

Camille Burns, Chief Executive Officer

Hi, Chapter Chairs. I am making this video from my hotel room in Lima, Peru, where I am here with the incredible Vicky Florez to support an event that we're having tomorrow morning. Really excited about building, and growing the community here in Peru.

Fun fact, Peru was the first chapter outside of North America of the WPO almost 20 years ago. We started the chapter in 2007. So, happy to be here to, to celebrate this moment, but I wanted to make sure that I got a video off to you before next week's town hall.

A couple things just to recap for the year. We've been very focused this year on both the strengthening and sustainability of our WPO chapters, as well as continuing to grow the organization. Now the Region Leads have been in the role, since end of last year/early this year - depending on the region - and we're really seeing a lot of incredible momentum.

A couple things that we're seeing just in the data is that we have a lot fewer chapters that are under 10 and that are smaller. So, we're seeing chapters growing, which I think is a real testament to a lot of the work the Region Leads are doing, and obviously a lot of the work that you all are doing as Chapter Chairs.

And, we're also seeing much stronger retention for this year. So, after a couple of years where we were seeing a lot of members exiting businesses and a lot of other activity within the chapters we're seeing a really strong year. And that is truly, truly a testament to each and every Chapter Chair who's running incredible meetings and helping members want to stay part of this incredible community.

You've probably seen that we've launched a lot of chapters this year globally. Anni continues to focus on the global growth for the organization and has been doing an incredible job. And, we've got a lot planned for the remainder of this year in the US and Canada. A lot of different recruiting events, regional events, and launching of chapters, along with our first ever mini conference that we're holding in Canada - our Canada Connect. It won't quite be the size of the EEF, but we're really excited about this event, and it's coming up in just a couple weeks. I'll update you on all of that at our next town hall in December.

A couple things that I'm seeing this year is really the importance of building and maintaining relationships, whether it's with other organizations. I'm seeing a lot more activity, and I've been focused on working a lot closer with some of the partner organizations – some of the other women's organizations – and also deepening these relationships and looking at the relationships with our sponsors, perhaps from a little bit more of a partnership lens. Making sure that these organizations, particularly as we're seeing here in the United States, the climate around diversity and around supporting women's organizations changing so significantly - how are we building these relationships in, in different ways?

But the relationship factor - particularly as we move more and more into AI and a lot more tech-focused – I'm seeing it just matter more and more. And remembering that this is such an incredible and powerful ecosystem and that we have so many incredible women in the WPO – both on the local level and the regional level, but also on the global level of women who are part of this community and want to support each other and see each other grow and thrive.

A couple other things that we are doing. The foundation, we are looking at: how can we use the foundation in more effectively as a fundraising tool. Kathy Pedoritti-Hays and Pat Shea have been extremely helpful in working with me and the board of the foundation on potentially developing out some fundraising programs, so we can: maintain the programs that we're doing, support Chapter Chairs, and continue to potentially provide some additional offerings from the WPO. So more will come on that, but that is something that we've been working on behind the scenes.

Also, just for any of you who had members that applied for the board - the nominating committee, they interviewed a lot of people. They've been still going through this process. They're having meetings in the next week or two, and hopefully we'll have by October a sense of who is coming on the board and, and who these board members are. So if any of your members submitted an application for the board, just let them know that things are still moving, but it is taking some time. We had a record 72 applications for the board, which was really incredible, but it also created a lot of work for the nominating committee. I'm going to have a lot more to update all of you on in December.

There's a lot of things that we're working on, getting prepared for next year, and I'll also wanna share with you, um, just how the year looked as a whole.

You know, we're still in it, and we, we've still got a lot of, a lot of work to do and a lot of stuff coming up over the next couple of months.

One thing that I'm really excited to share that you may or may not be aware is next year is WPO's thirtieth anniversary. We're really going to be, you know, excited to celebrate that next year, really excited to celebrate that with all of you. We've got a couple chairs that have actually been with us for thirty years or nearly thirty years, and so it's going to be a really exciting time to celebrate the organization and look back on where we've come from, what we've seen with women business owners, and the success that we've seen over the last thirty years. So, I'm looking forward to celebrating that.

A longer update will be coming next month, but I will be here on the town hall next week and happy to answer questions and look forward to seeing all of you. Thanks so much.

Judy Waak-Pearce, Senior Director | Strategic Growth Initiatives

Hi, Chapter Chairs. Hope you had a great summer and are enjoying the beginnings of the fall. I just wanted to bring you a few updates from Chapter Chair world.

The internal transitions were official as of September 1st. I know we had previously mentioned it was going to happen. It took a little bit longer than we anticipated, but everyone is in place. Carly, Tomi Jane, and Melissa are all settling into their new roles, and they are all here to continue the support that we have previously given you.

Tomi Jane's new title is the Member Experience Lead. She works with all members and prospective members. Melissa is the Chapter Chair Operations Lead. She works with all the Chapter Chairs, supporting each of you in any way that you need. And Carly is the Membership Operations Manager, and she's working on membership operations, invoices, the systems, data. So she's behind the scenes doing everything that we need to, um, keep the organization information available to you.

You all received an email regarding the new Knowledge Hub. This is the Google Drive with all documents, videos, resources for WPO Chapter Chairs. The documents can easily be found within the folder structure and is searchable by name. If you didn't receive the email, please let us know so that we can make sure that you have the link to the Google Drive. And if you have any questions in locating any documents, please let us know.

