



## **New Jersey Association of Women Business Owners Will Hold Its Prestigious 12<sup>th</sup> Annual Procurement Event & Expo**

**For Immediate Release**

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**New Jersey --** The New Jersey Association of Women Business Owners (NJAWBO) will hold its prestigious 12<sup>th</sup> Annual Procurement Event and Expo on Wednesday, February 10, 2010 at the Pines Manor in Edison. This full day event typically draws hundreds of people representing small businesses, large corporations and both state and federal agencies. This year's theme is

***Economic Growth***

***\$timulus + \$strategy = \$uccess!***

The event focus is the Federal Stimulus Package and Capital Projects funding as it relates to opportunities for New Jersey businesses, specifically in the areas of Transportation, Infrastructure, Education, and Utilities. This event also provides a unique opportunity for businesses to examine their supplier diversity goals and to connect with women business owners who can help fulfill such goals.

Four training workshops will also be offered featuring expert panelists discussing *Doing Business with the Military, Utilization and Opportunities by Going Green in NJ, Certification, and Non-Traditional Business Ventures.*

The **Opening WOW (Working on Winning) Panel** will include distinguished panelists Diane Gutierrez-Scaccetti, Executive Director of the NJ Turnpike Authority (NJTA); Jane Kelly, Vice President - Office of Governance & Compliance of the NJ Schools Development Authority (NJSDA); Lori Matheus, Vice President of Regional Business Development for the NJ Economic Development Authority (NJEDA); and Deborah G. Zilai, Vice President of Corporate Services of NJ Resources Service Corporation.



“At New Jersey Resources, we understand the genuine value that diversity brings to our work. We’ve enjoyed so many success stories of new and emerging vendors who we’ve taken the time to develop, and they’ve delivered stellar products and services in return. That’s why events and organizations like NJAWBO are so critically important to the economic vitality of our state,” said Zilai of NJR Service Corporation.

Kelly of SDA states, "It is a priority of the SDA to find ways to open up state contracting to small business enterprises, which play a vital role of the construction community in New Jersey. The SDA is committed to doing everything possible to ensure minority- and women-owned businesses can participate fully in the state school construction program.”

The event also features a “Matchmaking” session where business owners and purchasing representatives are appropriately matched and have an opportunity to meet, one-on-one, to discuss specific products/services offered and procurement needs. Last year, 250 interviews were conducted. New for 2010 is the *Life Style Show Case: The Road to a Better You*, a health and wellness mini expo.

Sponsorship opportunities for all parts of the event are also available. For additional information on event sponsorship, registration, advertising or expo tables, visit the Procurement webpage at [www.njawbo.org](http://www.njawbo.org) or call the NJAWBO State Headquarters at 609.799.5101.

**The New Jersey Association of Women Business Owners (NJAWBO)** is the oldest statewide organization in New Jersey with a mission to address the concerns and issues of business ownership by women. NJAWBO represents more than 800 businesses throughout the state. The organization's objectives are to encourage and support business ownership by women, enable women business owners to network, provide a legislative voice for the interests of women-owned businesses and provide entrepreneurial training and assistance. Since its founding in 1978, the organization has grown to include 12 chapters across the state. Classes, seminars and informational events are offered to members and aspiring entrepreneurs through NJAWBO and NJAWBO's Women’s Business Center (WBC).

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