



## Welcome!

Welcome to the quarterly Newsletter from the Women's Economic Empowerment and Supplier Diversity teams. Each edition will be packed with the latest information including upcoming events, resources and training. On top of that, we'll also be interviewing Walmart Buyers, suppliers and the industry's leading experts to give you their advice on growing your business and find out exactly why they think working with Women-owned Businesses is so important. We're always striving to improve how we can help empower Women-owned Businesses. Please complete the survey at the end of the newsletter to help us improve.

[More About Walmart's Women Initiative](#)



### **Interview with Jenny Grieser, Senior Director WEE**

Jenny Grieser is the Senior Director Women's Economic Empowerment for Walmart. Jenny has more than 30 years of experience in merchandising and sourcing. She has been with Walmart for ten and a half years starting as a Senior Buyer and progressing to Category Director in the Home area then Senior Director of Sourcing for Hardlines and GM/ Seasonal businesses.

In her current role Jenny leads Walmart's global Women's Economic Empowerment initiative to:

- Increase cost purchases with women owned businesses to \$20B for US Market and doubling cost purchases in Walmart's International market;
- Train 1 million women in factories, farms and retail;
- Encourage diversity in the make-up of the teams that support Walmart.

Jenny and her team work to increase economic mobility for women through training and purchase orders resulting in economic stability for families, a strong workforce for employers and thriving local economies.

#### **Q. What makes a great supplier?**

A. A great supplier is one that brings continued innovation and market intelligence to the buyer. Executing each PO with quality and on time delivery is crucial. Weekly analysis of your products to see what is working and what isn't selling. Comes to buyer with solutions and always is proactive and transparent when there are problems.

#### **Q. Key learning/advice you might have for a women-owned business that is a new supplier to Walmart?**

A. Do your homework before you meet with a buyer. Visit Walmart stores and all the competition to see what the assortment is and why your product is needed. Check pricing to see if you are competitive. Do you have a way to make your product and understand your capacity for manufacturing? Start small and build slowly. Prove you can execute while you build capacity.

**Q. What is a best practice you have seen a supplier demonstrate?**

A. Knowing the market and sharing innovation ideas with the buyer while they are still in "back of the napkin" form. The buyer can help formulate the idea with you and work together to bring it to life at Walmart.

**Q. At what point in the process should a WOB share their status?**

A. I feel when you are introducing your company it is fine to say that you are the owner or that the company is owned by a woman. The Buyer will be making his/her decision upon the product and cost. The fact that you are woman owned is usually not a factor in the decision to buy from you.



### Launch of WOB Logo

Following the launch of the Women Owned logo in 2014, Walmart funded expansion of the logo into three languages to continue to provide opportunities for women owned businesses internationally. The Women Owned logo is a consistent label that can provide awareness to customers so they can make supporting WOBs a part of their purchasing behavior. All four logos can be used either by WBENC (Women's Business Enterprise National Council) or WeConnect International certified businesses.

**Already Certified?**

To access the logo if you are certified through WBENC you can download it through [WBENCLink](#), if you are certified through WEConnect International you can request the logos by emailing [logo@weconnectinternational.org](mailto:logo@weconnectinternational.org)



### **Interview with WBENC: Pamela Prince-Eason**

**Q. What is WBENC?**

A. The Women's Business Enterprise National Council (WBENC) is the largest third-party certifier of businesses owned, controlled, and operated by women in the United States. We foster diversity in the world of commerce. Diversity promotes innovation, opens new channels of revenue and creates partnerships which provide opportunities that fuel the economy. The rich network of Women's Business Enterprises, Corporate and Government Members, our 14 Regional Partner Organizations and the WBENC staff work collaboratively to break down barriers and further the development of WBEs.

**Q. Tell us about your journey to your current role as President & CEO of WBENC**

A. I came into my current role as President and CEO of WBENC in 2011. Prior to that I was the Vice President of worldwide procurement for Pfizer Inc., and during my tenure at Pfizer I also held the role of Treasurer and then Chair of the WBENC Board of Directors. I first began interacting within the diversity community 15 years ago as part of my role at Pfizer and I could not have imagined then that I would drive my career in this direction but my passion to connect Fortune 500 companies with minority and women owned businesses is resulting in very rewarding results and is truly making an economic difference. An added bonus is that I get to work closely with tremendous people and businesses like Walmart/Sam's Club so my understanding of all industries has really grown.

