

2026

Women of Distinction



Bernita McCann Hightower
Next Gen Fuel

Bernita McCann Hightower is the Founder, President & CEO of Next Generation Fuel, LLC, a full-service motor fuel energy distribution company delivering bulk renewable fuel solutions alongside conventional gasoline, diesel, DEF, and lubricants nationwide. The company also provides emergency fuel delivery services and a MasterCard fleet card program designed to support over-the-road commercial vehicles. Her leadership is grounded in innovation, sustainability, and a strong commitment to expanding opportunities for women in the energy sector.

Under Bernita's direction, Next Generation Fuel has earned a strong reputation for advancing supplier inclusion and creating meaningful community impact. In an industry traditionally dominated by large, male-led corporations, she has been intentional about opening doors for minority-owned, women-owned, and small local businesses to participate in fuel distribution and logistics industry.

Beyond procurement advocacy, Bernita is deeply committed to community development. She actively mentors emerging women entrepreneurs internationally particularly in construction, transportation, and other male-dominated industries, while engaging in supplier inclusion initiatives and industry forums. Her company prioritizes partnerships with national and regional carriers and service providers, generating economic growth in the communities it serves and strengthening diverse supplier networks.

Through intentional growth, mentorship, and inclusive supplier engagement, Bernita and Next Generation Fuel exemplify the mission of WBEC ORV advancing equitable access, fostering economic inclusion, and expanding opportunities for women-owned and diverse businesses nationwide.

Bernita has proudly maintained WBENC certification since 2014 and remains an active sponsor and participant in both regional and national conferences. She also served as the WBEC ORV Host Committee Representative for the 2025 WBENC National Conference.