



WEE 2013 HIGHLIGHTS

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The 4th Annual Women's Entrepreneur Expo was held on Saturday October 5th, 2013 at the Signature Blue Events in Landover, MD. The day started off with opening remarks, prayer, and a musical selection from Mark Tatum, Jazz Saxophonist. The event was hosted by Ms. Ebony Wheeler and Mr. Kevin Brown. The keynote speaker was the very dynamic Cheryl Wood of Cheryl Wood Empowers, along with Joan Henry and Alta Cannady who all made a very powerful impact on those who attended. The event was attended by various community leaders and other business owners.

Every expo has its carefully designed highpoints, and the 2013 expo was no different. For the first time, there was a fashion show followed by the "Entrepreneur Platform" This was a segment where all of the vendors were given the opportunity to give a brief presentation about their business in front of the live audience.

Another highlight of the event was the announcement that the expo will be held semi-annually starting in 2014. This was great news especially for the vendors and attendees who supported the event year after year. Changing from annually to semi-annually was as a result of the ongoing requests in the expo surveys requesting for the event to happen more often.

MAIN COMMENTS

Comments from the attendees:

- My third time vending, and living it! **Mary Keke**, *Vendor*
- I am so glad that I came. **Jasmine Walters**, *Attendee*
- Cheryl Wood was very inspiring, **Speaker**
- Great way to promote your business and network with other small business owners, **Liz Goodwill**, *Web Designer*
- Simply awesome! **Michelle Reynolds**, *Local business owner*
- Great networking opportunity. **Adrian Fraizer**, *Graphic Designer*

Meet & Greet

Kristina Gilchrist
*Award Winning Author, Poet & Community
Activist*



Mark Tatum
Jazz Saxophonist



Jeanette Hordge
*Founder & CEO,
DASH Coordinating & Marketing, LLC*



Speakers

Cheryl Wood

Award-winning entrepreneur, speaker,
author and business coach



<http://cherylwoodempowers.com>



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Joan Henry

Motivational Speaker



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Alta J. Cannaday

CEO/Founder, Avery Croft Group



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MARKETING

The event was advertised through the following sources: The expo's website (www.womenexpo.info), www.eventbrite.com (EventBrite is geared toward promoting events that the organizer will either charge for or take donations), www.topix.com, www.princegeorges.com (Internet Marketing), www.headzup.com , Online Gazette, Radio One, WOLB 1010am, Event366.com, Face Book, Post cards, E-flyers, and several other sources. It was also partly sponsored by Logon Technology Services (Web Designer) and Grafixizm (Printing Sponsor).

OUR COMMITMENT TO YOU....

The organizers of WEE are committed to offer a unique experience for women from different professional sectors to educate, share information, and inspire women of all ages to become successful business owners. We are also committed to assist women entrepreneurs in becoming successful in their respective businesses, by interactive and hands-on workshops, where they learn from other successful business women in their respective fields. **See you at the next event!**