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**Social Media**

Follow us online! NWBOC is now on Facebook, Twitter, and Linked In.


**Fast Trac Application**

Check out the new "Fast Trac" application for women business owners who want to add another certification and are already certified by Women's Business Enterprise National Council (WBENC).

"Our certification processes are extremely similar so there is no need for a woman business owner to have to wait or pay a higher fee for us to confirm this certification," said Janet Harris Lange, NWBOC President.

We started this Fast Trac application in response to requests from WBENC-certified companies. "In these tough economic times, businesses are looking for every edge they can get," said Harris-Lange. "Some are getting multiple certifications so no stone is left unturned in the possibilities of the marketplace, whether it is corporate or government."

For more information visit [NWBOC.org](http://NWBOC.org).

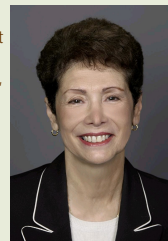
**Upcoming Dates**

**Center for Women's Business Research Forum for Women of Color**  
 September 8  
 8:30 a.m. - 1:30 p.m.  
 Southern Methodist University's James M. Collins Executive Center  
 3063 SMU Blvd, Dallas, TX

**Pay it Forward**

Dear WBE Certifieds and Friends:

Welcome to our newsletter again. We had to get out a special newsletter this month to give you the exciting information about our upcoming call series, as well as our foray into social media. We look forward to "tweeting" with you, as well as the old-fashioned (but still highly effective) communication of the telephone calls.



Each and every day, we have an opportunity to "Pay It Forward." We will be starting a new newsletter feature called "Pay It Forward" where we highlight one of the other many women business organizations and the good work they do. I have the honor to write about the first one.

In August, I attended a board meeting of IEEW (Institute for Economic Empowerment of Women) in Dallas, TX. This organization, founded by Terry Neese, provides entrepreneurial training to women business owners from Afghanistan and Rwanda through their "Peace Through Business" program. They offer in-country classes and then select a group of women who travel to the U.S. for further education through a partnership with Northwood University.

What an incredible honor to meet these women first-hand and learn how they overcome enormous obstacles in their daily lives! The stories are spellbinding. Mary Schnack of Mary Schnack Media Services, Inc., NWBOC certified WBE, provided marketing training during their stay. Cathy Bennett, Bennett Packaging (another NWBOC certified WBE), acted as mentor taking one of the women back with her to Kansas City to spend several days learning about her packaging business.

In growing their companies, these women business owners create jobs and help improve the economic climate in their area of the world. I was moved and honored to participate and encourage you to visit the website, [www.ieew.org](http://www.ieew.org), to learn more about the program. A new group of women will participate again next year.

Become involved - train, mentor, donate! You will gain so much more than you give!

Sincerely,

Janet Harris-Lange, President  
 NWBOC



Mary Schnack with women from Rwanda and Afghanistan.

**Conference Call Series**

Don't miss out on our three conference call series for potential applicants, current site visitors, and current WBEs. Several dates are available for each type of call so busy women business owners can conveniently pick one that fits into their schedule.

Please pass the word to WBEs you know who are not certified for our "Ask the Expert: The Why's and How's of WBE Certification" which will be held at 11:00 a.m. (Eastern) on September 9, October 7, November 4, and December 2. Each call will discuss the application process and how to make certification part of a business development strategy.

The other series focuses on the interactive NWBOC eProcurement Marketplace, a search engine for finding the most up to date information on companies certified as WBEs. The NWBOC eProcurement Marketplace provides an outlet for companies to market directly to WBEs and for companies to create and post bid opportunities for WBEs across the country.

"Understanding the eProcurement MarketPlace as a Vendor & Buyer." calls will help women business owners and corporate supplier diversity managers learn the best tools to utilize this innovative marketplace. Calls will be at 11:00 a.m. (eastern) on September 23, October 21, November 18, and December 16.

