

Shapiro Receives Women's Business Enterprise Recertification

Shapiro, a 98-year-old logistics leader, has been approved for recertification as a Women's Business Enterprise through the Women's Business Enterprise National Council

Shapiro, a leader in [Customs brokerage](#) and [cargo management](#) founded in 1915, has been approved for recertification as a Women's Business Enterprise (WBE) through the [Women's Business Enterprise National Council](#) (WBENC). WBENC is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC certification is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and other entities.

WBENC is a resource for the more than 700 U.S. companies and government agencies that rely on WBENC's certification as an integral part of their supply diversity program. WBENC's national standard of certification, implemented by the Women Presidents' Educational Organization (WPEO), is a meticulous process including an in-depth review of the business, including a site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

Since becoming a WBENC member in 2012, Shapiro has been leveraging its certification through participation in local and national events. In March of 2013, Shapiro attended WBENC's Summit & Salute in Baltimore, MD, a two-day program filled with important business growth principles, informal business development opportunities, and one-on-one networking sessions with Corporate Members. Not only did Shapiro gather key prospecting contacts, but also founded a vendor relationship with Cynthia Brown, President of Advertising, Premiums & Incentives (API). In the midst of Shapiro's rebranding initiative, API became a valuable partner in meeting deadlines for quality promotional materials. In June of 2013, Shapiro attended its first WBENC National Conference & Business Fair in Minneapolis, MN. The four-day conference is the largest event of its kind in the nation for women's business enterprises, bringing America's corporate and federal government buyers face-to-face with America's women-owned business suppliers.



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Shapiro has been active in attending local Regional Partner Organization (RPO) events that provide an opportunity to connect with corporate and government council members, meet regional and national WBE representatives, and learn best practices in leveraging its WBENC certification. Shapiro actively participates in the Greater Women's Business Council's (GWBC®) marketing committee and recently attended the RPO's signature Power of Partnering Conference in August. The company is also looking forward to attending the upcoming Ladies Achieving Continuous Excellence (LACE) Awards in November in Atlanta, GA.

"Our first year of certification was filled with outstanding opportunities to connect with business leaders and has opened doors we didn't even know existed," stated Brunella Reid, Senior Manager of Marketing & Customer Development. "We are thrilled to continue in this path of mutual growth with WBENC's Corporate Members and our fellow WBEs."

Shapiro, a third generation family-owned business founded in 1915, provides creative and flexible logistics services. With six offices, over 100 employees, and worldwide strategic alliances, Shapiro is the supply chain partner that delivers customized, compliant, and reliable solutions to address your specific import and export needs. Only Shapiro has an experienced and personable staff that truly cares about your company and commits themselves to proactively achieving your business goals. **"We Deliver. Problem Solved."**