She served on the Board of the International Women's Forum and was awarded the 2005 Women Who Make a Difference award, which is given in recognition of women leaders whose vision, commitment, and contributions have opened doors and improved prospects for other women. She currently serves on the Board of Harvard University JFK School of Government – Women's Leadership Board and is also a member of the Committee of 200 (C200). Ms. McDonald Jonsson is the founding President of the Washington State Women's Forum and founding chair of the Center for Women and Democracy at the University of Washington. She and her husband, Lars Jonsson, live in the Seattle area with their three children.



**Karen Kerrigan**  
*President and CEO*  
**Women Entrepreneurs Inc.**

Karen Kerrigan is president and CEO of Women Entrepreneurs Inc. (WE Inc.), an association that helps women entrepreneurs succeed through networking, advocacy and education. As a well-known small business advocate, she has developed relationships with key individuals in media, government and the private sector that have led to substantive initiatives and reforms to help America's entrepreneurial sector. Kerrigan founded the Small Business and Entrepreneurship Council in 1994—one of the nation's most prominent and respected small business advocacy and research organizations. ([www.sbecouncil.org](http://www.sbecouncil.org)).

As a small business owner, Kerrigan has a variety of clients in the marketing, communications, and the financial services sectors, including WomanTrend, where she serves as managing editor of the firm's newsletter WomenTrends. Kerrigan testifies often before Congress on issues that impact American entrepreneurship. She has been appointed to numerous federal advisory panels and committees representing the small business perspective on a range of issues. Her syndicated column, "Small Business Briefing," has appeared in the American City Business Journals for ten years. She has presented at both of President Bush's economic forums (2002 and 2004). Kerrigan helped to spearhead the "Women Entrepreneurship in the 21st Century," a series of five conferences hosted by the U. S. Departments of Labor and the SBA where more than 10,000 women gathered to network and discuss issue concerns with national political and policy leaders. She also helped to organize the first MidEast/North Africa (MENA) Women's Business Summit in 2005, where more than 250 women business owners and leaders from the MENA region gathered to share business strategy and their visions for economically empowering women in the Middle East.



**Claudia Laird Obertreis**  
*Vice President*  
**Ability Center**

Claudia Laird Obertreis has enjoyed a dynamic management career providing operating, technical, strategic, and business leadership to manufacturing companies. Experienced in both turnaround and high-growth corporate settings, Obertreis has been successful in identifying and capitalizing on critical development phases, creating market-driven synergies, and generating revenue in diversified manufacturing environments. Obertreis is notably proficient in the management of multi-unit, international manufacturing operations. In 1979, Obertreis brought her innovative entrepreneurial spirit and manufacturing expertise to LIDCO, Inc., a subsurface drainage pipe manufacturing and construction company with more than 100 employees in the U.S. and Mexico. Over a seven-year period, Obertreis increased sales from \$2 million to \$8 million. As Chief Operating Officer of LIDCO, Obertreis was able to affect changes in the manufacturing process, resulting in a 52 percent increase in monthly production output.

In 2002, Obertreis joined Ability Center, a company dedicated to enhancing the quality of life through increased mobility. Ability Center is headquartered in San Diego with additional locations in Orange County and Las Vegas. Ability Center offers a full line of accessible vans, wheelchairs, adaptive driving equipment and home care medical supplies. Obertreis is also board member of various civic and non-

profit organizations, the Past President of the National Association of Women Business Owners, and the recipient of the BRAVO Award in recognition of her service to the business community.



**Sheri L. Orlowitz**  
**Founder, Chairman & CEO, Shan Industries, LLC**  
**Founder & Owner, OrloVon, LLC**

Sheri is founder and majority owner of Shan Industries, LLC, a holding company that currently operates two manufacturing divisions. Both Accurate Forming, a metal stamping company, and Thermodynamics, a rotational molding company, were acquired from Tyco International in January 2000. As Chairman and CEO, Sheri has expanded the product lines and capabilities of both divisions and is working on additional acquisitions. Sheri also founded OrloVon, LLC, a real estate development company which recently completed a 20-unit condominium in Adams Morgan.

