



## **Creative Content Studio Co-Chairs Host Committee at WBENC's 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. Early bird tickets are available through April 3rd. 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. Susan Munro is one of the co-chairs of the WBENC Host Committee and will be focusing on multicultural and woman marketing at the event.

Munro founded Hybrid Collective in 2009 and acts as President. She describes her business as being agile and adaptable, "At Hybrid, we are a small agency, but a mighty one. We are nimble so that we can shift in the fast-moving digital world to not only offer our clients what they need now, but what they could need in the future."

She became WBENC-Certified in 2012 and encourages everyone to do the same so that they can use it as a powerful leveraging tool. She adds, "I love being able to build relationships in various directions, from Corporate Members to other WBEs. You are able to gain insights on how to better your business from all the

amazing seminars. It is truly the best money spent to help grow your business."

Munro encourages everyone to register for the event as soon as possible to enjoy this valuable investment. "When women-owned businesses work together, there is no limit to what they can create and achieve. Being on the Host Committee and getting to know everyone better is something I always look forward to for inspiration."

Visit [conf.wbenc.org](http://conf.wbenc.org) to learn more about the Host Committee and to register to attend at early bird prices 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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