

**For Immediate Release**

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Royalyn Reid of Consumer & Market Insights Named  
WBE Volunteer of the Year by WBCS

**DALLAS–January 21, 2009**–The Women’s Business Council Southwest (WBCS) recognized Royalyn Reid, president of Consumer & Market Insights of Dallas, as the Women Business Enterprise (WBE) Volunteer of the Year. Reid accepted the award Tuesday evening at the WBCS 13th annual Parade of Stars Gala at the Meyerson Symphony Center.

This award recognizes an individual who best exemplifies the spirit of volunteerism by her dedication and support of WBCS. The winner demonstrates her belief in the advancement of women business owners, committing her time, talents, energy, and expertise to this cause. The award also recognizes active participation in Council programs and events, through volunteering and committee participation, in order to aid the WBCS in achieving its mission of promoting women business owners.

Reid is the founder of Consumer & Market Insights, which specializes in market research services, including focus groups, Internet surveys, and mystery shopping. Data gathered from these services is then used to help companies set strategic direction and improve their business processes.

In addition to her volunteer efforts for WBCS, Reid serves on the First American Corporation Inaugural National Advisory Council, offering input on merging markets and diversity-related matters.

“Royalyn Reid does it all. Despite having a booming business to run, Royalyn gives WBCS so much of her time and expertise,” said Debbie Hurst, president of WBCS, a non-profit organization representing women-led businesses throughout north Texas, Arkansas, New Mexico and Oklahoma. “We benefit so much from her expertise and willingness to lead.”

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Consumer & Market Insights has been a WBCS member since 2004.

### **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 700 WBE members and 80 corporate sustaining members, WBCS is in its 13<sup>th</sup> year of providing national certification to women-owned businesses. To find out more about the WBCS please visit [www.wbcswest.org](http://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 1995, WBENC has become a powerhouse organization for women entrepreneurs across the country. women-owned businesses, corporations, businesses, government entities, institutions and other organizations. WBCS is online at [www.wbcswest.org](http://www.wbcswest.org).

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Editor's Note: A photo of the WBCS Gala winner is available. To request a digital photo, please contact Ebbah Tokwe at 972-717-3500 x 233 or email [etokwe@transsynergy.com](mailto:etokwe@transsynergy.com) .