



PRESS RELEASE

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One Woman™ National Business Conference Makes Its Mark; Honors Supplier Diversity Champions

HOUSTON (August 14, 2009) – Attendees deemed the inaugural One Woman™ National Business Conference (One Woman™), hosted by Texas Business Alliance (TBA) and held August 6-8, 2009 at the Omni Houston Hotel, a success. Drawing more than 500 participants, organizers of the three-day business development conference had goals to introduce a diverse audience to an exceptional group of presenters for networking, knowledge sharing and business growth purposes, from the inside out.

“It was an honor and a privilege to participate in One Woman™,” said conference speaker and attendee MaryJane Mudd. “I’ve been to many conferences, but this one was different, in that it blended business acumen and traditional networking with a type of spiritual strength and ‘oneness’ that marked it as unique. I met fabulous people whom I hope to stay connected with for many years to come.”

“We are very pleased with the amazing response to this first-of-its-kind conference that brought together a collection of women [and men], seeking to grow in their business and personal lives,” said TBA Founder and CEO Jeffrey L. Boney. “From beginning to end, One Woman™ was an overwhelming success that came about as a result of vision, hard work and fantastic support from sponsors, volunteers, participants and our media partners.”

One Woman™ culminated with the Soaring Heights Awards. The Soaring Heights Awards recognize supplier diversity professionals who create or champion exceptional minority- and women-owned enterprise initiatives both internal and external to their organizations. Honored were finalists: **Teena Bell**, Senior Manager, Global Supplier Diversity, Halliburton; **Winell Herron**, Group Vice President, Public Affairs, Diversity and Environmental Affairs, H-E-B; **Tami Hunter**, Coordinator Supplier Diversity, Global Procurement Services, ConocoPhillips; **Debra Johnson**, Director, Office of Procurement, NASA Johnson Space Center; **Basil Laurie**, Senior Supplier Diversity Associate, ExxonMobil GSC Procurement, Global Supplier Diversity; **Ying McGuire**, Senior Manager, Global Supplier Diversity, Dell Inc.; **Tiffany Mikolajewski**, Supplier Diversity Coordinator, Reliant Energy Inc.; **Marian Nimon**, Associate Director, Historically Underutilized Business and Federal Small Business Program, The University of Texas M. D. Anderson Cancer Center;

Gilda Ramirez, Director, Small Business Development, Purchasing and Training, Port of Houston Authority; **Jewel Smith**, Manager, Supplier Diversity, CenterPoint Energy Inc.; and **Brian Tippens**, Director, Global Supplier Diversity, Hewlett-Packard Company.

The Soaring Heights Award recipients were Herron, Johnson, Laurie, McGuire, and Ramirez. TBA presented the Suppliers' Choice Award to Smith of CenterPoint Energy. Chosen by suppliers and community observers, the Suppliers' Choice Award is presented annually to recognize individuals who serve as advocates for minority- and women-owned businesses from their place of business.

Comedian and businesswoman Joan Rivers brought laughter and business tips to the Soaring Heights Awards brunch crowd. "When things get rough you only have two choices: cry 'poor me' or move forward," Rivers said. "Get over it because you cannot change the past." She advised entrepreneurs to work "124/7" (emphasizing the extreme amount of time and dedication needed to ensure a successful business); love what you do and have passion; laugh through life; stop complaining; never give your signature away; avoid giving your business away; and never give up. Before ending her visit with audience Q&A, Rivers affirmed, "The biggest regret people have is the things they did not do, not the things they did do."

Entrepreneurs Janice Bailey, Jonia Milburn and Arleen Flint were the winners of the Business Makeover Contest and also were recognized during the Soaring Heights Awards brunch.

The conference included several other highlights. A motivational presentation by CL Solutions CEO Cheryl Lynch kicked off One Woman™ and set the conference tone by encouraging attendees to shed the emotional baggage that contributes to a negative outlook on life.

The Black & Brown Symposium, moderated by Fox 26 Anchor Mike Barajas and Lane Staffing CEO Carla Lane, shed light on the shared challenges in the areas of entrepreneurialism, education and employment. This important topic lends itself to further discussion, so TBA will continue to bring leaders together to address these issues throughout the year and at the 2010 One Woman™.

An evening panel tackled tough issues surrounding male/female relationships in a fun, lighthearted manner. Moderated by KHOU-TV "Great Day Houston" host Deborah Duncan and CNN political analyst Jamal Simmons, panel members candidly shared their personal and professional perspectives on communication between the sexes, as well as entrepreneurial and corporate relationships.

"We are excited to offer this unique conference, mixing business development, marketing and work/family balance again in 2010," Boney said. **The second annual One Woman™ National Business Conference will be held in Houston on August 6-7, 2010, at the Omni Houston Hotel, and will feature two tracks of workshops – one for business start-ups and the other for seasoned business owners.** The conference will culminate with a black-tie, evening Soaring Heights Awards Gala.

Register now through December 31, 2009 for the 2010 conference and receive a "Premier" all-access registration for only \$125. Beginning January 1, 2010 through April 30, 2010, the "Early Bird" all-access fee is \$200. The \$250 standard all-access fee goes in effect May 1, 2010. Late registration, beginning August 1, 2010, and walk-up registration all-access fee is \$399. Overnight stays at the Omni are available for an additional \$125 per night.

Tradeshow booths are \$1,000 for a premium booth and \$350 for a standard booth, and include all-access. An author's signing table is \$100. Small business owners offering professional services are encouraged to register early to secure space and networking opportunities. TBA members will receive a 20 percent discount off standard booth and registration fees.

During One Woman™, TBA launched a limited time only membership special of \$195 for small-business owners and \$95 for individuals. This offer has been extended until December 31, 2009. For One Woman™ online registration and Texas Business Alliance membership, visit www.texasbusinessalliance.org.

One Woman™ sponsors included: Presenting Sponsor Capital One Bank; Gold Sponsor H-E-B; Lunch Symposium Sponsors Lane Staffing, Inc. and Lone Star College System; Health Pavilion Sponsor Aetna; Soaring Heights Awards Brunch Sponsors Hewlett-Packard, ConocoPhillips, Halliburton, Mokara Spa, Ceron Salon and Tootsies; Workshop Sponsors UBS, UnitedHealthcare and the AT&T Yellow Pages; and Small Business Sponsors Pretty Quick Delivery Services, Taylor Smith Consulting and AbiDawn Holistic Therapies, LLC. Media Partners included: Presenting Media Partner *Womentality* magazine; and Media Partners *Black Enterprise* magazine, the Blue Zero, DBA eZine, D-MARS.com, Final Call Newspaper, *The Houston Sun*, i10mediagroup, Minority Professional Network, Plan B Television, Radio One, Rolling Out Magazine, Texas on the Go, *Women's Enterprise Texas* magazine and Who's Who in Black Houston.

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