

Search Results for Google

 [Print this Release](#)



July 21, 2006 01:17 PM US Eastern Timezone

Secrets of the Super-Successful Businesswomen Revealed at The Women's Leadership Exchange(R) Long Beach, CA Conference, August 8th

LONG BEACH, Calif.--(BUSINESS WIRE)--July 21, 2006--If you're a successful businesswoman looking to become a spectacularly successful businesswoman, access the acumen of high-powered outside experts. That's the advice of Sharon G. Hadary, Executive Director of the Center for Women's Business Research. "My organization discovered that truth when we conducted a study* of women who lead businesses of over \$1 million in revenue."

With the Women's Leadership Exchange(R) (WLE) Conference - featuring leading experts in marketing, sales, management, technology and many critical business issues - coming to Long Beach, CA on August 8th, the timing couldn't be more perfect.

The conference has moved to a new location due to its sold-out crowd of women business owners at the Long Beach Hyatt Regency in 2005. This year's event is projected to attract some 800 successful women business owners, presidents and executives.

The WLE Southern California Conference will help attendees connect with other entrepreneurs and top executives and focus on making their already successful businesses even more successful.

Sara Blakely, founder and creator of Spanx Footless Pantyhose, will offer the opening keynote address. Attendees will learn how she turned \$5,000 in savings into a \$45 million company that revolutionized the pantyhose industry. Other speakers include Robin Koval, President of The Kaplan Thaler Group, creator of the Aflac Duck campaign and author of new book *The Power of Nice*.

Four outstanding business leaders will receive WLE's acclaimed Compass Award and share their success stories:

* Sherry Lansing, Former Chair of Paramount Pictures Motion Picture Group, credited with breaking the glass ceiling in the film industry.

* Maria Contreras Sweet, Managing Partner and Cofounder of Fortius Holdings, LLC, helps businesses grow with investments from \$1-10 million.

* Adrienne Hall, President and CEO of The Hall Group, founded the first woman-owned ad agency in the U.S.

* Taryn Rose, of Taryn Rose International, an orthopedic surgeon turned luxury shoe designer. Find out how she changed the "soul" of footwear.

Two exciting new opportunities will be offered at the WLE Southern California Conference this year. First, representative from leading electronic retailer QVC will be available to evaluate consumer products that have the potential to be sold on the shopping channel.

Second, the WLE "Growth Gurus," hugely successful experts who lead a series of educational seminars, will also take part in the debut of the WLE Speed Coaching Program. When they're not presenting seminars, these women--leading business experts whose coaching services typically cost \$500 per hour--will be available for intensive, five-minute consultations with attendees.

For more information about the Women's Leadership Exchange(R) Southern California conference, visit www.womensleadershipexchange.com or call 888-937-5800.

WLE Southern California conference sponsors include founding sponsor OPEN from American Express(R), visionary sponsor IBM, and corporate partners IKEA, Merrill Lynch, Microsoft, Jones New York, Monster, Avaya and Bermuda Tourism.

* The Leading Edge: Women-Owned Million-Dollar Firms, Center for Women's Business Research, 2004, underwritten by KeyBank and AT&T.

Contacts

Women's Leadership Exchange
Gail Brennan, 212-618-1829

 [Print this Release](#)

[Terms of Use](#) | © Business Wire 2006
