



Content Design and Development Agency Announced as Part of WBEC-West Host Committee

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WBEC-WEST, an organization based in Mesa, Arizona, has announced the Women's Business Enterprise National Council (WBENC) National Conference & Business Fair Host Committee. Louise Parker, President of Blade Inc. in Phoenix, Arizona, has been listed as one of the newest committee members. The National Conference & Business Fair will take place this June 20-22 in Las Vegas, NV.

Founded in 2002, Blade Inc. is a design content agency specializing in video production and post-production as well as web and mobile application design and development. The company creates content, web and mobile apps for a number of clients and prides themselves on their team's aptitude.

"I am always so charged after WBENC's conferences, that I feel like I could conquer the world," says Louise Parker.

Parker states that she is honored to partner with the women of the Host Committee and says that all women in business should seriously consider WBENC-Certification. Her agency features a team of motion designers, copywriters, editors, animators, and project managers, among others, who follow client projects from start to

finish. She states that small business owners, particularly those who oversee many different projects and employees, can gain massive knowledge and benefit from having WBENC-Certification.

"Just because you have a certification does not mean contracts will fall in your lap. You will get out of your certification what you put into it. Attend everything you can, network at the events, and don't discount the other WBEs - they may be your next client," states Parker when asked about what she would say to those wondering if they should get certified or those who are newly certified with WBENC.

Parker states that her story is not much different from other small business owners, particularly women, and that funding is and has always been an issue for small businesses. She states that many smaller independent banks are often more in favor or more focused on seeing the success of small businesses, which equates to them being more committed to stronger relationships with those smaller companies. She says that this type of knowledge is shared through members of the WBENC network and that she urges small business owners to seriously consider affiliating themselves with this organization.

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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