

Camille Burns, Chief Executive Officer

Hi Chapter Chairs. Welcome to the Pre-Town Hall Update video. This is just a quick update on things that we're working on, so that when we have a town hall next week, we can use that time to answer any questions and have more of an interactive conversation.

You're going to hear briefly from me, followed by Judy, who is going to give you a quick update on things happening in Chapter Chair world, transitions of chapters, as well as an update on some of our partnerships.

Then you're going to hear from Kirsten, who's going to give you the overview of the feedback from the Entrepreneurial Excellence forum, as well as talk about some of our programs that we have coming up for the rest of the year.

And lastly, you're going to hear from Anni, who's going to talk about our global growth and what's in store.

So, before we kick it off, I just want to start by expressing gratitude to all of you for everything you do for your WPO members. I feel really strongly that that women need to support women now more than ever. I also feel that business owners need to support business owners more than ever. So, creating a space for our members to do that where you're really facilitating the greatness of these women entrepreneurs, creating a safe place for them to work on their businesses - is just vital right now. WPO is a place where successful women entrepreneurs belong, and that is because of each and every one of you.

Right now, what we're really focused on is continuing the trajectory of our strategic plan where we're working on these three different categories: it's the membership development tier, the talent development tier, which is our chapter chairs, and the sponsor development tier.

So, with the membership tier, we are really focused on both value and growth of the organization. We want to grow the WPO, but we know that there's some things we need to do to be in a place to do that really effectively and to make sure that we continue to have the impact we have by being a smaller organization.

For us, we've really discovered that chapters size of 15 is where we want to be and where the right place to be and where the organization is financially viable. So, this is something that we're working on with our chapter chairs so that we can help to grow the WPO chapters that aren't at that size. And then as we think about launching in new markets, where are we going where we know we can kind of kick off and, and build the chapter as quickly as possible.

One of the things I thought was really inspiring at the forum was hearing Dan Heath talk about really focusing on success and how do we replicate that. That is something that we're thinking a lot about as an organization - how do we replicate our success?

One of the areas that we're really focused on is streamlining the processes on the back end. You may have heard me talk about wanting to get us to a place where WPO has more of what I, sort of like to call the gym membership model, but where members join and when they join, that is their renewal month and every member will no longer have the chapter renewal month like we currently have. This is something that we're in the beta testing process right now.

For those of you who have chapters and been around a long time, obviously your chapter is going to continue to have most of your members renewing at the same time, but over time that will change as new members come in. We're rolling this out, hopefully starting this fall, we're working on the tech side right now and we just need to, of course, make sure everything works really well before we roll that out. That will hopefully take you out of the renewal process as much as possible moving forward and help the organization streamline that process and make it less work for everyone involved and especially all of you. More to come on that but just know that that is in the works and that, we will be rolling that out, hopefully sometime in the next few months, depending on the tech working the way that we would like it to.

We're also very focused on valuing consistency. As you know, those of you who are at training, you all voted, and the name of our new model is WPO PeerView. That came in with the vast majority of the votes, and so we are working with attorneys right now on that. We will also have branded materials to go along with that as we roll out what will officially be our format. Obviously, those of you who came to training have been trained on that, and we hope that you're utilizing it in your chapter meetings and that you're having some success. As new chapter chairs are coming in, Dawn is working on training the new Chapter Chairs in this process, as well as giving longtime Chapter Chairs, who may not have been able to come to the forum, the opportunity to participate in some of these trainings - if you'd like to do that. Again, happy to talk more about this when we get together on Monday.

It's really important for the organization that we have this consistency across the board, particularly as we grow and scale the organization. We want to make sure that a WPO chapter feels the same way, whether you're in Istanbul or you're in Chicago, and so this consistency is key - with our new materials and our new process. We really believe that that's how we're going to continue to create value for our WPO members, and that it is consistent value across the board. And I want to thank all of you for your participation in that, because the only way we can roll that out and the only way we can have this consistent model is with all of you participating in that.

And lastly, in the sponsor area, we did talk a little bit in May about just the changing landscape of some of the corporations and some of the challenges that our key people internally are dealing with in supporting organizations like ours that support one gender. We've got really incredible individuals inside of the corporations who are working really hard to maintain that support. We're working with them on how we present the organization and really show that the value that we're giving to our members, the value that our members are giving to their employees, to their communities, that that's worth supporting. And also, the value, the economic value of the WPO. There's a lot of conversations going on there. The individuals who do support WPO are fighting a good fight and working really hard and working incredibly hard within their corporations to continue to support us. Hopefully that will continue to be the case, as we navigate this different and ever-changing landscape of how we're working with some of these companies.

