



## Women's Leadership Exchange

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**For Release: At Will**

Media Alert:  
**Women's Leadership Exchange Initiates  
National Search for Displaced Women Business Owners**

**New York, NY – September 13, 2005 – Leslie Grossman and Andrea March**, cofounders of Women's Leadership Exchange, a multimedia company that holds educational and networking conferences for women business owners in five cities across the country each year, are both very concerned about the victims of Katrina. Because their mission has always been to help women grow their businesses, they feel that they and their extensive national network can offer needed support to a specific subsection of Katrina victims: women business owners. **Considering that there were in excess of 47,000 women owned businesses in New Orleans alone, and that all of these entrepreneurs have had to relocate to cities and towns across the country, this population is large and important not only to the owners themselves but also to their employees and customers.**

To that end, they have set up the **WLE Katrina Women Business Owner (KWBO) Online Help Center** on their website, [www.womensleadershipexchange.com](http://www.womensleadershipexchange.com). Displaced women business owners can use the Help Center to ask for help and support, and established business owners, executives and professionals from throughout the country can communicate their support, solutions and resources there as well. The Help Center will function as a central clearinghouse dedicated to offering peer support and resources to entrepreneurial women whose lives and businesses were so tragically disrupted by Hurricane Katrina.

The next conference is in Atlanta on Wed. Sept. 21 at the Cobb Galleria. Displaced Katrina business owners who are in Atlanta are invited to attend the all-day conference free of charge. They are also invited to attend the conference in New York City on Thurs. Nov. 3. To register, or for more information, interested women can call Candace at 888.937.5800 or e-mail Andrea March at [amarch@womensleadershipexchange.com](mailto:amarch@womensleadershipexchange.com).

In addition Women's Leadership Exchange has put the following actions in place for KWBOs:

- Part of the proceeds from Atlanta conference attendee fees will be donated to hurricane relief.
- Special Conference Activities will be implemented for KWBOs in addition to the planned WLE program.
- Expanded networking programs will enable established Atlanta and New York business owners to offer support and resources to displaced business owners in those and other cities.
- WLE Interactive Information Center will feature organizations and businesses that can offer support and resources to handle current challenges in continuing their businesses.

We need the help of the media in reaching out to all displaced business owners from Louisiana, Mississippi and Alabama who need help!

What: WLE Katrina Women Business Owner Online Help Center & Free Conference Admission

Where: Women's Leadership Exchange website: [www.womensleadershipexchange.com](http://www.womensleadershipexchange.com)

Why: To help Katrina-affected women business owners get back in business.

Who: Leslie Grossman and Andrea March, founders, Women's Leadership Exchange

When: Effective Immediately.

Note to media: For additional information and to set up interviews, please contact Judy Katz, Katz Creative, Inc., at 212-580-8833 or e-mail [jkatzcreative@aol.com](mailto:jkatzcreative@aol.com).