



Diversity Certifications Company in the Spotlight at WBENC National Conference & Business Fair

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The Women's Business Enterprise National Council (WBENC) has opened registration for their annual National Conference & Business Fair, June 20-22, 2017, in Las Vegas, NV. WBENC worked closely with the local Host Council, WBENC-West, to form a Host Committee, a group of dedicated Women's Business Enterprises (WBEs) from the region who act as ambassadors to promote the event. One member of this committee is Heather Cox, who wants to encourage more minority businesses to become diversity certified.

Heather Cox, who founded Certify My Company in 2010, is the company's President and Supplier Diversity Guru, ensured the company became WBENC-Certified the very first year, "Obtaining certification opened the door for us to support many of WBENC's Corporate Members."

"Certify My Company is a national leader in transforming Fortune 1000 supplier diversity programs into profit centers. As experts in all key diversity certifications, we enable clients to reach or exceed the 133% ROI that established supplier diversity programs can deliver. We are a trusted partner in growing standard setting programs - unlocking the potential to certify more Tier I & Tier II suppliers and filling the pipeline with future suppliers who we have vetted and prepared for certification. We are your secret weapon in achieving

and maintaining the long-term integrity of your profitable program," adds Heather.

Having Certify My Company as part of the network has been a highlight for WBEC-West, a WBENC Regional Partner, as there is a continuous need to educate companies and corporations of the importance of certification and the certification organizations. In fact, Cox herself encourages people to become as involved as possible with the organization, which means becoming WBENC-Certified and using that certification to leverage themselves. She adds, "Everyone at the conference has something to offer. The more people you meet, the more relationships you build. The more you get involved with WBENC, the more you will get out of the organization and your certification."

Cox herself feels she has benefited tremendously from her connections with WBEC-West and being a Certified WBE. In her case, she has spoken to fellow members of the WBENC network to get their advice on pertinent issues, and to make key introductions. She ends, "The WBENC community is what you make of it. Get involved, share your specialties, expertise, and connections and others will reciprocate."

Visit conf.wbenc.org to learn more about the Host Committee and to register for the upcoming conference.

About WBENC

Founded in 1997, WBENC is the leading third-party certifier of businesses owned and operated by women, with over 13,000 WBENC-Certified WBEs. WBENC-Certification is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and other entities. Throughout the year, WBENC and its 14 Regional Partner Organizations provide opportunities for interactions between more than 650 member corporations, government agencies and thousands of certified WBEs at business building events and other forums. WBENC is a 501(c)(3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs. For more information, please go to <http://www.wbenc.org>.

About WBEC-West

WBEC-West is a regional partner of the Women's Business Enterprise National Council (WBENC). As an affiliate organization, WBEC-West implements the certification standards of WBENC throughout Arizona, Colorado, Southern California, Utah, Wyoming, Nevada, Hawaii and Guam. For more information, please go to <http://wbec-west.com/>.

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WBEC-WEST

To create a network of informed, prepared, and engaged Women Business Enterprises and corporations through certification, education, and targeted networking events.

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