Sheri was instrumental in raising close to \$80 million in debt and equity for her entrepreneurial endeavors, some of which included the leveraged buy out of Magnetic Data Technologies, a \$60 million manufacturing group with domestic and international holdings of which she was a major shareholder, CFO and COO; Kodak's Datatape, a \$55+ million company which made high speed tape recording devices for, among other things, the Space Shuttle as well as Shan.

Before joining DBI, Sheri was a litigator with the Miami office of Greenberg Traurig after starting her legal career at the United States Department of Justice through the Attorney Generals' Honors Program.

Sheri continues her government service today as an appointee to the National Women's Business Council. Her board positions include Harvard University's Kennedy School of Government Women's Leadership Board, the Center for Women's Business Research, *Enterprising Women* Magazine, Massachusetts Mutual Women's Advisory Council and Boardroom Bound.

Philanthropy is a significant part of Sheri's life. She serves on the board of Kristi House, a refuge and advocacy resource for young victims of sexual abuse and is a Founder of the Orlowitz Children's Advocacy Center. She is also an Ambassador for the Global Coalition to end Human Trafficking NOW.

Recent awards include the 2003 "Enterprising Woman of the Year" and induction as a "Leading Woman Entrepreneur of the World" in 2005. Sheri is a frequent speaker on all aspects of entrepreneurialism, mergers and acquisitions and accessing capital.



**Annie Presley Selanders**  
**Principal and Owner**  
**The McKellar Group**

Annie Presley Selanders has assisted dozens of political candidates and not-for-profit organizations in raising more than \$500 million during her 20-year career as a professional fundraiser and political consultant. Currently, Annie is principal and owner of The McKellar Group Inc., a fundraising and public affairs consulting group based in Kansas City, Missouri. The firm provides strategic advice to corporate and non-profit clients in all political arenas and works closely with organizations wishing to build meaningful relationships in Congress and the current Administration.

Most recently, Annie was Corporate Vice-President and Director of Public Affairs at UBS Paine-Webber in New York City, where governmental affairs and corporate giving fell under her purview. At UBS Annie was extremely active in building relationships within the current Administration, Congress, state legislatures, governors and mayors across the country. She served as National Deputy Finance Director for "Bush for President" (1999-2001) where she worked closely with the Campaign Finance Chairman and the National Finance Director to raise a record shattering \$104 million in personal gifts. Annie worked closely with volunteer and professional fundraisers across the country throughout the campaign culminating in the President's inaugural in January 2001. She was previously the Finance Director for Missourians for Kit Bond, a re-election campaign in 1991-92 and finance consultant for John Ashcroft's first senate campaign in 1993-94.

Politically active in the battleground state of Missouri since the late '70s, Annie has continued to utilize her extensive contacts in Washington. She also sits on non-profit boards at her alma mater, The University of Missouri-Columbia, and in Kansas City and Los Angeles.



**Marianne Sensale-Guerin**  
*President and Owner*  
**Guerin Associates, LLC**

Marianne Sensale-Guerin is President and owner of Gorham, Maine based Guerin Associates, LLC, an environmental services and home heating oil delivery service. Born in New Jersey, the middle of five children, she made Maine her home in April 1981.

While working for an oil company as finance manager from 1986 – 1989, she gained knowledge of environmental risks and regulations, particularly those governing underground fuel storage tanks.

In 1989 she became employed by Clean Harbors, Inc. In 1991, Marianne and her husband Marc formed Pollution Control Services, which they ran until 1999 when the assets of the company were sold. Marianne and Marc were then appointed to management positions with the parent company until an industrial accident tragically took Marc's life in November 2000. Six weeks following her husband's death, Sensale-Guerin was informed by her employer of its decision to close its Maine environmental division.