**Q. What are the benefits to becoming certified by WBENC? How does a WOB get certified?**

A. There are countless benefits to becoming WBENC-Certified, first and foremost is the credibility when calling the business a woman-owned business. WBENC-Certified WBEs are bona fide businesses with over 51% owned, operated and controlled by a woman or women. The 2nd is clearly access. Certification gives WBEs access to hundreds of Fortune 1000 corporations, educational opportunities, and a community of support. In addition WBEs are eligible to utilize the Women Owned logo which is gaining momentum and projected to capture the attention of the shopping public driving more sales for retailers and more product bought from WBEs to stock shelves.

**Q. What is a common challenge you see WOBs face?**

A. The biggest challenges we see too often is access to capital. Too often Women-owned Businesses are ready to scale but do not have the capital to do so. One of the things we talk about is the importance of having a growth strategy in place and building relationships with financial supporters. If WBEs have that plan in place and those relationships already built, then when the opportunity to scale up arises WBEs are prepared. This is an area of focus that you will see WBENC expanding in 2016.

**Q. What is your one piece of advice for a WOB?**

A. Show up and be present. This community is here to support you and wants to see you grow and develop as a business. Show up with the intent of making genuine connections and you will be amazed by how far those connections can carry your business.



**Upcoming Events**

Want to learn how to improve your business, your connections or your knowledge of Walmart's Women's Economic Empowerment Initiative? Attend one of our upcoming events or shows to do exactly that. From webinars to conferences, there are a wide variety of events available for Women-owned Businesses. [Click here](#) to see what events are coming up.

## Webinars: Register Now!

On Tuesday, April 26th Walmart will be hosting two Webinars.

Learn more about being a **Professional Services** supplier at Walmart in the first Webinar at 10AM. [REGISTER HERE](#) or use the button below.

The second will be for **Merchandising at 10.30AM** and will be focused on understanding competition and strategy components for merchandising. [REGISTER HERE](#) or use the button below.

[Register for the  
Professional Services  
Webinar](#)

[Register for the  
Merchandising  
Webinar](#)



## Training Resources

Walmart has created short training videos to cover key topics from replenishment and logistics to merchandising. [Click here to watch them.](#)

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**Merchandising at 10.30AM** - [Sign up here.](#)

Please check out the latest updates to **Supplier Resources on Retail Link** by following [this guide.](#)

[Go to Retail Link](#)



### Meet the Women's Economic Empowerment Global Team

***From Left:** Kara Valikai, Senior Manager (International Sourcing); Sarah Wilson, Director (US Sourcing); Jenny Grieser, Senior Director (WEE Leader); Beth Keck, Senior Director (Training - Retired); and Teresa Menjivar, Project Specialist (WEE Project Management).*



## Meet the Supplier Diversity Team

**From Left:** Jonathon Nimrod, Director; Sudha Bala, Project Manager; Rola Meunxayakham, Sr. Manager; Salah Khalaf (retired); Alma Lopez, Director (Former Supplier Diversity Director); Michael Byron, Sr. Director (Supplier Diversity Leader); Trent Jones, Sr. Manager (Not pictured)



### Help us understand what you need

Walmart is committed to finding more ways to work with Women-owned businesses. In order to do this, we need to better understand your needs, experiences and training history to date. For this reason, we are asking for just 2 minutes of your time to complete a quick survey. [Click here](#) or the button below to help us better support Women-owned businesses.

[Complete Survey \[2 Mins\]](#)

**Resources:** Contact the WEE Team at [womenowned@walmart.com](mailto:womenowned@walmart.com); the Supplier Diversity Team at [supplierdiversity@walmart.com](mailto:supplierdiversity@walmart.com); or, the Supplier Administration Team at [supadm@walmart.com](mailto:supadm@walmart.com).



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