



**Women's
Leadership
Exchange®**

Search On for Women Business Owners Displaced by Hurricane Katrina Who Are Now in the Tri-State Area

**Women's Leadership Exchange Conference at the Sheraton New York Hotel and
Towers on November 3rd — A Venue for Assistance and Support**

New York, NY—October 12, 2005—In the wake of Hurricanes Katrina and Rita, Leslie Grossman and Andrea March, cofounders of Women's Leadership Exchange (WLE), are reaching out to help women business owners who were displaced by the hurricane to the Tri-State area. All such women are invited to attend the WLE conference on November 3rd at the Sheraton New York Hotel and Towers free of charge. At the full-day networking and mentoring conference these women will comfortably interact with several hundred local female entrepreneurs who are all eager to help them in whatever way possible.

This is the second conference in which WLE is extending help to displaced women business owners. During the organization's Atlanta conference on September 21st, several women business owners displaced to the region were given tools and support necessary to start getting their businesses up and running.

“WLE is committed to helping women business owners displaced by the hurricanes get back on their feet. Just as we did in Atlanta, we are going to assist as many women as possible in the Tri-State area in rebuilding their businesses,” stated Leslie Grossman. “Whatever is needed--an office to work from, a strategic alliance that will allow them to continue serving their clients, advice or inspiration--they will find it here,” says Andrea March.

The challenge is to find these women business owners, and WLE founders and staff are working night and day to locate them so they can register by calling WLE's toll-free number: 888-937-5800.

To reach these women, WLE is asking the media to help them: “We are pleading with Tri-state area media to help us with stories and with TV and radio Public Service Announcements,” stated Andrea March. “We hope that as many displaced women business owners as possible will learn about our event in time to attend,” added Leslie Grossman.

Here are the main points of the program to help them restart their businesses:

- Displaced women business owners will have their registration fees waived and special conference activities will be implemented for them in addition to the planned WLE programs.
- Expanded networking programs will enable established business owners attending the WLE conference to offer support and resources to displaced business owners in the area.
- WLE's Interactive Information Centers during the conference will feature organizations and businesses that can offer support and resources for handling challenges displaced women business owners face in continuing their businesses.
- Part of the attendee fees from the New York conference will be donated to displaced women business owners to help them re-build their businesses.

In addition, a Katrina WLE Women Business Owner Help Center is available online at www.womensleadershipexchange.com for displaced women business owners throughout the United States. The Help Center will serve as a two-way conduit, to allow these women to ask for help, and allow established business owners from throughout the country to communicate and provide support, resources and solutions.

In addition to this initiative on behalf of displaced women business owners, the WLE conference will provide hundreds of women business owners in New York the opportunity to interact with fellow female entrepreneurs and make the connections crucial to growing their businesses. Guest speakers include **Gloria Allred**, leading women's rights attorney, **Sara Blakely**, entrepreneur & creator of Spanx Footless Pantyhose, **Karen Elliott House**, senior vice president of Dow Jones & Company and publisher of all print editions of *The Wall Street Journal* and **Edie Weiner**, the renowned futurist and best-selling author. Compass Awards will be presented to two extraordinary women: **Ella L.J. Edmondson Bell**, an author, managerial consultant, nationally recognized researcher and advocate on women's work place issues; and **Susan Sabbott**, President of OPEN from American Express.

Attendees will also take part in seminars led by WLE "Growth Gurus" that address business growth challenges such as how to get your business' message heard in a crowded marketplace and how to find the right financing. Other topics covered during conference seminars include branding, leadership, conflict resolution and growth strategies for million-dollar-plus businesses. WLE's Interactive Information Centers will allow participants to speak with Growth Gurus one-on-one, have face time with corporate sponsors, and most importantly, network with other attendees.

Tickets for the conference are priced at only \$399. If attendees pay with an American Express Business Card they will get an additional \$50 off. They can save \$25 more if they are a member of one of WLE's supporting organizations. For more information and to register, visit www.womensleadershipexchange.com or call 888-937-5800.

About Women's Leadership Exchange

Women's Leadership Exchange (WLE) is a New York City-based multimedia company founded by and for female entrepreneurs that features educational conferences in five cities annually for already established businesses positioned for major growth. WLE offers the women entrepreneur access to the tools and connections that drive business growth. WLE's mission is to help develop more women leaders in business and other areas of human endeavor by connecting women with top business experts, corporate leaders and with each other. WLE also offers an e-newsletter, "The Exchange," an online New Women's Network Directory, women's business spa retreats, and topic-specific seminars on such issues as finances. WLE's Founding Sponsor is OPEN from American Express. Other corporate partners include IBM, Office Depot, Microsoft, IKEA, Wyndham Hotels, HQ Global Workplaces, Merrill Lynch, Volvo, and The Mixx. Media partners include *Entrepreneur*, *Forbes*, *Women's Enterprise*, *MBE*, WCBS NewsRadio 880, and *Enterprising Women*. For more information, visit www.womensleadershipexchange.com or call 888-937-5800.

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