When faced with yet another challenge, Sensale-Guerin decided to move forward on her own. She struck a deal with her employer, allowing her to take over its existing federal contracts and perform them under a new entity, Guerin Associates, LLC.

Sensale-Guerin was named by the U. S. Small Business Administration as 2005 National and Maine Small Business Person of the Year. Guerin Associates offices are in Gorham and Presque Isle, Maine.



**Susan Wilson Solovic**  
**CEO**  
**SBTV**

Susan Wilson Solovic is the CEO of SBTV.com, the Nation's only online television network dedicated to the growing small business segment of the U.S. economy. Solovic began her professional career as a television news anchor and reporter for NBC and CBS affiliates. Subsequently, she joined a Fortune 100 company where she was named Vice President, Director of Corporate Marketing of an international asset-based lending division. While working in an executive capacity, she attended Saint Louis University Law School and graduated with honors.

Solovic is the author of the popular books, The Girls' Guide to Power and Success and Reinvent Your Career: Attain the Success You Deserve and Desire. Additionally, Solovic hosted and produced a series of national satellite television broadcasts for women business owners in the United States and Canada and she helped to create a targeted investing program for a national brokerage firm. Solovic has been a featured columnist with United Press International (UPI) on women's business issues. She serves on the board of the John F. Cook School of Entrepreneurial studies at Saint Louis University and sits on the Advisory Board of the Women Presidents' Organization. She was named one of the Most Influential Women in St. Louis (2004) by the St. Louis Business Journal and received the 2004 YWCA's Special Business Leader award for Entrepreneurial Success. Recently, on behalf of SBTV.com Solovic accepted the Stevie Award for the Most Innovative Company up to 100 employees. The Stevie Awards are considered the Oscars of business.

Previously, she served on the John F. Kennedy School of Government Women's Leadership Board at Harvard. In 2000, she was the recipient of the U.S. Small Business Administration's Region VII Media Advocate Award, and she was awarded the Columbia College Alumni Professional Achievement award in 2002.

## Women's Business Organizations



**Ann Marie Almeida**  
*President & CEO*  
**Association of Women's Business Centers**

The Association of Women's Business Centers (AWBC) represents the interests of more than 100 non-profit women's business assistance centers throughout the United States. The Association and its members provide support services to women business owners, ranging from underserved women entrepreneurs to women securing rounds of venture capital. The vision of the Association is a world where economic justice, wealth and well-being are realized through the collective leadership and power of successful entrepreneurial women. The AWBC is represented on the Council by Ann Marie Almeida, the President and CEO of the Association. Visit [www.awbc.biz](http://www.awbc.biz) to learn more.



**Mary MacRae**  
*Past President*  
**National Association of Women Business Owners**

Since 1975, National Association of Women Business Owners<sup>®</sup> (NAWBO<sup>®</sup>) has helped women evolve their businesses by sharing resources and providing a single voice to shape economic and public policy. NAWBO is the only dues-based national organization representing the interests of all women entrepreneurs across all industries. Today the organization features chapters in almost every metropolitan area in the United States with 8,000 members and 80 chapters. By combining the knowledge, networks and expertise of its diverse membership, board of directors and staff, NAWBO works to: strengthen the wealth creating capacity of its members and promote economic development; create innovative and effective changes in the business culture; build strategic alliances, coalitions and affiliations; transform public policy and influence opinion makers.

Mary MacRae, a past NAWBO national president from Nashville, Tennessee, serves as NAWBO's representative on the Council. NAWBO is headquartered in McLean (Tyson's Corner), Virginia. For more information, visit [www.nawbo.org](http://www.nawbo.org) or call 1-800-55-NAWBO.



