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Something New and Different at IKEA: Women's Leadership Exchange Conference to Grow Small Businesses

Atlanta, GA (Nov. 1, 2007)—A conference for Atlanta area women business owners and executives will be held Wednesday, November 14, 2007 from 8 AM through 4 PM at the IKEA Store located at 441 16th Street, Atlanta GA in conjunction with the Women's Leadership Exchange. The exciting and inspirational day will feature a morning keynote speech by award-winning journalist and anchor, **Soledad O'Brien**.

Attendees also have a choice of workshops, including **Be a Brand Leader: How to Distinguish Your Business from the Competition** led by Karyn Pettigrew, Chief Operating Officer for KP Consulting; **Say It, See It, Be It: Creating Sustainable Business Success**, Arlene Rosenberg, Founder of the Leading Achievers Institute; **Hitting a Home Run with Your Company: Expert Strategies to Maximize Your Future**, Beth Polish, President of The Critical Junctures Group; **How to Hire Superstar Talent: Even If You are a Start-up or Small Company**, led by Lily Z. Winsaft, CEO & Founder of Atlanta based company, Aldebaran Associates International.

The afternoon session will be devoted to the Women's Leadership Exchange's unique **WLE Speed Coaching™** program in which attendees have several valuable opportunities to receive five-minute nuggets of personal answers to their questions from experts in marketing, branding, management, financing, leadership and office / retail space design. Another priceless opportunity –the Official QVC Product Search – the only time QVC will be in Atlanta this year to seek new products. The TV and Internet retailer will review and provide instant feedback on consumer products that attendees believe have the potential to be sold on the shopping channel. Tickets, priced at a modest \$99, including breakfast and lunch, are still available by calling 888-937.5800 or logging on to www.womensleadershipexchange.com.

Jim Anastos, Manager of the IKEA Atlanta store, says: "Today, it is not enough to sell people products or services. You need to anticipate their needs, and educate them on how to reach their objectives. And you need to do this in a way that puts you right in their line of sight, interacting with them in person as much as possible, so that they know you care about their success. That's what earns you their loyal business. For those reasons, WLE's all-day conferences are a perfect fit for our entrepreneurial customers."

Leslie Grossman, cofounder of Women's Leadership Exchange, adds: "At WLE we see this as one of those synergistic formulas where everyone wins. Both WLE and IKEA are committed to business owners growing their businesses. One way we know we can do that is by providing top-notch business workshops, plus the opportunity to network with local and national experts and with other business owners from their own community. IKEA's willingness to turn its retail space into a conference venue for a full day shows how well the company understands the needs of business owners and how committed they are to their customers."

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Note to Media: For additional information please contact Judy Katz at 212-580-8833; jkatzcreative@aol.com or Karina Gilpin, IKEA Atlanta, 404-249-6257 ext. 1336.

ABOUT IKEA

Currently, there are 257 IKEA stores in 35 countries, including 32 in the U.S., where other stores are being planned in: Brooklyn, NY; Charlotte, NC; Orlando, FL; Somerville, MA; Tampa, FL; and West Chester, OH. Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in FORTUNE's annual "100 Best Companies to Work For" list (three years in a row), Working Mother magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and Training magazine's annual "Top 100" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continually supports initiatives that benefit causes such as children and the environment. To visit the IKEA Web site or for information about working at IKEA, please go to <http://www.IKEA-USA.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.