

## **New Business Coming Your Way – at the WBCS businessWORKS!**

On April 22, 2009, more than one hundred Women Business Enterprises (WBEs) will be showcased at the Arlington Convention Center. Hosted by the Women's Business Council – Southwest (WBCS), businessWORKS! is their largest business development event of the year for the region. This two-day forum is packed full of networking and business development opportunities for WBEs and corporate diversity suppliers. Suppliers are also encouraged to bring new Tier One suppliers who want to meet potential WBE suppliers.

The signature event is the WBE Showcase. Unlike other tradeshows, the Showcase is a smart and efficient way to promote interaction between WBEs and corporate suppliers. The showcase features women businesses organized by products and services. Procurement managers can walk the floor and learn about new companies and reconnect with current and past suppliers. In a short time span, they can “speed connect” with a variety of women-owned companies. WBEs on the other hand, can showcase their goods and remain in their booth letting procurement managers come to them. The focus is on the woman-owned business and what it can do for the corporation.

Last year Texas Instruments invited several Tier One suppliers. Eve Fields, President of MEB Construction met one of them at the WBE Showcase. “KBR, a global engineering, construction and services company, came by our booth,” she said, “We were an unknown supplier for them until businessWORKS! Within 12 months we had a new contract with KBR as a result.” Eve goes on to say, “We often think we are going to see the same people at Council events, but businessWORKS! is different.”

As well as the WBE Showcase, there is a Kickoff Reception, Power Breakfast, Luncheon, Mixer and Networking Reception, providing plenty of opportunity to start and cement new business relationships. This year WBCS is having a Silent Auction where companies can donate their products or services, offering yet another way for WBEs to display their business.

The whole concept behind businessWORKS!,” explains Debbie Hurst, President of WBCS, “is to work smarter to make better business connections. In these times, people do business with people they know. We have put a lot of thought into creating a forum that facilitates this for our members. This is power networking at its best. You can accomplish in two days what it would normally take you at least two months to do.”

For more information and to register, visit [www.wbcswest.org](http://www.wbcswest.org).