**Susan Bari**  
*President*  
**Women's Business Enterprise National Council**

The Women's Business Enterprise National Council (WBENC) is dedicated to advancing the success of certified women's business enterprises, government agencies and corporate members in partnership with its affiliated women's business organizations. Through their regional partners, WBENC is the largest third-party certifier of businesses owned and operated by women in the United States. WBENC's goal is to foster diversity in the world of commerce with programs and policies designed to expand opportunities and eliminate barriers in the marketplace for women business owners. WBENC works with representatives of corporations to encourage the utilization and expansion of supplier/vendor diversity programs. The organization also provides its corporate members and certified women's business enterprises with access to a range of B2B sourcing tools including, an Internet database called [WBENCLink](#) that contains information on certified women's businesses for purchasing managers



nationwide. Susan Bari, WBENC's President, is their representative on the National Women's Business Council. To learn more about WBENC, visit [www.wbenc.org](http://www.wbenc.org)



**Terry Neese**  
***President and Co-Founder***  
**Women Impacting Public Policy**

Women Impacting Public Policy (WIPP) is a national, bi-partisan public policy membership organization representing more than 535,000 women in business and women business owners nationwide. Members are both individuals and members of 29 association partners. WIPP influences policy on Capitol Hill, with the Administration, and with federal agencies. WIPP was founded in 2001, and has members in all 50 states and in every Congressional district. Terry Neese is also the Chair of the Board and Founder of Terry Neese Personnel Services in Oklahoma with more than 1,000 temporary and 25 full-time staff members. Neese, WIPP Co-Founder and President, represents WIPP on the Council. To learn more about WIPP, visit [www.wipp.org](http://www.wipp.org). Terry is also President of GrassRoots Impact, Inc., founded in 1998. GRI is a public policy strategy firm connecting the public and private sector to small business.



**Dr. Marsha Firestone**  
***President***  
**Women Presidents' Organization**

The Women Presidents' Organization (WPO) is a membership and peer-to-peer mentoring organization for women whose businesses annually gross more than two million dollars. It brings together highly motivated and successful female entrepreneurs in a dynamic forum where they can share their expertise and experience. Chapters are professionally facilitated and contain no more than 25 women to help build trust and familiarity and allow for frank discussions of the issues at the heart of their members' minds. The WPO is currently operating in 31 locations nationwide and Canada. Dr. Firestone, the President and Founder of WPO, is their representative on the Council. To learn more about WPO, visit [www.womenpresidentsorg.com](http://www.womenpresidentsorg.com).



**Maria Guadalupe Taxman**  
***Board Member***  
**U.S. Hispanic Chamber Of Commerce**

In 1979, a few dedicated Hispanic leaders realized the enormous potential of the Hispanic business community in the United States and envisioned the need for a national organization to represent its interests before the public and private sectors. Later that year, the United States Hispanic Chamber of Commerce (USHCC) was incorporated in the state of New Mexico, creating a structured organization aimed at developing a business network that would provide the Hispanic community with cohesion and strength. Since its inception, the USHCC has worked towards bringing the issues and concerns of the nation's more than one million Hispanic-owned businesses to the forefront of the national economic agenda. Maria Guadalupe Taxman, a woman business owner from St. Louis, Missouri and a past member of the Chamber's National Board, is their representative on the Council. To learn more about the USHCC, visit [www.usbcc.org](http://www.usbcc.org).

## Appendix C: Council Staff

Following is a listing of the staff who served the Council during fiscal year 2005.



**Julie R. Weeks**  
**Executive Director, 2002 - 2005**

Julie R. Weeks, Executive Director of the National Women's Business Council from September 2002 through June 2005, has extensive experience in both the public and private sectors in the field of women's entrepreneurship, small business research, and political and public policy analysis.

Prior to her term at NWBC, she spent nine years at the Center for Women's Business Research leading all of their research programs and activities, and helping to establish the Center as the premier source of knowledge about women business owners and their businesses — worldwide. Ms. Weeks was the Deputy Chief Counsel for Statistics and Research at the U.S. Small Business Administration from 1990 to 1993, prior to which she was Vice President for Politics and Public Affairs at Market Strategies, Inc. of Southfield, Michigan, and Vice President of Market Opinion Research of Detroit, Michigan. She now leads her own consulting firm, Womenable.

