

In a High Speed World, Women's Leadership Exchange Conference Offers LA Area Women Speed Coaching & QVC Product Review

Billie Jean King Returns Home to Be Honored

Long Beach, CA (July XX 2007) --The Women's Leadership Exchange (WLE), a national leadership and business development program that has held its all-day conference in the LA area for the past four years, is back this year on Tuesday, August 14th at the Long Beach Convention Center with exciting new business tools that can impact business or a career in five minutes flat!

We all know about speed dating, speed eating (which too many of us do), speed shopping and speed dialing. But what about the latest - **speed coaching**? Can a business expert impart useful advice in five minutes and create a serious impact? Well, it seems that bite-sized bits of wisdom do work. Those new ingredients are offered in the "**WLE Speed Coaching**"TM program, and the **QVC Quick Product Review**. Both will be available to attendees at the WLE's one day conference which returns to Southern California for the 5th year in a row. Fast business insights, educational seminars, networking and the opportunity to hear and meet top women leaders like tennis legend and social activist **Billie Jean King**, who hails from Long Beach; **Sharon Allen**, Chair of Deloitte and Touche; and **Cathy Hughes**, founder of billion dollar media company Radio One, have drawn over 800 women from all over L.A. to the conference each August.

Speed Coaching is available to conference attendees several times throughout the day. Each attendee who wants to be coached is seated directly across the table from a WLE business expert, called a "Growth Guru." The coach listens to questions, and then provides the attendee with five minute nuggets of advice on their business issues. The experts are from the fields of marketing, sales, public relations, leadership, finance, communications, franchising and more.

Another unique feature this year: the **QVC Quick Product Review**. This alone represents a priceless opportunity for those who have a product they think could sell big on QVC. Also designed in a speed coaching format, this sector allows them to show their product to and get immediate feedback from the QVC representative. This is the only time QVC will be in California this year.

The exciting, fun-filled mentoring and networking event includes a keynote address by **Rebecca Boenigk**, Chairman & CEO, Neutral Posture, an \$18 million plus Texas-based manufacturer of ergonomic and multi-purpose seating and accessories. **Robin Johnson**, author of "*Dance of Leadership*" and UCLA faculty member, will present a talk entitled "Transformational Listening: The Secret Skill That Increases Sales, Decreases Conflict and Creates Loyal Customers-Colleagues."

VIP women who will be honored and will share their extraordinarily inspiring stories with attendees during the luncheon session are Vanguard Award winner **Billie Jean King** and Compass Award winners **Dr. Susan Love**, bestselling author and one of the county's foremost authorities in breast cancer; **Cathy Hughes**, Chair, Radio One, Inc.; **Sharon Allen**, Board Chairman, Deloitte & Touche, and **Rebecca Boenigk**, Chairman & CEO, Neutral Posture.

WLE seminars at this event are:

- **The Top 10 Proven Strategies for Using Your website to Get More Leads, More Customers and More Sales**
Maria Veloso, Leading Expert in Internet Marketing and Author, "*Web Copy That Sells*"
- **How to Effectively Deliver Your Message Through the Media**
Carol Jenkins, President & Board Member, The Women's Media Center, Founding Chair, Greenstone Media, Co-Author, "*Black Titan, A.G. Gaston and the making of a Black Millionaire*"
- **The Strategies, Tactics and Shifts Necessary for Growing Your Business**
Julie Garella, Author, "*Capitalize on Your Success*"
- **Change Your Mind: Use the Power of Thought to Get What You Want in Business**
Susan Piver, Founder & Creative Director, Padma Media, Bestselling Author "*The Hard Questions*" series
- **Why Profitability Begins with the Heart**
Susan Steinbrecher, President & CEO, Steinbrecher & Associates, Co-Author, "*Heart Centered Leadership*"
- **Becoming the Right Leader for Right Now – For WLE Circle Keyholders**
Janelle Brittain, *President*, Dynamic Performance Institute, Author, "*Star Team Dynamics.*"

This year's all-new program offers attendees an opportunity to connect with hundreds of successful CEOs and top executives and network with local entrepreneurs, all designed to renew their sense of purpose and provide new ideas to propel their business success.

Corporate partners include OPEN from American Express, IKEA, IBM, Morgan Stanley, American Airlines, Bermuda Department of Tourism, Jones New York and Union Bank of California, WLE Southern California Banking Sponsor.

Cost to attend the conference, including breakfast, luncheon, cocktail reception and raffle, is \$299. Members of one of WLE's supporting organizations save \$25. Register at www.womensleadershipexchange.com, or by phone: 888-937.5800.

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Note to Media: For additional information please contact Judy Katz at 212-580-8833; jkatzcreative@aol.com.

About Women's Leadership Exchange

Women's Leadership Exchange® (WLE) is a social entrepreneurship founded by and for successful businesswomen. The WLE mission is to provide the knowledge, the tools and the connections women need to be successful in their own businesses, the corporate world and the not-for-profit environment. Recognizing the unique challenges facing women in business, whether leading their own companies or as leaders in the corporate, government or not-for-profit sectors, WLE offers a program that helps them fill the information gap and provides a venue for building connections that will facilitate their success in business and in life. WLE conferences feature leading experts, accredited executive coaches and interactive programming in major markets around the U.S. WLE also offers a resource-packed website, teleconferences, an e-newsletter, local presentations and a facilitated connection program that enables women to lend support to each other locally and nationally. For more information visit www.womensleadershipexchange.com or call 888.937.5800.