The other call is required for all NWBOC site visitors. Each site visitor must participate in one of these calls: September 16, October 14, November 11, and December 9.

Each call will take no longer than 60 minutes. All calls will be held at 11:00 a.m. (eastern). Dial-in Number: 219-509-8222. Participant Code: 356081.

Please RSVP for the calls at [info@nwbc.org](mailto:info@nwbc.org) or by calling 800-675-5066.

**Success Stories**
**Meet Jan Hall**


After twenty years in the corporate world Jan Hall decided that it was time to step out on her own. Jan started Advertising In Motion, a Christian centered business in Hudsonville, MI that started out as a

**WIPP National  
Legislative Meeting**  
October 1  
8:00 a.m. - 7:00 p.m.  
W Hotel  
515 15th Street, NW,  
Washington, DC 20004  
202-661-2400

### NWBOC Certification Facts

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- NWBOC was the first national certifier of women business enterprises.
- The WBE application and process was developed through the cooperation and input of more than 700 public and private sector individuals.
- In addition to being designated as a WBE, certification through NWBOC provides access to promotion tools such as premier listings in the organization's interactive eProcurement database, access to data including 1,000 private and public sector purchasing contacts; and more.

### New Certified

(8/12/09-8/31/09)

**Allied Awning and Rental, Inc. dba Allied Electric Sign & Awning Co.**  
Monica Collard, CEO  
Salt Lake City, UT

**AMT Architectural Services, Inc.**  
Wendy Critcher, President  
Covington, KY

**Avanti Corporation**  
Lynn Petrazzuolo, President  
Alexandria, VA

**Barber Management Company, Inc. dba Express Employment Professionals**  
Amy Barber Terschlose, President  
St. Louis, MO

**Business Efficacy, Inc.**  
Linda Maxwell, President  
Minnetonka, MN

**C & M Escort Service, Inc.**  
Michelle Adams, President  
North Augusta, SC

**Clinton & Associates, P.C.**  
Sandra Clinton, President  
Hyattsville, MD

**Commercial Management Services**  
Sharon Moran, Owner  
Upland, CA

**Fiduciary Counselors, Inc.**  
Nell Hennessy, President  
Washington, DC

**Lasting Impressions Gift Services, Inc.**  
Janet McNaughton, President  
Kirkland, WA

**Miller Geotechnical Consultants, Inc.**  
Debora Miller, President  
Fort Collins, CO

**Prosperity Organic Foods, Inc.**  
Cynthia Rapp, President  
Hailey, ID

**SCM Solutions, LLC**  
Lisa Sunderland, President  
Inverness, FL

**Walke Works, LLC**  
Elizabeth Walke, Principal  
Catonsville, MD

**Ward Electric Company, Inc.**  
Joyce Ward, President  
Longmont, CO



company providing promotional products to help businesses grow and make a lasting impression on their clients.

"NWBOC Certification has opened doors for us and made us the preferred vendor for some clients. It has also allowed us to help some of our clients achieve their goals of working with diversified companies."

Today, Advertising In Motion has expanded to include, marketing consulting, strategic planning, marketing material development, branding services, website and social media consulting, compensation consulting, and promotional services.

"We are a relationship oriented business. As we get to know our clients and their business goals, we are better able to help them achieve success."

To learn more visit [AdvertisingInMotionLLC.com](http://AdvertisingInMotionLLC.com).

### Meet Lisa Wolford

Combining her extensive background in Information Technology with her experience as a Veteran of the United States Marine Corps, Lisa started CSSS.NET in Bellevue, NE in 1997. Today CSSS.NET has offices in Washington DC and Chicago, IL and clients nationwide.

CSSS.NET provides Information Technology Services to the Federal Government and is both a prime and a subcontractor to the Department of Defense as well as civilian agencies.

"Being NWBOC certified sets us aside from other businesses that claim to be "women owned" when they are merely figureheads for their husbands."