Ms. Weeks has traveled extensively to conduct research, consult with corporations on expanding their knowledge of the women business owner market, and speak to groups interested in learning more about the characteristics, contributions, challenges and unique perspectives of women business owners. She has conducted research internationally on women business owners in Canada, Latin America, Europe, and Africa, and has consulted with the Asia Pacific Economic Cooperation (APEC), the Inter-American Development Bank (IADB), the International Labour Organization (ILO), and the Organization for Economic Cooperation and Development (OECD) on issues related to women's entrepreneurship. Ms. Weeks is also an accomplished speaker, having given presentations on political and public policy research topics and on topics related to entrepreneurship, business trends, and women in business.

Ms. Weeks has a Bachelor of Arts in political science and economics from the University of Michigan, and a Master of Arts from the University of Michigan in political science and research methodology.



**Aileen M. Kishaba**  
**Director of Policy Programs**

Aileen M. Kishaba is the Director of Policy Programs for the National Women's Business Council. Her major areas of responsibility include managing the monthly Women's Business Connection conference calls; monitoring and reporting on legislative action on areas of interest to the Council; tracking key activities of external groups on issues and programs related to the Council; and implementing Council policy programs with other public and private organizations.

Previously, Ms. Kishaba was the Founder and President of TTW Consulting Group where she developed short- and long-term strategic plans for small businesses. In particular, she focused on women business owners, government entities (development of grassroots organizations), nonprofits (emphasizing their role as community groups), and community groups (focusing on organizational skills, management techniques, public relations and networking). Throughout her career, Ms. Kishaba has designed and conducted seminars and courses in the following areas: Training of Trainers modules; Project

Development for Impact and Results; Strategic Planning; Evaluation; Preparing USAID Training Plans; and Grassroots Strategy and Communication modules. Ms. Kishaba has served as an expert speaker at various SBA workshops and conferences, at an International Management Institute and American University conference, and at USAID conferences. Previously, she served as a legislative aide and committee clerk in the Hawaii State Legislature (both the House and Senate). Ms. Kishaba earned her B.Ed. from the University of Hawaii, Honolulu.



**Katherine S. Stanley**  
**Administrative Officer**

Katherine E. Stanley is the Administrative Officer for the National Women's Business Council. At the council, she is responsible for monitoring the Council's budget, managing accounts payable and receivables, and preparing monthly reports on the Council's financial status. She also provides staff support on administrative policies and procedures, maintains the Council's database and office files, coordinates and assists with the preparation of the Council meetings, and works directly with the Interagency Committee on Federal Advisory Committee Management.

Previously, Ms. Stanley served as a Program Associate for the District of Columbia's Department of Health, HIV/AIDS Administration where she was responsible for developing and managing the "Conditions of Awards" grant calendar. Ms. Stanley also has served as a Program Analyst for the Fannie Mae Corporation where she coordinated the Enterprise Systems Management's office area and grouped department teams according to the services they provided to their clients. She was responsible for tracking requisitions to Fannie Mae's Operations space database, researching and preparing incentive reports for the Staff, Transaction, Operating and Procurement Shop (STOP Shop), a division of the Enterprise Management System. Prior to working at Fannie Mae, Ms. Stanley served as the Executive Assistant to the President and as the Office Manager for Levick Strategic Communications, based in Washington, D.C. where she was responsible for researching new ventures, and overseeing office functions.

Ms. Stanley earned her Bachelor of Science in Organizational Management at Columbia Union College. She is a Certified Travel Consultant (CTC).

Also on staff was Sandy Seppala, Director of Communications. No photo is available.



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NATIONAL WOMEN'S  
BUSINESS COUNCIL

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ADVISORS TO THE PRESIDENT,  
CONGRESS AND THE SBA

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