On the FWPO side, the foundation side, we've built out that board and are really hoping to use that more as a fundraising vehicle for the organization. Our goal is to be able to raise funds through the foundation to help support educational initiatives of the organization. Some of that could be the forum to help support bringing top-notch content to the forum; helping us provide more speakers or content to our chapters in whatever capacity that looks like, whether it's regional programs or

other type of local programs. These are all things that we're working on the foundation side. We just built out the new board and had our first meeting in May. This is all new with the new individuals involved, but they're really excited and they're really gung ho about helping the organization generate more revenue so that we can continue to provide value and add more programmatic opportunities for both our members, but as well as our chapter chairs so that we can continue to provide value for all of you as well.

So those are our pillars. That's just the quick update since May. I am now going to hand it over to Judy, and I hope to see you all on Monday and we can have deeper conversations around these topics or any other topics on Monday. See you then.

Judy Waak-Pearce, Director of Customer Engagement

Hey everyone. For those of you who attended the EEF in San Antonio, it was fantastic to see you and be able to spend some time with you. For those of you who were not able to attend, we look forward to seeing you soon.

At the forum, we rolled out the new WPO PeerView Model, which is the model of the WPO meeting model. For anyone who did not attend, we will be having orientation and training on that as well. The goal here is that all chapters will be performing and following the same model, which is the WPO PeerView Model. We look forward to talking to you, if we have not already.

I also wanted to reiterate what we had briefly talked about at the forum – that we need to have our chapters at a minimum of 10, with an ultimate goal of 15 members per chapter. I have talked with many of you with regard to recruiting events and different ways to grow the chapters. WPO is here to help you and partner with you to grow our chapters to 15.

I also wanted to give a brief update on some transitions that we are making. So far this year, we have launched 8 chapters. Since the last town hall, this now includes:

- A Coruña, Spain
- Lisbon, Portugal
- Denver III, CO, USA

Launches in process include:

- Louisville II, KY, USA
- San Fernando Valley, CA, USA
- Las Vegas, NV, USA

We have several transitions we are going through right now.

- In New Orleans, Tina Meilleur has transitioned out. Laila Morcos Zissis is the new Chapter Chair.
- In Morris, NJ, Yvonne Cangelosi has transitioned out. Simone Sloan has inherited this chapter.

- In Vancouver II, Joni Tabbiner has transitioned out. Monica Murray is the new Chapter Chair.
- Linda Graebner is transitioning out only for her East Bay chapter. Kym Cadle has inherited the chapter.
- For Platinum II, Juli Betwee is transitioning out. Celeste Gudas will be taking over for Juli.
- In Cincinnati II, Elaine Suess has transitioned out. Tanya Kliendienst now Chairs both chapters in Cincinnati.

Congratulations to all of you who have transitioned out and all of you are coming into the Chapter Chair role. We look forward to working with you. For those who are transitioning out, we wish you well and look forward to working with you as we continue to explore ways we can partner in the future.

I also wanted to give a brief update on some partner organizations. We have some very strong partnerships with organizations that are ultimately here to help grow the organization. The first organization I want to talk about is Women Impacting Public Policy (WIPP). WIPP, in their day-to-day, looks at executive orders and different bills that are coming across the hill and the white house. Watch for webinars for discussions on some of the executive orders and the bills – what they actually say and how they will affect small businesses. A few additional topics we will have on webinars from WIPP are AI, energy, and tax reform.

The second one that I want to talk about is WeConnect. WeConnect is a new partnership for us, and it is headquartered out of Canada. They are a global organization, and as we continue to solidify that partnership, I will update you. For those of you in the US, they are very similar to WBENC, and this is a brand-new partnership for us.

Thank you so much for your time and I look forward to seeing you all on Monday.

Kirsten Wynn, Chief Innovation & Programming Officer

Hi Chapter Chairs. Kirsten here with some updates from programming.

I want to start with the Forum. So first of all, it was so great to see so many of you there. Thanks for coming and thank you for encouraging your members to come. It sounds like they really enjoyed themselves. We did receive the feedback, and I do want to share some of that with you.

Of course, there are always opportunities to improve, but the feedback was overwhelmingly positive. In fact, 87% rated this year's forum, 4 stars, or above, out of 5 stars. In fact, 53% did rate it 5 stars. So that was great to see, and no one rated it below 3 stars. That was wonderful to see. Apparently, they really liked the hotel. They liked the layout of the sponsors. They liked having meals outside. They liked the content, and on the content side the highest-rated keynote was Dan Heath. The highest-rated workshop was Geoff Woods.

On Geoff Woods, a lot of you have inquired about having Jeff present. I want to let you know that his standard rate is close to about \$70,000 for one hour. So, it's a little out of range. We are working with Geoff to see what we can do together as WPO. You can certainly let me know that you're interested, but I am working on something to do with the whole WPO with Geoff, because he was so well-regarded and highly rated.

