



#POP2Carolinas • <http://gwbc.biz/inspiring-events/pop-too/> • [www.gwbc.biz](http://www.gwbc.biz)

---

## ***INTRODUCING POP, TOO! ...***

By now you've heard about **POP, Too!** -- GWBC®'s Carolina-based companion to its flagship **POP Marketplace** held in Georgia each year, but may have a few questions. Well, it's simple ... in celebration of our 15<sup>th</sup> Anniversary and our commitment to supersize opportunities in our entire core markets, **POP, Too!** was created. I'm Tonya Harris, GWBC Programs Manager, Carolinas, and as your newest ambassador of opportunities in the Carolinas, I wanted to help you get more acquainted with **POP, Too!**

### **WHAT IS POP, TOO!?**

**POP, Too!** (Power of Partnering)! is GWBC's debut procurement conference in Charlotte, North Carolina for women business owners across the region. **POP, Too!** engages GWBC-certified WBE suppliers, supplier diversity groups and procurement professionals in a one-day conference designed to enhance the performance, growth and opportunities amongst WBEs, Corporations and other business stakeholders. **POP, Too!** is in addition to GWBC's flagship **POP Marketplace**, which is still held in Georgia each year.

### **WHAT IS HAPPENING AT POP, TOO!?**

**POP, Too!** features Patrick Thean, best-selling author of *Execute Without Drama* and *RHYTHM: How to Achieve Breakthrough Execution and Accelerate Growth* and co-founder of Charlotte-based RHYTHM Systems, Inc. Thean will bring his exciting brand of business growth strategies in a power-punched keynote presentation that delivers time-proven tools and tips to help companies better execute strategically. **Other POP, Too! Activities:**

- Cyber Security Panel *featuring Belk, Bank of America and Gravely & Associates*
- Power Luncheon
- How to Build and Enhance Business Relationships WBE/Corporate Exchange *featuring BMW Manufacturing Company, Sonoco Products, WDS and Zippy Ice, Inc.*
- Access to Capital Session *featuring the Small Business Administration and The Support Center*
- Face-to-Face Roundtable Meetings with WBE attendees and Corporations

### **WHEN AND WHERE IS POP, TOO! HELD?**

Thursday, April 30 from 9am to 4pm at the Foundation for the Carolinas in Charlotte, NC. Visit <http://gwbc.biz/inspiring-events/pop-too/> for more details.

### **CAN I ATTEND IF I'M IN GEORGIA?**

**YES!** We encourage all our constituents in Georgia, South Carolina and North Carolina to attend **POP, Too!**, as well as our flagship **POP Marketplace** in August of this year.

### **WILL GWBC STILL HOST THE ORIGINAL POP MARKETPLACE TRADE SHOW?**

**YES.** **POP Marketplace & Golf Scholarship Tournament** is scheduled for August 18-19, 2015.

## WHY ARE YOU HOSTING TWO CONFERENCES?

Why not? Our goal is to inspire and engage in order to empower. Creating more opportunities to engage ... creates more opportunities for productive relationships.

## HOW CAN I ATTEND?

It's easy. Visit <http://gwbc.biz/inspiring-events/pop-too/> to register.

## HOW CAN I BECOME A SPONSOR?

**POP, Too!** is sponsored by Novant Health, Georgia Power, PS Energy Group, Inc., Wells Fargo, Bank of America, WDS, Duke Energy, Piedmont Natural Gas, Spencer Pest Control, Belk, Innolect, and Sonoco Products. **To become a sponsor, visit <http://gwbc.biz/inspiring-events/pop-too/>.**

## WHERE CAN I GET MORE INFORMATION ON POP, TOO!?

Visit <http://gwbc.biz/inspiring-events/pop-too/>. Or, contact me at [events@gwbc.biz](mailto:events@gwbc.biz) or 704-502-4143.

## SO WHAT'S THE 'SUPPLIER DIVERSITY CAROLINAS EXPLOSION'?

What happens when GWBC, BMW, Sonoco and the SBA conspire on a month-long series of supplier diversity events? You guessed it ... an opportunity explosion for WBEs! This unprecedented WBE supplier diversity extravaganza kicked-off on April 9th and culminates on May 6.

In addition to **POP, Too!** **The Carolinas Supplier Diversity Explosion** includes the BMW Tier 1 Supplier Diversity Matchmaker Conference held on April 9 in Greenville, SC; Small Business Administration's Salute to Small Business on May 6 in Columbia, SC; and the SONOCO 2015 Supplier Diversity Business Conference, Golf Tournament & Trade Show on May 5-6 in Florence, SC. Each event, each day is solely dedicated to enhancing the performance, growth and opportunities amongst WBEs and Corporations from Georgia through South Carolina and North Carolina.

Now that you're more acquainted with **POP, Too!**, I look forward to seeing you all there! Feel free to contact me directly at [tharris@gwbc.biz](mailto:tharris@gwbc.biz) with any questions or visit **POP, Too!** <http://gwbc.biz/inspiring-events/pop-too/> for all details!

*Tonya*

## THANK YOU POP, Too! SPONSORS

