

# TURNING Point



VOLUME 25 ISSUE 10

WOMEN CONSTRUCTION OWNERS & EXECUTIVES, USA

November 2008

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## Message from the President

By Deborah E.G. Wilder

WOW! The election is over, the economy is challenging, and there will be a lot of changes in Washington, DC. I know I am joined by many other business owners who wish President-Elect Obama well and hope he will be a champion of small business owners in this country. During his campaign, Senator Obama criticized the SBA regulations for women-owned businesses and WCOE appreciated his support for our concerns. WCOE USA is fortunate to have members politically active on both sides of the aisle! WCOE looks forward to working with the new Administration on issues particularly challenging to our businesses and industries in this current economic environment.

2009 is the 25<sup>th</sup> Anniversary of WCOE's founding. We are pleased to have three of the original founders still active in WCOE: Nina Tate, the first WCOE President; Dorothy Erickson, our second WCOE President; and, Marjorie Herter, our fourth WCOE President. These women have all contributed an unending amount of time, money, support, and encouragement to WCOE and its members over the years. We will be hearing more about them in the coming months. Keep an eye out for special events marking our anniversary year. Membership renewals were recently sent out. So, if you have not yet paid your dues for the 2008-2009 year, please do so this month. We have a fabulous year planned and many ways to help you grow your business!

Mark your calendar now for WCOE's Annual Meeting in Washington, DC on March 22-24, 2009. The event includes a briefing with the Department of Commerce, information on international trade missions, a reception on Capitol Hill, and a new Congress to whom we can advocate needed changes for women-owned businesses in the construction arena.

WCOE

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## WIPP “Give Me 5” Update

WIPP –Women Impacting Public Policy has launched a new program called “Give Me 5” focusing on the 5% federal procurement goal for women owned businesses. Listed below is a special training available to WCOE members. We encourage those of you who are registered on the CCR to check out this seminar. If you are not registered on the CCR and are interested in bidding federal government work, please visit the WIPP website [www.wipp.org](http://www.wipp.org) for step by step instructions.

### “Give Me 5” Training 102

You’re on the CCR. What’s next? Top level guide on what business owners should be doing after they complete their registration on the Central Contractor Registration. Topics to be discussed include a review of the CCR record, the SBA profile, the Small Business Dynamic Search Process, an overview of how the federal government buys products and services, and what are prime and subcontracts and what would be best for your business. The teleconference will be led by the co-chairs of WIPP’s Procurement Committee, Gloria Larkin, President, TargetGov, and LaVern Jackson, President, Joint Logistics Managers, Inc. To register go to:

[https://server13.lfchosting.com/grassroot/secure/Events\\_registration.asp?comingfrom=events&eventId=567](https://server13.lfchosting.com/grassroot/secure/Events_registration.asp?comingfrom=events&eventId=567)

*Courtesy of Women Impacting Public Policy*

## Upcoming Events

### [Construction SuperConference 08](#)

San Francisco, CA  
December 10-12, 2008

### [International Home Builders’ Show](#)

Whirlpool (Corporate Alliance Partner)  
Las Vegas, NV  
January 20-23, 2009

### [World of Concrete](#)

Las Vegas, NV  
February 3-6, 2009

### [WCOE Annual Meeting](#)

The Willard Hotel  
Washington, D.C.  
March 22-24, 2009

### [WCOE Mid-Year Meeting](#)

Las Vegas, NV  
September 13-14, 2009

### [Regional WCOE Conference and Coalition Annual Banquet](#)

Kansas City, MO  
October 4-5, 2009

**(If you know of events, that you would like to see added to this section of the Turning Point, please email the information to Ginny Douglas, Executive Director at: [info@wcoeusa.org](mailto:info@wcoeusa.org))**

## Quote of the Month

“Courage in women is often mistaken for insanity.”

~Stated by the doctor who refused to diagnose Alice Paul as insane and condemn her to an insane asylum after she and other picketed the White House for the Right to Vote.

## President-Elect Barack Obama Opposes SBA's WBO Ruling

President-Elect Barack Obama released the following statement in October 2008 after the Small Business Administration announced its final rule concerning women-owned small business (WOSB):

"I am deeply disappointed by the SBA's final rule concerning women-owned small business (WOSB) contracting procedures and a new proposed rule on the industries eligible for WOSB contract assistance. These two decisions go against the very spirit and mandate of promoting equity in contracting opportunities.

"Small businesses are the engine for economic growth in Illinois and across the country. And I call on the SBA to implement a women's procurement program that will support the 5% goal for federal contracts awarded to women business enterprises. This program should also require contract monitoring and reporting by all agencies to ensure that this goal is being achieved through best practices currently utilized in the contract compliance monitoring and reporting industry.

"Achieving this goal of 5% of federal contracts going to women-owned businesses is an important first step. I am committed to providing technical assistance and other support to ensure that we eliminate the barriers that WOSBs continue to face and that the government benefits from the skills and resources of many more WOSBs."

According to 2008 statistics from the Center for Women's Business Research, women are majority (51% or more) owners of 29 percent of U.S. businesses. Nearly 10.1 million firms are 50% or more owned by women, employing 13 million people and generating \$1.9 trillion in sales. There are 2.3 million firms owned 50% or more by women of color in the U.S., employing 1.7 million people and generating nearly \$235 billion in sales annually. Between 2002 and 2008, the number of privately held firms 51% or more owned by women grew 11%. Yet, women-owned businesses receive only 3.4% of government contracts.

Article courtesy of Michael Ortiz @ [www.obama.senate.gov](http://www.obama.senate.gov)

### National Regional Directors



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## New Administration, New Opportunity

By Deborah Wilder



For those of you who are interested in serving the new Administration of President Elect Barack Obama, there are thousands of part time and full time positions available. Even as you plan to continue to operate your business, there are opportunities to serve the President on a part time board or commission. This could include a position on the Civil Service Board or advisory committees for training, small business and other important citizen commissions. For an idea of what type of positions are available, go to [www.gpoaccess.gov/plumbok](http://www.gpoaccess.gov/plumbok). It will provide the 2004 listing of all presidential appointed positions in the administration. Obviously, many are full time positions, but there are plenty of part time positions available as well. If you are interested in securing any of these positions, you should communicate with the Obama Transition Team. Once Obama is sworn in as President, there will be a staff person at the White House in charge of taking information and screening individuals for appointed positions.

### Obama's transition team includes the following individuals:

- **John Podesta**, Obama's transition team co-chair
- **Michael Froman**: Managing director, Citigroup
- **Federico Pena**: Managing director, Vestar Capital Partners
- **Julius Genachowski**: Co-founder, LaunchBox Digital
- **Donald Gips**: Group vice president, Level 3 Communications
- **Pete Rouse**, Obama's Senate chief of staff, transition team co-chair
- **William Daley**, a former secretary of commerce
- Congressman **Rahm Emanuel** of Illinois, will be the new White House chief of staff
- **Valerie Jarrett**: CEO, The Habitat Company, transition team co-chair
- Arizona Governor **Janet Napolitano**
- **Carol Browner**, former Environmental Protection Agency administrator
- **Susan Rice**: Obama senior foreign policy adviser
- **Chris Lu**, Obama's legislative director in the Senate, was named executive director of the transition team.