



Sony Electronics Welcomes the Unconventional Women's Conference

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The Unconventional Women's Conference of Extraordinary Ideas features some of the most dynamic speakers in San Diego as they share their stories of personal breakthrough. Participating agencies include SDG&E, the San Diego Unified School District, Turner Construction, Qualcomm, and California Water. The event takes place on Thursday, May 26th, 2016 from 9:00 am - 4:00 pm at Sony Electronics.

"An Unconventional Women's Conference of Extraordinary Ideas touches on all aspects of being a woman in business," shared Dr. Pamela Williamson, CEO of Women's Business Enterprise Council West. Dr. Williamson encourages women to attend who are looking for a work-life balance as well as "tips for business growth and the ability to connect with corporations and agencies such as Qualcomm, SDG&E, San Diego Unified School District, Sony and more."

Sondra Kiss, Managing Partner of Kissinger Group, will be leading a workshop on how to sell to corporations and agencies during the "Big Fish: Landing Fortune 500 Clients" break out. Additional workshops will

include, Denise Lee Yohn, bestselling author of, "What Great Brands Do" leading the keynote address with "What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest?". The construction panel, "Future of Women in Construction - Trends, Tips and Success Stories", features a panel lead by Cheryl Osborne, President and Founder of Casco Contractors, and Beverly Bailey, CEO of Stronghold Engineering. Penny Wing will be presenting "Exit Strategies for Your Business: Begin with the End in Mind?". Wing has created special events and incentive programs in over forty countries for up to 19,000 guests at a time. She has designed and produced memorable incentives for Fortune 500 customers such as IBM, CBS Television, Viacom, Sprint and Bank of America. She has started and sold three companies to date.

Allison Maslan, No. 1 Best Selling Author of, Blast Off! and CEO of Allison Maslan International, A Global Business Mentoring Company, will host the afternoon workshop, "Brains of a High-Performing CEO?". Maslan was named "One of the Top Women Entrepreneurs Who Inspire" by Self Made Magazine. Navrina Singh will present "Unlearn to Create the Future? Staying Competitive and Innovative?". Navrina Singh is Director Product Management at Qualcomm, and is the head of Qualcomm ImpaQt - Qualcomm's global innovation program.

An Unconventional Women's Conference of Extraordinary Ideas brings together a unique focus on improving the overall lives of women in business. Participants will learn ideas for growing business through corporate contracting, tactics to operate at maximum capacity and unconventional tips to business success.

Anyone interested in attending, sponsoring or exhibiting at the Unconventional Women's Conference is encouraged to register up until May 25, 2016 here: <http://bit.ly/uwc2016>. Parking is free.

About WBEC-West

As a regional partner of the Women's Business Enterprise National Council (WBENC), WBEC-West is part of a network of Women's Business Enterprises, corporations, and regionally focused organizations for women in business. WBEC-West handles WBENC certification in seven states/regions: Arizona, Southern California, Colorado, Hawaii, Nevada, Utah and Wyoming. For more information, visit www.wbec-west.org.

About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service.

Sony is noted for a wide range of consumer audio/visual products, such as the BRAVIA® 4K Ultra HD, 3D

and high-definition televisions, Cyber-shot® compact cameras, Alpha Interchangeable Lens Cameras, Handycam® camcorders, high-resolution audio products and portable audio products. Sony is also a leading manufacturer of audio/video technologies for broadcast, live production and B2B applications, highlighted by the CineAlta? 4K cameras, SXR? 4K digital projectors, XDCAM line of tapeless technologies and a range of A/V professional products and accessories.

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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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