



WOMEN PRESIDENTS'
Educational Organization®

For Immediate Release

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**WPEO HONORS WOMEN-OWNED BUSINESSES AND CORPORATE MEMBERS
IN WASHINGTON, D.C. REGION WITH DONE DEALS AWARDS**

Washington, D.C. (November 5, 2015) – The winners of the 2015 Done Deals™ Challenge, representing contracts completed between certified Women Business Enterprises (WBEs) and corporate members in the Washington, D.C. region, were announced today at the Women Presidents' Educational Organization (WPEO) annual Washington, D.C. Breakthrough Breakfast.

These awards acknowledge a variety of contracts completed during the challenge period between the region's certified Women Business Enterprises (WBEs) and corporate members. Done Deals with the Commonwealth of Virginia will also be announced.

A total of 10,752 contracts were completed among WBEs and corporate members during the challenge period from April 1, 2014 to March 31, 2015, a whopping 96.8% increase since last year.

Obtaining Women's Business Enterprise National Council (WBENC) certification, the most widely-recognized and respected third-party certification, can open up business opportunities previously inaccessible to U.S. women-owned businesses. WPEO corporate members find enormous value in having direct access to businesses that meet the rigorous certification standards – a guarantee that the business is owned, operated and controlled by women.

Held for the first time in 2005, the Done Deals™ Challenge measures, acknowledges and recognizes the impact that WPEO has had on significantly increasing business opportunities for all constituents. Awards criteria include the highest number, dollar amount or cumulative value of deals reported.

The purpose of the WPEO Done Deals™ challenge program is to provide validation of the successful contracting and business opportunities that can result from the marketing, advocacy and educational support WPEO provides to WPEO-certified WBEs and corporate members. The

public sector often finds ideal vendors and suppliers among certified WBEs, while WBEs frequently identify opportunities to do business with each other.

“For the past fifteen years, providing more business opportunities for certified Women Business Enterprises is one of the primary ways in which the WPEO mission is activated. Today we have nearly 1,700 certified WBEs in the New York and Washington, D.C. regions. The Done Deals™ Challenge enables us to measure the competitive advantage WPEO can provide in identifying business opportunities that translate into contracting activity,” said Dr. Marsha Firestone, WPEO Founder and President.

The 2015 Done Deals Award winners are:

- **Corporate Champion Award – Dominion**
 - *Corporate member with the highest cumulative value of Done Deals with WPEO certified WBEs*
- **Corporate Opportunity Award – Sodexo and Pepco Holdings, Inc.**
 - *Tied for the most Done Deals with WPEO-certified WBEs*
- **WBE Champion Award – Leap Frog Solutions,**
 - *Certified-WBE that reports the largest number of Done Deals with WPEO corporate members*
- **WBE Connection – Soft Stuff Distributors Inc.**
 - *WBE that reports the most Done Deals with other WPEO-certified WBEs*

WPEO Board Chair Eliseo Rojas, Vice President and Chief Procurement Officer, The Interpublic Group, said “The theme this year is about the return on relationships. We’ve heard about return on investment. Return on relationships represents value that will accrue over time, as the currency of commerce. We need to honor and invest in relationships to achieve business goals in a competitive marketplace.”

“We are very pleased with the significant number of contracts reported in our territory this past year, illustrating the valuable and profitable business opportunities that can result for all parties involved,” said Sandra Eberhard Executive Director of the WPEO branch in Washington, D.C.

The event offers a unique opportunity for WBEs to connect with one another and gain access to WPEO corporate members. In addition to the awards presentation, the Breakthrough Breakfast includes a networking reception, mini-trade fair, matchmaker meetings and a workshop on the benefits of certification.

This year’s DC Breakthrough Breakfast sponsors include:

- **Corporate Lead Sponsors:** Aetna, Avis Budget Group, Inc., Capital One, Dominion and Ampcus
- **WBE Lead Sponsors:** New Kent Coatings, M. Davis and The Hamilton Group
- **Design & Print Sponsors:** Exhibit Edge, MCPADNET and The Sutter Group

About the Women Presidents' Educational Organization:

The Women Presidents' Educational Organization (WPEO) is a regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's premier third-party certification organization for women-owned businesses. The mission of the WPEO is to create increased access to business opportunities for WBEs. Its programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide certification services.

WPEO provides full service third-party certification to women entrepreneurs in the New York, Northern New Jersey (including Princeton and points north), Southern Connecticut and the Washington, D.C., Maryland, and Virginia areas. WPEO is incorporated in the state of New York and is recognized as a 501(c) (3) organization. For more information please visit www.wpeo.us. Follow us on Twitter @wpeonydc.

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