



Women's Leadership Exchange

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Caring and Sharing: Search On for Displaced Women Business Owners Who Are Now in Atlanta Area...

Women's Leadership Exchange Conference at Cobb Galleria on Sept. 21
Becomes Focal Point for Ultimate Test of Networking

'We're going to give these women as many resources and as much support as we can, to help them begin the process of starting over...' So say Leslie Grossman and Andrea March, cofounders of Women's Leadership Exchange, which is set to hold their third annual full-day networking and mentoring conference for women business owners in Atlanta on Wed., Sept 21 at the Cobb Galleria.

In the wake of Hurricane Katrina, Grossman and March see the conference as a rare opportunity to provide both business and personal assistance to women who had established businesses affected by the hurricane and are now in the Atlanta area. These new arrivals to Atlanta are invited to attend the WLE conference free of charge, and will comfortably interact with several hundred local female entrepreneurs who are all eager to help them in whatever way they can -- the ultimate test of the "new woman's network" as Leslie Grossman and Andrea March term the powerful new trend of women helping other women grow their businesses.

"Whether these displaced women business owners need 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 Leslie Grossman. "If they need a new wardrobe or place to stay, they may find that here as well. We are marshalling our forces to be able to offer these women as much support as we can to help them begin the process of rebuilding their businesses."

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.

Andrea March reports: “We are reaching out to all women’s organizations in the Atlanta region to help us communicate with these women, so that they know they can come to the conference as our guests. We are also imploring the Atlanta media to help us with stories and with TV and radio Public Service Announcements.”

This is an added element to the conference focused on women business owners, which always includes timely and topical seminars to choose from, presented by WLE “Growth Gurus” who provide strategies and insights on funding, staffing, branding and marketing their businesses, and other critical issues.

Says Leslie Grossman, “Andrea and I hope that a great many women who need us will learn about this opportunity in a timely fashion, will attend, and will allow us to help them re-grow their businesses.”

Here are the main points of the program:

- * All fees are waived for displaced women business owners to attend the Atlanta conference. Pre-registration by Friday, Sept. 16. Call 888.937.5800.
- * A percentage of proceeds from the conference attendee fees (registering from Sept. 10-16) will be donated to hurricane relief.

Special Conference Activities (in addition to the planned WLE program):

- Expanded networking program will enable established Atlanta business owners to offer support and resources to displaced women business owners.
- WLE Interactive Information Center will feature organizations and businesses that can offer support and resources.
- Conference content will include information tailored to help displaced business owners handle current challenges in continuing their businesses.

In addition, a Katrina WLE Women Business Owner Help Center is now up on <<http://www.womensleadershipexchange.com>> for displaced women business owners in Atlanta and wherever else they are in 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.

Last year some 600 women business owners from the Atlanta area attended the conference. This year’s event features **Doris Christopher**, founder of the \$700 million Pampered Chef, **Edie Weiner**, the renowned futurist and bestselling author, **Connie Glaser**, another bestselling author, and the three Compass Award Winners **Pernille Spiers-Lopez**, CEO of IKEA, which just opened a store in Atlanta, and two beloved actresses and activists: **Ruby Dee** and **Dixie Carter**. The awards presentation is followed by a candid open interview onstage, which will be led by Atlanta newscaster **Jocelyn Dorsey** of WSB-TV. In the morning, **Lisa Border**, Chair of the City Council of Atlanta, will welcome attendees, with a special welcome extended to the displaced WBOs. ☒

In addition to this special initiative, the conference, designed for women business owners who are poised to grow their businesses to the next level, will include dynamic keynote speakers, interactive seminars, facilitated networking sessions, breakfast networking, an Awards luncheon, the Interactive Information Center, and a hors d'oeuvres and cocktails reception. Tickets are priced at only \$199 for the 12-hour day. Those who pay with an **American Express Business Card** will get an additional \$50 off and can save \$25 more if they are a member of one of the many Atlanta-based associations affiliated with WLE. 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), presented by OPEN from American Express, 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. This year's remaining conferences will be held in Atlanta on September 21 and New York City on Nov. 3, 2005. 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 Presenting Sponsor is OPEN from American Express. Other sponsors include IBM, Office Depot, Microsoft, IKEA, BellSouth, Wyndham Hotels and Resorts, HQ Global Workplaces, and The O Group. Media partners include *Entrepreneur*, *Forbes*, *Women's Enterprise*, *MBE*, *Enterprising Women* and *Connect Magazine*. For more information, visit www.womensleadershipexchange.com or call 888-937-5800.

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.