



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

FOR IMMEDIATE RELEASE

Contact: Nancy Readel
nreadel@wbcsouthwest.org
817-299-0566 ext 209

Work Smarter To Make Better Business Connections!
Southwest Women's businessWORKS!

ARLINGTON, TX – April 1, 2010 – On April 12, 2010 over one hundred Women's Business Enterprises (WBEs) will be showcased at the Embassy Suites Conference Center in Frisco, Texas. Southwest Women's *businessWORKS!*, hosted by the Women's Business Council – Southwest, is the largest business development event for women business owners in the southwest. This one-day event is packed full of networking and business development opportunities for WBEs and corporate supplier diversity representatives. Corporations are encouraged to bring their buyers who want to meet potential WBE suppliers. This can assist in meeting supplier diversity goals and supplier diversity spend requirements.

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 representatives 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.

As well as the WBE Showcase, there is a 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, WBCS President, "is to build those business relationships. 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 one day what it would normally take you at least two months to do.

For more information about WBCS and the Southwest Women's *businessWORKS!* go to www.wbcsouthwest.org



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

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 850 WBE members and 80 corporate sustaining members, WBCS is in its 15th year of providing national certification to women-owned businesses. To find out more about the WBCS please visit www.wbcswest.org. WBCS is a regional affiliate of Women Business Enterprise National Council (WBENC) covering Oklahoma, Texas, Arkansas and New Mexico.

###