Next year's Forum is May 6th - 8th in Miami. Now we're saying Miami - if you're familiar with South Florida, it's Hollywood, Florida. It is equidistant from Fort Lauderdale airport and Miami airport, so it's kind of in the middle there. Fort Lauderdale - you might have an easier time flying into. The hotel is the Diplomat, but we're not quite ready to take reservations just yet. You'll get more information on that soon, but mark your calendars, May 6th - 8th. And we are looking at a little bit of a different structure for next year. I'll update you soon on things like that.

The other thing that happened at the Forum was the 50 Fastest. You saw the 50 Fastest get their awards. We are working on continuing that community involvement, mainly with getting them to join. I did see that #1 joined Rhode Island. So that's great to see. And we are trying to get all of those non-members to join. I'm working on that on my side, and I'll be in touch with you if it makes sense.

The other thing that happened at the Forum was, there was a presentation on naming the new model. The name that won that presentation was PeerView. It's WPO PeerView. This is really about clarity through the experience of others, and seeing things that you couldn't see alone. So, it is WPO PeerView, and you'll see more of that soon. But you'll get more of that information, more of that language soon.

Things going on right now - a couple of things to update you on. Entrepreneurial Women of Impact is an award that we do each year for women of color in different ranges of revenue, who are doing great things in business and also great things in their communities. If you have members that might qualify for this, please ask them to apply. You can apply until August 5th. That's when applications close. There are 4 different revenue categories to apply within: there's up to a million, 500,000 to a million, 1 million to 10 million, and 10 million plus. We are looking for applications, and, again, that closes on August 5th.

The next thing to tell you about is Women2Watch. If you don't know, Women2Watch is a subset of the 50 Fastest. It's actually the 50 fastest WPO members and part of being a Woman2Watch is giving back to the WPO Community. When they become a winner, and when they're notified, they're asked about topics that they could share their expertise on. I collect that, and then I send it out to all of you so that you can see if there are people in your area that are Women2Watch that can speak on certain topics, growth topics, scaling topics, funding topics - all these different topics. You can invite them in locally, if it makes sense, but also virtually. You'll have access to that list, but you can also find them all on the portal.

Speaking of the portal, there are recordings from the Forum on the portal. There's 2: there's Dan Heath, and there's Misty Copeland. Dan Heath will only be on the portal until June 21st, so you don't have much time there. Misty Copeland will be on the portal for the next 4 months, so you have a little more time there, but get to the portal and see those recordings if you missed it.

That's all, for right now. Have a wonderful summer, and I'll talk to you soon.

Anni Wilhelmi, Global Growth Consultant for WPO

Hello everybody, from an icy, icy South Africa. It is good to be in the room with for our Town Hall Updates, as our lead for the Global Growth Initiative.

We are calling the initiative 'The Road to 60, 15 by 15' – which means we would like to have 60 chapters within 6 years and that we would like to have each chapter at 15 members by the 15th month of kickoff and launch.

These are the confirmed Kickoff dates:

- September 16th, Dubai
- October 9th, Geneva
- October 15th, London WPO Regional Summit
 - o Reintroducing the London chapter
- Platinum Europe TBA

How can you help? There is a link posted periodically in the newsletter to RSVP to these events or share it with potential members in the specific region. This will be so helpful for me from the perspective that I have been thoroughly overwhelmed with emails and messages from many of you. Thank you so much! I am really concerned I am going to drop the ball. I promise you that I will get that person invited. What we are doing is piloting a new invitation system, and this is the pilot so please support us by using the link to RSVP or sharing it with others.

Cities we are working on currently:

- Hamburg
- Athens
- Casablanca
- Rotterdam
- Tel Aviv

Cities we are investigating:

- Turino
- Dublin
- Reykjavik
- Amman
- Riyadh
- Rotterdam

We have a new adoption process for global chapters, and I just wanted to quickly reiterate this for those that haven't heard. Market research has been done in geographical regions first to ensure that there is a sufficient market for the WPO to launch a chapter. We are spending some time on financial viability. Josh, our fractional CFO, has been working with us to ensure that our global chapters are economically sound. The second step and third step happen in tandem, in that we have to source a host sponsor for a period of 12 months before we will appoint a Chapter Chair. Thereafter, there are a lot of processes that kick in around creating the event, but these are the main 3 factors that we focus on before deciding to move into a new region.

If you have a new region or somebody that you would like to introduce me to that you feel might fit a host sponsor or a Chair role, please pop me an email at anni@wpocapetown.co.za and give me some thorough background and detail in the introduction email and I will be sure to hop on it as soon as possible.

Thank you so much for your time.