



Event Planning Company CEO to be Part of WBENC National Conference & Business Fair Host Committee

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Janeen Zook, CEO of Trattativa Meeting & Event Solutions International, is part of the Women's Business Enterprise National Council (WBENC) Host Committee for the upcoming National Conference & Business Fair. The Host Committee represents WBENC as ambassadors, offering information about its upcoming conference. Ambassadors serve as official spokeswomen at the local, regional, and national levels for the WBENC National Conference and Business Fair, which will be held on June 20-22, 2017 at Las Vegas, Nevada. Trattativa is a WBENC-Certified Women's Business Enterprise (WBE), certified by WBENC-West.

Trattativa Meeting & Event Solutions International is a Las Vegas, Nevada based company that was founded in 2007 and became WBENC-Certified in 2013. When asked about the importance of certification and how it can help a woman-owned business, Trattativa owner Janeen Zook responded by saying, "I have met so many wonderful people and learned so much since being certified about business, certification, and myself. Being a part of the Women's Enterprise Forum and the Host Committee is truly an honor."

Janeen Zook says that being part of the WBENC Host Committee provides opportunities to be among strong

women in business, standing together and working together through networking and quality offerings. She says that being part of the Host Committee has allowed her to connect with women in business that she otherwise would likely never have met.

She offers advice to women who are new to the idea of being WBENC-Certified, "Focus on meeting new people, building a network, and learning. People do business with others that they know, like and trust, and building these relationships takes time. It is also important to truly understand the businesses you want to work with, and you need to take time to qualify the opportunities."

She added that those new to certification should be patient, as it takes time to build relationships in your business or personal life. She urges women in business who are not part of WBENC to learn more about this organization and how it can ultimately help them to grow their business toward success.

Visit conf.wbenc.org to learn more about the Host Committee and to register to attend the upcoming conference.

About WBENC

Founded in 1997, WBENC is the leading third-party certifier of businesses owned and operated by women, with over 13,000 WBENC-Certified WBEs. WBENC-Certification is accepted by more than 1,000 corporations representing America's most prestigious brands, in addition to many states, cities and other entities. Throughout the year, WBENC and its 14 Regional Partner Organizations provide opportunities for interactions between more than 650 member corporations, government agencies and thousands of certified WBEs at business building events and other forums. WBENC is a 501(c)(3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs. For more information, please go to <http://www.wbenc.org>.

About WBEC-West

WBEC-West is a regional partner of the Women's Business Enterprise National Council (WBENC). As an affiliate organization, WBEC-West implements the certification standards of WBENC throughout Arizona, Colorado, Southern California, Utah, Wyoming, Nevada, Hawaii and Guam. For more information, please go to <http://wbec-west.com/>.

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WBEC-WEST

To create a network of informed, prepared, and engaged Women Business Enterprises and corporations through certification, education, and targeted networking events.

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