

Message from the President

By Ida B. Brooker

Inside This Issue

- 1 Message from the President
- 1 Small Business Day
- 2 In Memory of Marilyn Thureau
- 3 2006 National Survey of Women Business Owners on Top Issues
- 4 Women's Summit
- 4 WCOE Contacts
- 4 New Record Retention Regulations Exist for Federal Contractors Who Receive Internet Applications
- 5 Meet the Members
- 5 US Dept of Energy 7th Annual Small Business Conference
- 5 Alliance South Atlantic Small Business Procurement Fair
- 5 On-line Directory

Last month I encouraged you to think about taking care of number one, first. That is you. Now that you have taken some time for yourself, it is time to dedicate your energies to causes important to you. I would like to suggest that one of those could be WCOE. This is an all volunteer association. That means no one is paid to make the events run smoothly. No one is paid to find dynamite speakers for our conferences. No one is paid to devote hours to the preplanning for the future of this association. To leave that to a few members is to burn those few out very quickly. In order for an all volunteer organization to function, everyone needs to help make it a success. Some activities are more time consuming than others but each of us has a role to play that is important to the continuation of the association. Some of those roles are:

- Serve as an officer or a regional representative
- Serve on a committee (of which there are several)
- Be a representative of WCOE at every function you attend to help spread knowledge of this association and what we stand for
- Attend a local trade conference and have a table there to introduce the attendees to WCOE

(continued on page 2)

WCOE

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Small Business Day

By Dorothy Erickson

A Small Business Day was held in Sacramento on May 30th. It was well worth the time and money to attend. WCOE was well represented with National President Ida Brooker joined by Rebecca Llewellyn, Sharon Rosconi, Susan Chilton and I.

Speakers included the President of the Senate Don Perata; House Speaker, Fabian Nunez; Minority Leader, George Plescia; Secretary of State, Bruce McPherson; Chief of Staff for Steve Westly; Ron Joseph, Director of General Services; Rosario Marin, Secretary of State & Consumer Affairs; and Chief of Staff for the Governor, Susan Kennedy. All but one district in the state was represented by their Assembly person and Senator presenting awards to a small business in their district.

(continued on page 2)

Message from the President

(continued from page 1)

- Make appointments with your elected officials at their home offices and invite them to your business. Find out who handles small business issues in the local office and establish a relationship.
- Support the annual conference by helping to make appointments for our members to meet with their elected officials
- Submit personally written articles or articles written by others who have given permission to reprint their work in Turning Point

There are activities that require a large block of time and there are activities that are quick, easy and fit right in to your daily routine. Whichever you choose to do, all efforts are appreciated and will help the association to flourish. Please let me know what you would like to do to participate in WCOE by dropping me an email at: ida.b.brooker@boeing.com.

Small Business Day

(continued from page 1)

It was an impressive day. All speakers emphasized the goal for utilizing small businesses by the many departments in the state government. Once again, I urge all of you to become involved in the political arena - it affects your business every day. The W/MBE goals are rapidly disappearing and being replaced by goals for small business.

I was approached by Kenneth Ashford of the Metropolitan Water District of Southern California about WCOE and our participation in the California Construction Expo 2006 to be held August 17, 2006 at the Los Angeles Convention Center. From the brochure he gave me it looks like it could be a valuable marketing tool for your company. I ask, and urge, any of you in the Los Angeles area to participate. If you would like more information please let me know.

- Dorothy Erickson

In Memory of Marilyn Thurau



WCOE lost a good friend when Marilyn Thurau lost her battle with cancer on May 23rd. She was an active member, serving as National Treasurer, California State Chapter President, and Turning Point contributor.

She was founder and longtime owner of Summitteers Radiant Heat Inc. in Oakland. She was also active in the SF Bay Area Chapter of the National Association of the Remodeling Industry and the Radiant Panel Association, and a member of the San Francisco Symphony Volunteer Council.

