

July 17, 2014

Jackie Foley
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Dear Jackie ,

Congratulations! We are thrilled to be welcoming you to our unique supplier diversity community for women business enterprises!

We have just changed our name to **WBE Canada** and our look has changed as well! This repositioning to **WBE Canada** will allow us to build our domestic supplier development base at a more ambitious pace, generating more supply chain opportunities for WBEs across Canada, while maintaining access to North American supply chains with major corporations and through regional organizations in the US. We have one goal in mind – to provide you with access to support your business growth!

We are very pleased to attach here your WBE certificate. This certificate confirms that your company has successfully met all the requirements for certification as a Women Business Enterprise (WBE). Certification is a tool to provide you with access to new networks and opportunities and may also serve to solidify relationships with your existing customers. As a certified WBE, you will gain access to supplier diversity training, information, mentorship, and invitations to important regional, national, and international events. It is by attending these events that you make valuable connections.

Also attached is the **WBE Canada** ‘stamp’ that signifies your certification. We suggest that you use this stamp as a marketing tool, displaying it on your business cards, website and other marketing materials.

The quality of our **certification** has been noticed! Corporations in Canada and the USA have accepted it widely since our beginning in March 2009. Our rigorous process – built upon the WBENC model with their mentoring and guidance – will continue to be fine-tuned to ensure it always meets or exceeds the expectations of corporations with supplier diversity initiatives. This remains core to our operations!

Corporations depend upon third party verification to make it easier for them to find women's business enterprises for potential bid opportunities. You will be asked for your certificate in order to prove the currency of your WBE status. Your certificate bears a number and expiry date. You will be notified about 90 days before your expiry so that you will have ample time to recertify

WBE Canada is the nation's leading advocate of women-owned businesses as suppliers to North America's corporations. We are the first and largest third-party certifier of businesses owned, managed, and controlled by women in Canada ...certifying Canadian WBEs since March 2009.

to keep your certificate current. The recertification process is simplified with a short application and an update from you.

We urge you to check out the resources that we prepared exclusively for our certified WBEs. **Online Resources link:** <http://www.wbecanada.org/wbes-resource-docs>. You will find:

Tools and Guides:

Guide to Leveraging Your Certification: One of our most frequently asked questions is, "I'm certified, now what?" So, we created a tool to address some of the basics of supplier diversity. It is chock full of ideas to help you maximize the benefits of certification and proactively engage prospective buyers.

Guide to Help Corporate Buyers Find You: This second guide outlines how our portal directory is used which will help you understand how to write your **profile** as an opportunity to attract corporate buyers and other WBEs.

Research Project: Diversity Practices of US Businesses

Supplier Diversity Companies and Contacts (spreadsheet)

This resource and list was prepared in the spring of 2011 and has some great information about who is doing what and how to connect. Although it is somewhat dated, it still represents a good resource list to identify corporations with supplier diversity initiatives. Check the company's website to find out more.

Business Women in International Trade (BWIT) newsletter and program overview

BWIT offers contacts and insights of specific value to women entrepreneurs who want to grow their businesses abroad: funding opportunities, networking events, targeted Trade Commissioner support, and resources to help Canadian businesses internationally.

Events:

You will hear from us from time-to-time to invite you to events and webinars. Events that you should have on your calendar annually are:

1. **WBE Canada** Annual Conference—held each year in the fall. Check it out at www.wbecanada.org.
2. **WBE Canada** webinar events are held monthly. You will be invited to each one, so please ensure you follow our newsletter and emails for details.
3. **WBENC** National Conference and Business Fair held annually in June. Check it out at www.wbenc.org/. This is the largest annual gathering of procurement decision makers and WBEs in the USA. We encourage WBE Canada certified businesses that are interested in US and international opportunities to attend.

Your Online Access:

To access your profile, login to our Community portal. The link to the portal is on our home page at the top right hand side. Your **user name** is the email address for your company contact who registered your application with us; your **password** is the one we provided to you via email to complete your application. If you have forgotten your password, there is a 'forgot password' feature.

We encourage you to login to our Community Portal to access our directory - check out your own **company profile** and keep it up to date. Pay particular attention to the description of your business to ensure that it 'sells' your company as others may be looking for your products/services (refer to our *Guide to Helping Corporate Buyers Find You*). Also be sure to keep your email address and other contact information current!

Within our directory, you can search for other WBEs. This is important when looking for suppliers and/or alliance partners. We encourage you to look to the network first when considering your supply needs, whether they are products or services.

Other communications:

You will receive communications from us on a fairly regular basis. These may include opportunities emanating from our corporate members and others interested in sourcing diverse suppliers. Please make sure your email is updated with us, and feel free to provide a secondary contact as your back up.

If you have any questions, please don't hesitate to contact me directly at any time. I look forward to seeing you soon and hearing about your successes.

Sincerely,



Betty Wood

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Check out our WBE resources at:

<http://www.wbcanada.org/wbes-resource-docs>

FYI, this is a confidential link for **certified WBEs only**