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**POWER ACTRESS, AUTHOR AND BUSINESS WOMAN KIM FIELDS KEYNOTES DURING
THE GREATER WOMEN'S BUSINESS COUNCIL'S POWER OF PARTNERING MARKETPLACE CONFERENCE SEPT 29-30**
Largest Regional Trade Fair for Women Business Owners to Focus on the Opportunities in the Growing Entertainment Industry

ATLANTA (September 2014) – For women business owners in the Southeast, access to corporate contracts, opportunity-ripe relationships, professional development and sisterhood-fueled connectivity just got easier. **On Sept. 29 – 30, The Greater Women's Business Council, Inc. (GWBC®)**, the most respected provider of certification and development resources for certified women business enterprises (WBEs) in Georgia, South Carolina and North Carolina, will host its annual **Power of Partnering Marketplace (POP Marketplace)**. **POP Marketplace** is the region's largest business conference solely dedicated to women businesses and corporate and government entities that do business with them. Hosted at the Atlanta Convention Center at AmericasMart, the two-day event leads with its **WAVE Scholarship Golf Tournament** at East Lake Golf Club on the 29th and culminates with its **POP Marketplace and Trade Fair** on the 30th.

Themed '*Building on the Successes of Women-Owned Businesses*,' the 2014 **POP Marketplace** is the first of its kind to address the fertile opportunities in the burgeoning entertainment industry of the South. Noted for her dynamic female roles such as Tootie of NBC's *Facts of Life* and Regine Hunter of Fox's *Living Single*, the legendary Kim Fields joins the **POP Marketplace Luncheon as keynote speaker** to share unique insights on sustaining in business and entertainment. Additionally, Bobcat Films' Roger Bobb will moderate a panel titled '**Untapped Opportunities in the New Hollywood of the South**' to include experts from BronzLens Festival, Georgia Commission of Film and Television, Georgia Department of Economic Development and the City of Atlanta's Office of Entertainment.

Also during the **POP Luncheon**, White House-appointed Cassius Butt of the Small Business Administration's (SBA) regional office will take part in an historic signing of a Memorandum of Understanding between GWBC® and SBA, establishing an official alliance between the two organizations that covers Georgia, South Carolina and North Carolina. This partnership will leverage the resources of each organization creating a more empowered pipeline of opportunities throughout the southeast for women-owned businesses and the business communities they serve.

"As a leading authority for women business enterprises, it's our responsibility to keep a pulse on the next generation of opportunities for our constituents where they exist," said Roz Lewis, president & CEO of the Greater Women's Business Council. "What we're doing with emerging industries and new alliances underscores our commitment and strengthens our ability to facilitate economically-fertile relationships," added Lewis.

In addition to the exciting new activities taking place during the annual conference, it is progressive business as usual for GWBC® with a line-up of signature programming designed specifically to meet the unique needs of WBEs and their customers:

- **September 29: WAVE Scholarship Golf Tournament at East Lake Golf Course/8:30 a.m. to 5 p.m.:** The annual **WAVE Scholarship Golf Tournament** assembles GWBC® constituents for a little business-forward fun and networking while raising money for advanced learning programs for WBEs. Opening Ceremonies start at 10 a.m. and the day culminates with the popular 19th Hole Reception and Awards Ceremony at 3 p.m.
- **September 30: POP Marketplace Trade Fair at Atlanta Convention Center at AmericasMart/9 a.m. to 6 p.m.:** Day-two **Marketplace Trade Fair** fosters optimum engagement, education and connections among attendees. Leading corporations in supplier diversity, procurement and minority business development, as well as women business enterprises and GWBC® alliances take part in power-packed breakout sessions such as corporate and WBE FaceTime procurement match-ups, Perfect Pitch presentation exercises and maximizing GWBC®'s certification. The **Marketplace Trade Fair** features interactive corporate and WBE exhibits, work-life experiential sessions including personal branding makeovers, pampering on the go, executive nutritional systems and a special Marketplace Bazaar.

POP Marketplace Trade Fair At-A-Glance (visit www.gwbc.biz for complete schedule)

10 a.m.:	WBE & Corporate Exchange
11 a.m.:	Untapped Opportunities in the New Hollywood of the South
Noon:	Power of Partnering Luncheon Featuring Kim Fields; MOU Signing
2 p.m.:	Marketplace Trade Fair (closes at 6 p.m.)
3 p.m.	Afternoon Breakout Sessions

The **2014 POP Marketplace** is sponsored by Georgia Power, ASAP, The Coca-Cola Company, PS Energy Group, WDS, Accenture BMW, The Clorox Company, Sonoco, UPS and XIOSS. For more information or to register, visit www.gwbc.biz/events. For media inquiries and press passes contact Nichole D. Taylor at taylor@taylorcommunicationsgroup.com.



ABOUT THE GREATER WOMEN'S BUSINESS COUNCIL, INC.

The Greater Women's Business Council, Inc. (GWBC®) is a not-for-profit women's organization that provides nationally-recognized certification through its Women's Business Enterprise National Council (WBENC) network, innovative programming and value-driven events customized to the unique needs of women business owners (WBEs) in Georgia, South Carolina and North Carolina. GWBC®'s constituency is comprised of more than 900 certified WBEs, dozens of corporate member partners, government entities and business alliances united to inspire, engage and empower women-owned businesses. A Regional Partner Organization of WBENC, GWBC® is headquartered in Atlanta, Georgia with a satellite office that services the Carolinas. Learn more and join us at www.gwbc.biz, <https://www.facebook.com/GWBCLive> and <https://twitter.com/GWBCLive>.

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