



CITY OF PHILADELPHIA

COMMERCE DEPARTMENT

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LYNN T. NEWSOME

Deputy Commerce Director
Office of Economic Opportunity
Lynn.T.Newsone@phila.gov

February 5, 2025

Ilyse Shapiro , Shpiro
Lets Be Direct, LLC
414 Penn Rd
Wynnewood, PA 19096-1811

RE:

CERTIFICATION DATE: February 5, 2025
EXPIRATION DATE: February 28, 2026
CERTIFICATION STATUS: Women Business Enterprise (WBE)
REGISTRATION NUMBER: 113074

Dear Ilyse Shapiro:

I am pleased to inform you that Lets Be Direct, LLC has been registered as a Women Business Enterprise (WBE) by the Commerce Department's Office of Economic Opportunity (OEO) in the City of Philadelphia.

Your business is now officially listed on our website under our certified businesses directory. We ask that you keep your information up to date to help us display your business accurately on our website under our certified businesses directory. We ask that you keep your information up to date to help us display your business accurately on our website and to maximize the benefits of certification. These benefits include visibility for your business as well as, opportunities to connect with city departments and prime contractors seeking diverse suppliers.

Please remember to inform us of any and all changes to your certification. These include but are not limited to:

- your company name;
- contact information;
- change in ownership, due to death or retirement;
- sale or dissolution of your business;
- addition or removal of certified NAICS codes
- loss of certification (this should be reported to OEO immediately)

Your company will be located in our OEO Registry under the following North American Industry Classification System (NAICS) Codes:

NAICS 323111: COMMERCIAL PRINTING (EXCEPT SCREEN AND BOOKS)
NAICS 541860: DIRECT MAIL ADVERTISING

For more information about what OEO and the Philadelphia Department of Commerce can do for you, please visit our website at <https://business.phila.gov/>. For current City of Philadelphia contracting opportunities, please visit the <https://contracts.phila.gov/#/>. If you have any questions, feel free to give us a call at 215-683-2071.

Once again, congratulations on your registration as a Women Business Enterprise (WBE) with the Commerce Department's Office of Economic Opportunity (OEO) in the City of Philadelphia. We look forward to continuing to work with you and seeing your business thrive.

Sincerely,

A handwritten signature in cursive script that reads "Melissa Wright". The ink is dark and the signature is fluid, with the first and last names being more prominent than the middle name.

Melissa Wright
Senior Director, Data & Policy
Office of Economic Opportunity
City of Philadelphia