In 2026, we hosted a total of three New Chapter Chair Orientation sessions. The second session was held in July, and we hosted five new Chapter Chairs in Orlando. In September, we hosted the first international Chapter Chair Orientation in Portugal, and we had thirteen new international Chapter Chairs attend.

We have the first 2027 session scheduled for January, and we already have twelve new Chapter Chairs confirmed to attend that orientation in Orlando. I just want to take a moment to thank all of the outgoing Chapter Chairs for their support and dedication to WPO and their members.

- Denise Smith, Atlanta III
- Ann Badillo, Silicon Valley
- Linda Greabner, Platinum I
- Kathy Long Holland, Platinum IV
- Nancy Geenen, Platinum VI
- Teresa Hargrave, Platinum VIII

Thank you all for everything that you have done, and, um, we wish you the best on your next journey. For now, that's all I have. I'm sure that we'll have more, and I'm happy to answer any questions that you may have Monday during the town hall. Have a great weekend, and I look forward to seeing you Monday.

Kirsten Wynn, Chief Innovation & Programming Officer

Hey, Chapter Chairs. Kirsten here. I have a few updates for you, so I'm excited to get started. So let's get into it.

First, a couple updates on some happenings around the world. Canada Connect is coming up. Canada Connect is the first time we've done a Canadian conference in Canada. So it is WPO Canada's 25th anniversary this year. We are holding a two-day conference, Oct 7 – 8 in Alberta. This is going to gather about a 175 WPO Canada members and a couple potential members, as well as our chairs and speakers and breakout speakers for two days of content and connection and fun and celebrating the 25th anniversary of WPO Canada. Big shout-out to the Canadian Chairs and Lindsay for really helping on that and making sure that this is going to be a great event.

Other happenings in October, Entrepreneurial Women of Impact. For those who don't know, this is an award that we give to women of color who are doing amazing things in business as well as in their communities, and it is a North American award. It is sponsored by JPMorgan Chase, and it is going to be held October 21st in the DC area. It's 24 women in different revenue categories that we are celebrating. It's 500K – 1 million, 1 million – 10 million, and 10 million+ in revenue. There are 8 winners in each category - 24 women that we are going to celebrate. Some are members, some are not, but you will see those lists come out very, very soon.

Women2Watch is coming up. For anyone who doesn't know what Women to Watch is, it is a subset of the 50 Fastest list. When people apply to the 50 Fastest Growing Women Owned and Led Companies list. We celebrate the fifty fastest at the forum. We then take all of the WPO members who applied and create a list of the fifty fastest growing WPO members. This list is really much more of a give back because the winners of the Women2Watch are then asked to pass on their expertise to WPO chapters members, others.

When they win, they get a survey asking them what they would be able to speak on, and then we pass it on to you, the Chairs, so that you know who you could call on, maybe in person or virtually, to talk on a number of topics to your members. If there is a fast-growing Woman2Watch and they're in a very interesting industry, you could bring them into your chapter to talk. That list is coming out in November. I will make sure that you guys have the full list at your disposal.

The Entrepreneurial Excellence Forum is our annual forum, the once a year event that we have in May of every year for those who don't know. It is May 12 – 14, in Palm Springs, California. The hotel is in Indian Wells, but the airport is Palm Springs. So just make note of that. We will be saying Palm Springs for those Southern Californians. We know it's Indian Wells, so we will change that as we go, but we want people to be very aware of what the closest airport is. That's Palm Springs. LAX is the next closest airport.

The format for the forum is going to be very similar to last year. It is going to be those two full days, the twelfth and the thirteenth, full days of content. There will be pre-programming on the eleventh. You, of course, will have your training and you'll get more details on that as well. But you'll recognize the format from last year. It is a full day on the Wednesday and Thursday. And this year, we will end with a party on the Thursday.

You will get more updates about this at your next town hall, but it is the WPO's 30th anniversary. And the 30th anniversary, if you don't know, is your pearl anniversary. So, if you have members who make pearls, who make jewelry with pearls - I'm on the hunt, but you will see a nod to this throughout the marketing and everything that we put out. So, it's the thirtieth anniversary. I'm working on the party theme. Secretly, I kind of think that we should all just wear what we wore when we were thirty, but I'm not sure that's going to fly.

So, I will keep you posted on themes, on speakers, on everything, but you know the format. You know the big days. You know that we end with a party on the Thursday night. Now, the Friday, there could be some activities as well, so I don't want you to book out, you know, the red-eye on the Thursday night, but just be aware.

The last thing to mention is if you haven't seen our social media, please take a look, click, join, follow, comment,, do all the things, please, because the social media is doing really well, and we just want to see it on more algorithms and more algorithms.

If you need marketing resources, we are building a library of resources. Right now, we have a library of videos, of testimonials, of member testimonials, and these were done at the forum, and they will continue to happen throughout the year and at next year's forum. So, the real focus on marketing has been build these resources so that we have things to cut, splice, and put on social media in an interesting way. If you need materials like that for a launch, for an event, if you just want a couple member testimonials to show at a meeting, I have a library for you. I will get with Judy, and we will make sure that those are populated out to you in the best way.

As always, if you have questions, reach out to me. See you soon.