Marilyn and I were good friends – she often told me she felt one of the reasons her company was so successful was because of what she had learned by attending WCOE meetings – she not only benefited from the wonderful speakers but from the networking and discussions with other members from across the country as well. She had a voice that was so soothing - I frequently told her if she would just call and read the phone book I could immediately feel better.

She leaves her husband John, three children and three grandchildren.

She was a graduate from Stephens College in Columbia, Missouri and in lieu of flowers, donations may be made to the college. Please mail donations to: Office of Development, 1200 East Broadway Box 2035, Columbia, MO 65215 and make checks payable to Stephens College.



Dorothy Erickson

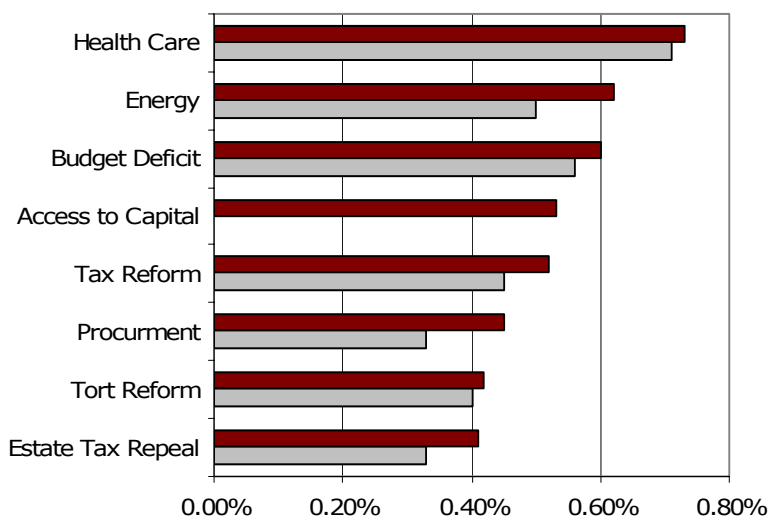
2006 National Survey of Women Business Owners on Top Issues Women Impacting Public Policy

WIPP conducted the 2006 Annual Issue Survey to gain insight and information from women in business on a number of economic issues, and to give respondents the opportunity to evaluate the importance of several policy issues to their business.

Federal Contracting Procurement

- ◆ 26% of WIPP member respondents are federal contractors, an increase from last year's 20%.
- ◆ 49% are primarily prime contractors, and 51% are primarily subcontractors.
- ◆ 49% of their federal contractors tell them that up to 25% of their overall business is federal contracting.
- ◆ 43% say that subcontracting is an important part of their overall business strategy.
- ◆ 66% believe that the 5% procurement goal for women-owned companies and the 23% goal for small businesses are too low.
- ◆ Only 2% hold Gulf Coast reconstruction contracts.
- ◆ 68% believe the number of Procurement Center Representatives should be increased.
- ◆ 65% stated that inability to get to the "buyers" in the federal government was a very important barrier.
- ◆ 56% stated that "bias by federal contracting officers" was a significant challenge.
- ◆ 50% listed obtaining the financial resources to market to the federal government as an important challenge.

Top 8 Issues Identified by Women in Business



1. **Health Care**- 73%
2. **Energy**- 62%
3. **Federal Deficit**- 60%
4. **Access to Capital**- 53%
5. **Tax Reform**- 52%
6. **Procurement**- 45%
7. **Tort Reform**- 42%
8. **Estate Tax Reform**- 41%

Information courtesy of WIPP 2006 National Survey of Women Business Owners on Top Issues. March 2006.

Women's Summit

WCOE recently attended a one day brainstorming session at the National Housing Center in Washington, DC hosted by The National Association of Home Builders Women's Council. Organizations in attendance included Women Construction Owners & Executives, National Association of Women in Construction, Women's Council of Realtors, Chicago Women in Trade, National Association of Women Business Owners, National Association of Home Builders Women's Council, GAMA, Whirlpool, Merillat, and OSHA.

