



PRESS RELEASE

For Immediate Release

MEDIA CONTACT:

Margo Williams Handy, MWH Public Relations
281.213.9554, 832.492.2407 or margo@mwhpublicrelations.com

Comedian Joan Rivers Headlines the One Woman™ National Business Conference

HOUSTON (June 26, 2009) – The One Woman™ National Business Conference (One Woman™) will culminate with a keynote address by multi-faceted businesswoman and comedian Joan Rivers. With a theme of “Beyond Resilience,” Rivers will inspire more than 500 diverse women entrepreneurs and corporate representatives during the Soaring Heights Awards Brunch honoring corporate supplier diversity managers leading extraordinary women’s enterprise programs. The Awards Brunch occurs on Saturday, August 8, 2009, from 11 a.m. to 1 p.m., at the Omni Houston Hotel, Four Riverway, Houston, Texas 77056. Hosted entirely at the Omni Houston Hotel, One Woman™ will kick off on Thursday, August 6 with an evening reception.

One Woman™ is a Texas Business Alliance (TBA) small business development program. “Changing the Face of Business One Woman at a Time” – the One Woman™ theme – is meant to highlight the power in a united women’s network and shared determination to succeed in business.

Seventy-five-year-old Joan Rivers is one of the most sustaining and hardest working celebrities in the world. In addition to being a comedian, she is a best-selling author, Tony-nominated actress, playwright, screenwriter, motion picture director, columnist, lecturer, syndicated radio host, Emmy Award-winning television talk-show host, jewelry designer, red-carpet fashion laureate, businesswoman and, most importantly to her, mother and grandmother. In a brilliant teaming with QVC in 1990, she launched her sensational fashion jewelry line, the Joan Rivers Classics Collection, winning an ACE award from the Accessories Council in 1997 and achieving unprecedented and continuing success with record-breaking sales of more than \$300 million. Rivers says the secret to her success is being, “insanely persistent.” Additionally, Rivers recently won Donald Trump’s “Celebrity Apprentice” reality television program.

"Using her unique gifts of humor, compassion and tenacity, Joan Rivers has triumphed over personal tragedy and attained extraordinary professional success," said TBA Founder and CEO Jeffrey L. Boney.

"Who better to talk about reinventing themselves and surviving in business through recessions and adversity than Joan!"

One Woman™ features three additional power-packed general sessions taking place on Friday, August 7:

- **Opening Breakfast** with author and speaker Cheryl Lynch: "Repacking Your Bags"
- **Lunch Symposium** panel moderated by Fox 26 anchors Sibila Vargas and Jose Grinan. A Black and Brown symposium titled "African American and Hispanic Shared Experiences with the Big Three Es: Education, Employment and Entrepreneurialism"
- **"He's Just Not That Into You" Evening Relationship Panel** moderated by CNN Analyst Jamal Simmons and KHOU-TV "Great Day Houston" host Deborah Duncan

Including the keynote speakers and panel members, plus presenters of the nine workshops in the areas of branding, business and work/family balance, 50 total speakers will be featured. Other One Woman™ highlights include nominations for three women to win business and personal makeovers; one-on-one meetings with the Small Business Association, procurement and supplier diversity managers; surprises and a bevy of door prizes; nurturing treats; and entertainment. Anchoring One Woman™ is a vendor tradeshow and specialty display center showcasing health, technology, marketing, literary arts/authors, style and careers.

One Woman™ sponsors include Presenting Sponsor Capital One Bank; Lunch Symposium Sponsor Lane Staffing, Inc.; Health Pavilion Sponsor Aetna; Soaring Heights Awards Brunch Sponsor Hewlett-Packard and Workshop Sponsor UnitedHealthcare.

For corporate and special small business sponsorship packets, tradeshow booth and specialty display reservations, and conference registration, visit www.texasbusinessalliance.org. Early bird registration and tradeshow discounts are available until July 3.

About Texas Business Alliance

A member-driven, solutions oriented, 501(c)(6) nonprofit organization, with a mission to equip minority- and women-owned businesses to be qualified suppliers, ready to compete for public, private and international opportunities through progressive development, and specialized training. Its vision is to strengthen the Texas economy and spur job creation by expanding minority- and women-owned businesses, and encouraging youth entrepreneurship. Chapter organizations are being pursued in Dallas/Ft. Worth, San Antonio, Austin and El Paso. Visit www.texasbusinessalliance.org for more details or call 281.213.9554.