

Bonus Materials for

Office DEPOT®

How to Land Big Government Contracts



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WHAT'S IN A NAME?

The Equity in Contracting
for Women Act (2000)
stipulates that federal
contracting officers award

5%

of all contracts to
women-owned businesses.



GETTING INVOLVED IN GIVE ME 5

In 2000, Congress stipulated that 5% of federal contracts should go to women—but nine years later we're still at 3.4%. With a pool of \$400 billion in contracts each year, women business owners are accounting for only \$11 billion. Take the time to register with the CCR and take the first step in the federal contracting process.

American Express OPENSM and WIPP have devised a clear, step-by-step account of the federal contracting process in a co-authored OPEN[®] Booklet. The booklet and more information can be found online at www.giveme5.com.



GIVEME5.COM



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS

Women business owners stand
to gain more than **\$5 BILLION**
in increased annual revenues.

**GIVE ME 5 IS MAKING
IT HAPPEN BY REACHING
THE 5% GOAL.**



AN ALLIANCE FORMED

American Express OPENSM has partnered with the non-profit policy organization, Women Impacting Public Policy (WIPP), to help increase the number of women-owned businesses that are granted coveted federal contracts. Our combined strengths provide women business owners with a sound stepping stone toward productivity and prosperity. American Express OPEN is dedicated exclusively to the success of small business owners, and WIPP is the largest bipartisan women's business group in the country. Read on to learn about the launch of the Give Me 5 program—and how we're making change happen.

THE PROGRAM DEFINED

Fact: Only 3.4% of federal contract dollars are currently granted to women-owned businesses. By making the necessary resources and information convenient and clear, Give Me 5 aims to increase this number to 5% or more. That gap between the actual dollars allocated to women-owned businesses is a massive missed opportunity. Women business owners stand to gain more than \$5 billion in annual revenues* by reaching the 5% goal. American Express OPEN and WIPP are committed to make it happen.

"Working with OPEN[®], WIPP is committed to help ensure women across industries see government contracts as a growth opportunity."

—BARBARA KASOFF,
PRESIDENT AND CEO OF WIPP

"Women business owners should have a greater share of government contracts, and our partnership with WIPP is intended to make that a reality."

—SUSAN SOBBOTT,
PRESIDENT OF AMERICAN EXPRESS OPEN

GIVE ME 5 IN ACTION

It has been the case that women business owners face challenges in securing highly lucrative contracts. The application process alone for federal work can be daunting, but it's worth it. Securing these rewarding contracts can help grow your business. Flattening the playing field is a community-building task that connects women in business to each other and to the myriad resources provided by both American Express OPEN and WIPP.

Through seminars, events and online resources, Give Me 5 breaks down the process of applying for federal contracts. A key step is registering a business with the Central Contract Registration database (CCR). It is also necessary to certify that a woman owns the company and identify the appropriate contract opportunities. The rules for writing solid proposals is an additional resource Give Me 5 provides.

These are our goals: To educate as many as 100,000 women each year on the opportunities available through federal contracts—and enroll up to 5,000 women a year on the CCR. We urge you to join the initiative and help make these contracts a reality for your business and others.

FACT: Women-owned businesses are a driving force in the national economy, generating nearly \$1.9 trillion in sales and employing 13 million people*

FACT: Only 67,000 of the 10.1 million women-owned firms are registered on the CCR and eligible to apply for federal contracts.*

*According to a statement issued by the U.S. House of Representatives Small Business Committee in March 2007.

Women's Business Enterprise
National Council



Creating Opportunities for Women in Business

Our Mission

- 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.

Activities

- Through our regional organizational partners, WBENC certifies businesses as women-owned, managed and controlled – then provides information on these companies to purchasing managers through an Internet database (WBENCLink).
- We also work with corporations and conduct training programs to encourage the use and expansion of diversity programs. As part of these efforts, WBENC conducts research and creates "best practices" modules for use by corporations in implementing or expanding supplier/vendor diversity programs.
- WBENC conducts surveys to identify impediments to doing business with WBE-certified companies and works to remove them.
- We sponsor special programs throughout the year to raise the visibility of women-owned businesses and to honor organizations that help remove barriers to women in commerce.
- We monitor the changing needs of women-owned businesses and develop special programs as needed to enhance their business opportunities.

Benefits of WBE Certification

- National recognition as a certified WBE by more than 700 major U.S. Corporations representing thousands of well known brands and government agencies.
- Access to a current list of supplier diversity and procurement executives at these same companies.
- Automatic inclusion in WBENCLink, our Internet database of certified WBEs.
- Use of the WBENC member seal on your marketing materials.
- Access to sourcing opportunities through WEbuy@wbenc.org.
- Eligible for the Dorothy B. Brothers Executive Scholarship Program that allows topics and schools of your choice and for the Tuck-WBENC Executive Program, a 5-day management course designed for WBEs.
- Eligible for MatchMakers, one-on-one meetings with corporate purchasing representatives.
- Participation in our annual surveys and our e-mail information and opportunity networks.
- Eligible to exhibit at national and regional business expos.

Certification Criteria

- **Ownership:** Fifty-one percent ownership by a woman or women. The applicant must share in all risk and profits commensurate with her ownership interest.
- **Control and Management:** Proof of active management of the business. Women must possess the power to direct or cause to direct the management and policies of the business.
- **Contribution of Expertise and Capital:** Contribution of capital and/or expertise by women owners to acquire their ownership interest shall be real and substantial and be in proportion to the interest acquired.
- **Independence:** The women owner(s) shall have the ability to perform in her area of specialty/expertise without substantial reliance on males or non-women-owned businesses.
- **U.S. Citizenship or U.S. Resident Alien Status.**
- **How to Apply:** You may begin the application process by visiting our website – www.wbenc.org – and taking advantage of our interactive, on-line application process. Certification is facilitated through our network of regional partner organizations, who work directly with applicants.

For more information, visit www.wbenc.org.

Women's Business Enterprise
National Council



Creating Opportunities...Recognizing Excellence

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