The meeting brought together organizations focusing on women in the construction arena with the goal of identifying trends and common needs. Each organization was pushed to dive into the root cause of our organizations and leave the sales pitch out of the picture. Each organization shared the information not found on their brochures or marketing pieces, but rather the reason we are all working so hard to help women in business. As each organization began answering these questions, it became clearly evident that although each group has a different slant on what they do, on major issues we are all working towards the same objective: to support and encourage women in the construction industry.

These objectives include making noise, creating productive friendships/ relationships, making futures, making change, and making money. As businesswomen, our end motivation is not really money, but making money so we can accomplish what we set out to do.

The main issues our organizations face are influencing the next generation, touting the benefit of women in the construction business, and celebrating our successes. Each organization represented has the opportunity to bring a different card to the table in helping influence the next generation. The goal is to fill the "pipeline" with young, aspiring, educated women so that the benefits of women in the construction industry are evident. Each organization agreed to work together in attempt to fill this pipeline.

The meeting was adjourned with a common need in the room to continue the relationships gained by the brainstorming session and thoughts of how to continue a coalition in the future. The role of each organization in this coalition is yet to be determined. We all met with a common goal of talking with other women in the industry and left with the need to bring about change.

WCOE Contacts

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New Record Retention Regulations Exist for Federal Contractors Who Receive Internet Applications

The Office of Federal Contractors Compliance Programs has issued new regulations regarding Internet applicants. On February 6, 2006, all federal contractors will be required to have new record-keeping protocols in place that will allow the government to know exactly what Internet resumes they have considered, whom they have hired, whom they have not hired and the race and gender of all qualified applicants. Contractors must keep records pertaining to gender, race, ethnicity and records of any expression of job interest made through the Internet.

Meet the Members

Meet new member Susan Pumphrey owner of Syrus Group Inc. and Schlegel Inc. of Arlington, Virginia. Schlegel Inc. started in 2000 by "accident." From studying landscape architecture and designing for clients, Susan received her General Contractors license which launched her business.

One of Susan's favorite projects was one that grew and grew. It started as 7,000 sq. ft. of flagstone pavers. Then came the large (45' x 15' x 6') pond stocked with koi and enhanced with a waterfall. The client so liked working with Susan and her crew that she constructed a gazebo with a rock bridge for the client. And, with all of these elements in place, lots of lighting and landscaping was added to accentuate the main structures.

Susan had been a member of WCOE in the past but her first meeting was in March for the Annual Meeting in Washington, DC. She liked being with women like herself who were energetic and determined to get things done. She enjoys sailing having grown up in the Chesapeake Bay area.

Susan serves as the WCOE Eastern Region Director. She can be contacted at susaninc@adelphia.net.

U.S. Department of Energy 7th Annual Small Business Conference

**Seattle Convention Center
Seattle, Washington
June 27-30, 2006**

Highlights Include:

- Information Sessions and Panels with leading industry and government experts
- A Business Expo with over 200 exhibitors, including DOE's largest contractors and government procurement officials
- Networking Opportunities with public and private sector decision-makers
- A Matchmaking Forum with DOE Prime Contractors

For more information visit:
www.smallbusiness-outreach.doe.gov

Alliance South Atlantic Small Business Procurement Fair

**MatchMaking – Exhibits –
Workshops**

Don't miss out on meeting with over 50 prime contractors and federal, state and local purchasing agencies at this event. There will also be 50 MatchMaking tables scheduling one-on-one meetings. Scheduling will be assigned based on registration date.

Where: Charleston Convention Center

When: June 20-21, 2006

Registration: \$140; \$160 on-site.

For more information & to register:

<http://www.allianceforbiz.com/events/registration.php?id=74&THOR=0000fd0003r003unu7000isc>

On-line Directory

WCOE's membership directory can be accessed on the website www.wcoeusa.org by members only. Please take a few minutes to ensure that your information in the directory is accurate and complete.

To access the members only section, you need to login. Your username is your first name and last name without a space in-between -- and no middle initial. Your password is your member number shown on your membership card. Be sure to include any leading zeros.