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**WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL PRESENTS  
"THE BRIDGE TO QUALITY" NATIONAL CONFERENCE AND BUSINESS FAIR  
IN SAN FRANCISCO JUNE 9-11**

***Enhancing the Marks of Quality for Women-Owned Businesses***

Washington, DC. March 16, 2009 -- More than 2000 Women's Business Enterprises (WBEs) and corporate procurement executives will convene in San Francisco at the Women's Business Enterprise National Council's (WBENC) *Women in Business 2009: The Bridge to Quality* National Conference and Business Fair, June 9-11, 2009. The WBENC event is the largest national conference and business fair of its kind for WBEs. Presented by WBENC annually since 1998, the event provides the most widely accepted third party certification of WBEs in the nation and is the leading authority on and advocate for WBEs as suppliers to corporations and government agencies.

"In one concentrated event, women-owned businesses can learn how to achieve the marks of quality that distinguish them in the eyes of procurement decision makers," said Linda Denny, president and CEO of WBENC. "Today, corporations are looking for vendors that not only offer a good product at a competitive price and with timely delivery, but also offer distinctive marks of quality, such as sustainability statements and programs dealing with green initiatives and corporate social responsibility; and core competency credentials, such as Six Sigma training or Leadership in Energy and Environmental Design (LEED) and International Organization for Standardization (ISO) certifications."

With a forward-looking focus, the event brings together WBENC's Corporate Members, WBENC-certified WBEs, international business owners and other affiliated groups by providing a number of general sessions including a new series of innovative Symposia and Workshops. The Symposium tracks will cover *Environmental Sustainability as a Mark of Quality*, *Manufacturing: Benchmarking to Drive Growth*, and *Thriving in a Challenging Economy*. Each of the three Symposia runs a total of four and one-half hours over two and a half days during the Conference. Together, the Symposia and workshops help Conference Attendees identify the marks of quality, show why they are important, and discuss how to implement them.

The Workshop Series will feature world-renowned experts on topics such as mastering Six Sigma, acquiring LEED and quality certifications, building sustainable environmental office practices and creating a culture of quality. Also, the International Track offers workshops and speakers that focus on doing business globally.



Along with high profile business experts, conference speakers will include executives from Corporate Co-Chairs Wal-Mart Stores, Inc. and Wells Fargo and WBE Co-Chairs Artech Information Systems, L.L.C., Ranjini Poddar, President, and Hollister Construction Company, Holli Dorr, President and Founder,

“Our Corporate Members look for ways to boost their return-on-investment through an enhanced supply chain. As a go-to resource, we support this goal by providing the type of critical education that increases understanding, knowledge and management skills among our women’s business enterprise constituents,” Ms. Denny added.

“When you couple our training initiatives with our business opportunities programs, you get a Conference that you don’t want to miss. Each year, millions of dollars in business deals are struck as talented and ambitious WBEs present their products and services directly to corporate decision makers through Business Fair exhibits, MatchMaker meetings, and networking events,” she added. The MatchMaker Meetings connect WBENC-certified WBEs and corporate purchasing officials through private face-to-face 15-minute meetings to discuss potential opportunities.

More than 350 exhibitors, including procurement decision makers from the Fortune 500, are expected to participate in the Business Fair held at The Moscone Center on June 10th and at educational and networking events at the Hilton San Francisco Hotel.

For more information and to register for WIB2009, visit WBENC’s National Conference and Business Fair website at [www.wbenc.org/wib2009](http://www.wbenc.org/wib2009).

### **Sponsors as of March 6, 2009**

A2Q2; Accel Inc.; Accenture; Alcatel-Lucent; Altria Group, Inc.; Andavo; Applied Computer Solutions; Arbill; Archer Daniels Midland Company; Artech Information Systems L.L.C.; ASAP; Astra Women’s Business Alliance; AT&T; Aveus, LLC; Avis Budget Group; Burger King Corporation; BP America; Brocade; CDW; Chevron; ConocoPhillips; CVM Solutions; CVS Caremark Corporation; Dell, Inc.; Energy Future Holdings; Ernst & Young LLP; Exxon Mobil Corporation; G2nd Systems ® ; Genentech, Inc.; Global Capital, Ltd.; Harrah’s Entertainment; Hollister Construction Company; Hunter Hawk, Inc.; ICON Information Consultants, LP; Incentive Travel Inc; Integrated Archive Systems; J.C. Penney Company, Inc.; KleenSlate Concepts; Kraft Foods; Lockheed Martin Corporation; Macy’s; Manpower Inc.; Meadows Office Furniture; Medtronic, Inc.; Microsoft; Mirror Show Management; Neutral Posture; Office Depot; OLSA Resources, Inc.; Paws Off Tools, LLC; PepsiCo, Inc.; Pfizer Inc ; Pitney Bowes Inc.; Private Eyes; ProActive Business Solutions; Raytheon Company; Robert Half International, Inc.; SelectoFlash, Inc.; Shell Oil Company; Staples, Inc.; Superior Staff Resources, Inc.; SUPERVALU; Target; The Coca-Cola Company; Time Warner Inc.; United; UPS; Verizon; Wells Fargo; and Wal-Mart Stores, Inc.

### **About the Women’s Business Enterprise National Council (WBENC):**

About WBENC: The Women’s Business Enterprise National Council (WBENC) is the leading advocate for, and authority on, Women’s Business Enterprises (WBEs) as suppliers and vendors to the nation’s corporations. Founded in 1997, WBENC is also the



nation's leading third-party certifier of businesses owned and operated by women, with WBENC certification accepted by more than 1,000 corporations, representing America's most prestigious brands, as well as government entities at the state, local and Federal levels. Throughout the year, WBENC's RPOs provide opportunities for interactions between more than 250 member corporations and over 8,500 certified WBEs at business building events and other forums. WBENC is a 501(c)(3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs. For more information, please go to [www.wbenc.org](http://www.wbenc.org).