



### **WBENC Success Story: [ICON Information Consultants, LP](#)**

In the seven years that ICON Information Consultants, LP has been WBENC certified, it has experienced a 558% growth in business. ICON started operations in February 1998 and became certified on July 31, 2001. A professional service provider, ICON specializes in identifying and recruiting highly qualified information technology, accounting, finance, human resources, and procurement professionals at all levels of management and areas of specialties. ICON's services include human capital solutions, consulting, and payroll services, as well as a specialized project management division.

More than seven years ago, Patricia Richards, manager, Corporate Supplier Diversity, Shell Oil Corporation and member of the WBENC Board of Directors, encouraged ICON Information Consultants President Pamela O'Rourke to get WBENC certified. Since its certification in 2001, ICON has attended numerous national WBENC and local WBEA events. In addition, Pamela joined the WBENC National Forum, was a WBE Co-Chair of the WIB2007 Conference and Business Fair held in Los Angeles, CA, and has sponsored the WBENC's Women In Business National Conference and Business Fair from 2004 to present.

ICON also leveraged its WBENC certification by getting actively involved as a member of WBENC national committees and sponsoring national WBENC events as a WBE sponsor. "Getting involved at this level has opened many doors and shortened the length of time needed to obtain new contracts. However, it is still up to ICON to be involved, be seen, and to give back," remarked Pamela.

"Nothing is ever easy ... landing a client is a lengthy process which involves promoting how your company solves the client's business problem or adds value to their company, as well as , building a connection and working extensive hours to advance the relationship," shared Pamela. "A bond has to be formed between the supplier and its client, and it has to manifest over time. In other words, overnight accomplishments are rare - so you must not give up. With persistence, dedication, and drive, Shell Oil became our first formal client as a result of our relationship with WBENC."

When asked what she contributes to her success, Pamela said "I have had countless role models in my life, but the one that sticks out the most is my Dad. His advice was influential. He taught me to never accept "NO" for an answer. He used to say, 'Hold your head up and keep a smile on your face ... everything will work its way out.' "

When asked what insights she would share to help newer WBEs, Pamela added, "Number one , support each other. Next, make sure you reach out to WBENC and your local Regional Partner Organizations. These organizations are here to assist you as you guide your company through growing stages. Network and take full advantage of all the luncheons, seminars, fairs, galas and events that they offer. Also, adopt dedication, commitment, enthusiasm, perseverance, tenacity, and ethics as important characteristics to live by."