



Search & Staffing Firm CEO on Host Committee for 2017 WBENC National Conference & Business Fair

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In June 2017, WBENC's next National Conference & Business Fair is being held in Las Vegas, NV. WBENC worked closely with the local 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 Kathy Dawson runs a search & staffing firm and will share her knowledge and expertise to help other women entrepreneurs recruit the best staff. Kathy Dawson shares, "Corporate America lacks flexibility, I change with the times."

Dawson founded Dawson & Dawson Staffing in 2008 and is currently serving as President and CEO. Her company became WBENC-Certified in 2013, something that she believes is incredibly important. The certification has put her ahead of the competition, as well as open up a world of networking opportunities for her.

She strongly encourages others to attend the next annual conference and look into the benefits of becoming certified themselves. Dawson says, "I would recommend a new attendee find a mentor that has been to past conferences to help them navigate the conference schedule and programs. This would help maximize

resources while at the conference as there are many activities and time is limited. Since the mentor has an established network, they often offer introductions at the conference too."

Dawson typically advises new women entrepreneurs to always have two alternatives for every activity that they decide to engage in. She applies this principle to her own business, and it has been a contributing factor in allowing her to become incredibly successful. She states, "What sets Dawson & Dawson apart is an ability to develop long term, mutually satisfying relationships. My unique business strategy involves active listening in order to truly give clients what they want. My vast experience in making quality connections consistently demonstrates the positive matchmaking results."

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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For more information about WBEC-WEST, contact the company here: WBEC-WEST Pamela Williamson, Ph.D. (480) 969-9232 pamela@wbec-west.org 1220 South Alma. School Road Suite 204 Mesa Arizona 85210

WBEC-WEST

To create a network of informed, prepared, and engaged Women Business Enterprises and corporations through

certification, education, and targeted networking events.

Website: <https://wbec-west.com/>

Email: pamela@wbec-west.org

Phone: (480) 969-9232