Lisa's future plans for CSSS.NET include infusing new talent and expertise into the company. "I believe in providing my employees the opportunity to make significant contributions and reach their greatest potential, which leads to continuous improvements internally, more satisfied customers, expanded market capture, increased revenue and value for the future."

To learn more visit [CSSS.NET](http://CSSS.NET).



## SBTV.com Delivers News and Resources to Small Businesses

Small Business Television ([SBTV.com](http://SBTV.com)),

the Internet's first television network focused on providing information to the nation's small businesses has a dynamic new look with a redesigned online portal offering many new features and interactivity functions including:

- Share It - easily share online videos and articles through all major social networks, blogs, and email.
- Embed It - quickly links to embed Daily News video in your own web page.
- Rate It - business owners rate the latest news stories daily.
- Comment - business owners instantly share thoughts on top small business news stories.

The [Small Business Events Calendar](#) was already the largest of its kind, and offers more business events with these enhancements:  
- Submit your own events. Business owners help one another thrive by sharing business building opportunities.

- A "Power Search" tool allows searches across thousands of events by topic.

For more information visit [SBTV.com](http://SBTV.com).



## Recertified

(8/11/09-8/31/09)

Affiliated Grounds Maintenance Group, Inc.

Alexander Consulting Services, LLC

Alternative & Innovative Marketing, LLC

Anaconda Press, Inc.

Better and Best Corporation t/a Avenue Gourmet

BH Logistics, Inc.

Blue 2, LLC

Construction 2000, Inc.

Crescent Government Services dba Crescent Technology Solutions

Custom Pak, Inc.

DCO Environmental & Recycling, LLC

EKP Mechanical, LLC dba B & H Piping Systems

Gibson Printing Company

Hall Enterprises, Inc. dba Logistics Planning Services

Hollister Publication Services, Inc.

Integrity Business Printing, Inc. dba Integrity Document Solutions, Inc.

International Pacific, LLC dba Pacific Supreme Company

Iris Libby Recruitment Consultants Corp.

Liberty Imports, Inc. dba Liberty Steel Fabricators

Media Research Planning & Placement, Inc. dba MRPP, Inc.

Medrecon, Ltd. dba Medical Research Consultants

Midwest Project Partners, Inc.

One World Communications, Inc.

Paradyme, Inc.

Partners & Napier, Inc.

Pfaehler's Prestige Cleaning, Inc.

Priscilla's Plants, Inc.

R & M Forge & Fittings, Inc.

Richard + Wittschiebe, Inc. dba Richard Wittschiebe Hand

SOS Nursing Services, Inc. dba SOS Healthcare Staffing

Specialty Bulb Co.

Studio One East, Inc.

Tercon, Inc.

The Schoenwetter Recruiting Network Ltd.

Risher Sales & Service, Inc.

Wood Products  
Manufacturing and  
Recycling dba Pro Pallet,  
Inc.  
Jeanne Kyne, President  
Eaton, CO

Tryton Solutions, LLC  
TTC - The Trading Company, Inc.  
VisionPoint Too, Inc.  
Welsco, Inc.  
Wilcox Arlotto & Associates, Inc.  
Winston International, Ltd.

Join Our Mailing List!

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The NWBOC e-Newsletter is distributed by the National Women Business Owners Corporation (NWBOC). NWBOC created the first national certification program for women enterprises. NWBOC's certification program offers an alternative to the costly, time-consuming and duplicative agency-by-agency and corporation-by-corporation certification process.

If you have information for the NWBOC Newsletter, please send it to [mary@CommunicationBridges.com](mailto:mary@CommunicationBridges.com) or fax to 928-204-9835. If you no longer want to receive this e-newsletter, hit the **SafeUnsubscribe™** button below this note.

*Don't forget... "When you need to procure goods and services, think WBEs first!"*

*~ Janet Harris-Lange, NWBOC President*

Email Marketing by

