



Charlene Hesketh to Address Corporate Branding at WBENC's Upcoming National Conference & Business Fair

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The Women's Business Enterprise National Council (WBENC) has opened registration for their annual National Conference & Business Fair, June 20-22, 2017, in Las Vegas, NV. WBENC worked closely with the local Host Council, WBEC-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. One of the members of the committee is Charlene Hesketh, president of Photomation. Hesketh believes in the importance of treating people with respect and always doing the right thing.

Charlene Hesketh wants to encourage businesses, particularly women-owned businesses, to register for the event as soon as possible so that they can enjoy the tremendous benefits that attending the conference can give them. She says, "I find so much value in networking with not only the corporations but also the other women-owned businesses. The workshops always provide excellent takeaways and the 1:1 MatchMaking is always a valuable use of time."

Photomation became WBENC-Certified in 2011 after having been in business since 1955. Hesketh

encourages other businesswomen to also seek certification for their businesses, not in the least because of the opportunities certification creates. She adds, "If you are new to the network make sure to show up to the local events and get to know the Women's Enterprise Forum. If your RPO offers an ambassador program, make sure you sign up. You must be present, in person, making connections to reap the benefits of this network."

Hesketh, in her role on the WBENC Host Committee, will place a particular focus on corporate branding during her attendance at the upcoming event. She wants to ensure that women are empowered to take control over their own brand and spread the word about themselves. To do so, she encourages them to be fully prepared for the conference itself. She states, "Make sure you put a playbook together of whom you want to see to make sure that you maximize your time in Las Vegas. The week goes by faster than you could imagine. Don't forget to take good notes and follow up after the conference."

Visit 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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