



WOMEN'S
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News Release

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Women's Business Council Southwest to be Featured on Lifetime Television

DALLAS – September 22, 2008 – Debbie Hurst, president of The Women's Business Council Southwest (WBCS), will appear on Lifetime Television in a special segment about doing business with women-owned companies. Lifetime Television sought Hurst out as an expert on the subject because of her extensive advocacy and support promoting the initiatives of women-owned businesses.

The four-minute segment, titled "Why Corporations Care about Doing Business with Women-Owned Companies," will air on Lifetime Television Friday, September 26, at 6 a.m. central time. Joining Hurst in the interview is Gail Warrior Lawrence, a WBCS member and president of the Warrior Group, a construction management firm with 45 employees and revenue that will exceed \$100 million in 2008.

Although there are 7.7 million women-owned businesses in the United States with sales exceeding \$1 trillion, less than five percent of corporate contracts go to women-owned businesses. Hurst addresses this issue in her interview and talks about how these businesses can use WBE (Women Business Enterprise) certification to secure contracts through corporate supplier diversity initiatives.

"There is a huge amount of business to be won by women-owned businesses," said Hurst. "To become eligible for contracts as a diverse supplier, women-owned businesses must be certified. WBE Certification provides corporations and government entities the assurance that the woman-owned business is at least 51% owned, operated, and controlled by women. Through WBCS, Corporations have access to qualified suppliers with a proven track record of doing business with corporate America."

Women-owned businesses of any size and in any industry are eligible for certification. WBCS provides assistance throughout the certification process, as well as ongoing support of certified businesses through networking, educational forums, and social events with other certified business owners and corporate and government buyers.

About WBCS

Headquartered in Arlington, Texas, WBCS is dedicated to increasing mutually beneficial procurement opportunities between certified woman-owned businesses, corporations, businesses, government entities, institutions and other organizations. With more than 750 WBE members and 80 corporate sustaining members, WBCS is in its 13th year of providing WBENC national certification to women-owned businesses. To find out more about the WBCS, visit www.wbcswest.org. WBCS is a regional affiliate of Women Business Enterprise National Council (WBENC) covering Oklahoma, north Texas, Arkansas and New Mexico. Founded in 1997, WBENC has become a powerhouse organization for women entrepreneurs across the country.

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