

# Honoring WBES WHO ROCK

*Again this year, we set out on a mission to find WBES Who Rock! to recognize those women business owners who exemplify passion and courage in the pursuit of their business success. And, when we asked you to nominate women who met those criteria, your response was overwhelming.*

*After reviewing the nominations of so many extraordinary women and much discussion and debate, we awarded 10 women plus our four May/June cover features, Carol Nance, Christine (Hale) Soward, Patricia Watts, and Vasanthi Ilangovan, with the distinction of being WBES Who Rock.*

*We introduced these rocking women during our 2<sup>nd</sup> Annual WBES Who Rock Awards and 30<sup>th</sup> Anniversary Wrap Reception at the Women's Business Enterprise National Council (WBENC) National Conference and Business Fair in Austin, Texas, this past June.*

*Now it's time to present the rest of them to you.*

**Beatriz (Betty) Manetta**  
President & CEO  
Argent Associates, Inc. and Asociar LLC  
(Nominated by Miranda Breedlove)



The advice that she gives to other women who are starting a business is "Surround yourself with a soundboard on anything from marketing to professional introductions. A business is built on relationships and solid performance. Stay in the game as this is the key to perseverance."

Manetta believes certification can open many doors,

but "a solid value proposition and customer focus is what keeps the door opened." However, Manetta stresses that the real key to success is "excelling at what you do." Manetta was featured on our May/June 2003 cover.

**Hannah Kain**  
Founder  
ALOM  
(Nominated by Paul Hendrycks)



Kain likens being able to "rock" in business to performing a dance. "You must dance to a tune you love (a great business idea in a growth industry), pick top-notch dancing partners and chorus (hire the very best employees), rock it! (go all in and dream big), and engage the audience (put the customer in focus.)" Kain was featured on our

Nov/Dec 2013 cover.

**Himanshu Bhatia**  
CEO  
Rose International  
(Nominated by Jonnie Gray)



Bhatia advises other women to keep up with the latest industry trends in order to stay ahead of the competition. "By knowing which next trend might be coming into your industry, you will become an innovator," she says.

Of certification, she says it's a valuable asset; however, "While being a certified minority- and woman-owned firm is a great benefit to our customers' supplier diversity programs, our quality of service must be superior and bypass what our competition is doing." Bhatia was featured on our Nov/Dec 2003 cover.

**Sonu Ratra**  
Co-founder and President  
Akraya Staffing and Consulting Services  
(Nominated by Pam Isom)



Ratra co-founded Akraya in 2001 after having worked in the Silicon Valley technology industry for years. Today, the firm is a preferred staffing and consulting partner to many Fortune 500 corporations.

Ratra describes her company as "very socially responsible" with a core belief that with success comes responsibility. "Coming from India I learned the value of community," she says. "When you attain success you want to make sure you give back."