

IKEA & Women's Leadership Exchange Join Forces To Help Dallas-Area Business Women Succeed

Frisco, TX (March XX, 2008)-- The annual Women's Leadership Exchange (WLE) Conference, presented jointly by IKEA and WLE, will be held on April 1, 2008, from 8 a.m. to 4 p.m. at IKEA's Frisco location, 7171 IKEA Drive, it was announced today by **Gus Tinajero**, IKEA Frisco Store Manager, and by **Andrea March**, WLE cofounder.

While Tuesday April 1st may be April Fool's Day, the women who attend on that day are no fools: they'll be at the IKEA store for a lot more than retail therapy! Those who attend, like the women who attended the first conference, held at the same location last year, will come away with sage advice that can help them grow their businesses, and with business cards from many other women business owners and executives that will expand their networks. They will also, as many past attendees report, come away with a whole new appreciation of how much IKEA wants to help them succeed, in business and in life.

This year's program features remarks by Texas's own **Sarah Weddington, Ph.D.**, prominent attorney, legislator, presidential advisor, professor and leadership expert. Dr. Weddington gained worldwide fame when she and Linda Coffee represented "Jane Roe" in the landmark Roe v. Wade case in the United States Supreme Court. She is thought to be the youngest person to win a Supreme Court case. Currently, Weddington is an adjunct professor at the University of Texas at Austin and teaches leadership courses at other institutions including Texas Women's University. She also travels the world delivering speeches on leadership, her experiences with breast cancer and women's issues.

The daylong event also features a breakfast program at which Ms. Weddington will receive WLE's coveted Compass Award, as will another remarkable woman, **Kathy Cloninger**, the new CEO of Girl Scouts of the USA, who hails from Dallas. Both honorees will candidly share their personal stories. The conference also offers a wide range of **seminars** led by experts, most of them from the Dallas area. One of the most popular features this year is sure to be WLE's unique brand of **Speed Coaching** by their traveling coterie of Growth Gurus, who will give attendees 5 minute nuggets of advice on Marketing, Sales, Public Relations, Leadership, Finance, Franchising, Business Law, and Office / Retail Space Design.

Cost to attend is only \$99, which includes breakfast, lunch, seminars, keynotes and Speed coaching. Tickets are available online at www.womensleadershipexchange.com or by calling (888) 937-5800. The day's schedule is also available at www.womensleadershipexchange.com.

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