



Deanna Edwards to Focus on Corporate Wellness at WBENC's National Conference & Business Fair

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Between June 20th and June 22nd, 2017, the Women's Business Enterprise National Council (WBENC) will be hosting its annual National Conference & Business Fair in Las Vegas, NV. Tickets are now available at conf.wbenc.org. As part of the launch for the next conference, WBENC and the Host Council, WBEC-West are placing a spotlight on the Host Committee, of which Deanna Edwards is a member. Edwards will be focusing mainly on the element of corporate wellness.

Edwards herself says, "Take advantage of any volunteer opportunities. Serving is the best way to learn, expand your network and increase your leadership skills."

Responsible for the founding of INTU Corporation, which Edwards continues to head as President and CEO, she believes that the most valuable assets of any business are its employees and its customers, and that they should be the top priority. She uses her own company as an example of the best practices to highlight the importance of corporate wellness while creating a flexible workplace in which creativity is fostered. Additionally, the company invests heavily in ensuring that they have the research and resources available to deliver the highest quality of customer service.

That said, Edwards wants people to understand that heading a business is a challenge as well. "Finding a healthy balance between work and taking time for myself is the biggest challenge I've faced," she adds. "I quickly learned that I would not be in business long if I didn't have this balance. I now know that I can't afford to run a business without the right people. Delegating has given me more time to be creative and take the business to another level at a much faster rate."

Please visit conf.wbenc.org for further information on the conference, networking opportunities they offer, certification, and for information on the Host Committee.

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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