



## **Corporate Branding Company Owner Joins WBENC's National Conference & Business Fair Host Committee**

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This coming June the Women's Business Enterprise National Council (WBENC) will bring its National Conference & Business Fair to Las Vegas. The event is the largest conference of its kind for women business owners in the U.S. Women's Business Enterprises (WBEs), senior executives and procurement representatives from Fortune 500 and the U.S. Government and WBENC's partner organization converge for three days of robust programming, 1:1 MatchMaker sessions, networking reception, and a notable Business Fair. WBENC works closely with the Regional Partner Organization Host Council, WBENC West, to form a Host Committee, a group of dedicated Women's Business Enterprises (WBEs) from the region who act as ambassadors to promote the event.

Host Committee member, Robin Richter, is president and CEO of Wearable Imaging Inc. and a member of the 2017 Host Committee. Founded in 1992, Wearable Imaging is a Trabuco Canyon, California based company that helps businesses to make their brands more well-known. The company begins with a marketing plan and customizes those plans to fit their client's personalities and the mission of their businesses. Branded promotional products are then created that help that business to better market themselves to the public and to help establish the businesses as an authority in their respective industry.

When asked how her business has changed since becoming WBENC-Certified, Richter stated, "Our company has quadrupled in size since its inception. There has been enormous growth since becoming certified, not only from a business standpoint but also personally. We are currently working with our dream clients, such as Southern California Edison and San Diego Gas and Electric."

Richter states that the company is also working on negotiations with a variety of other corporations and that her client base includes many fellow WBEs, who constitute more than half of their overall sales. She states that she believes this is only the beginning for the California based company.

When asked what advice she would offer to new entrepreneurs, Richter said, "If you decide you want to take the path of entrepreneurship, you have to stay motivated. Remember, success is when opportunity meets preparation. Business is a living, breathing process and if you're looking for quick results or easy answers, this path may not be for you. The results take time to nurture, but as long as you stay committed, focused and hard-working, nothing can stop you."

Visit [conf.wbenc.org](http://conf.wbenc.org) to learn more about the Host Committee and to register for 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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