FOR IMMEDIATE RELEASE

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WBEA PRESIDENT RECOGNIZED AS
2019 SUPERLADY HOUSTON CALENDAR HONOREE

HOUSTON, TX – July 17, 2018, -- The Women’s Business Enterprise Alliance’s (WBEA) own April Day has been selected for the prestigious honor of being a 2019 SUPERLadychotown Calendar Honoree.

The SUPERLadylady award celebrates women in the Houston and surrounding areas who lead, serve others, and serve them well. The SUPERLadylady honoree is a leader at home, in business, education, non-profit and faith-based initiatives that changes lives by providing resources, mentorship, and other opportunities for years to come.

On November 8, 2018 April and 11 other SUPERLadylady honorees will be celebrated at the 2019 SUPERLadylady Calendar Soiree- Pink Carpet Affair. Government officials, industry experts, CEO’s, non-profit leaders, entertainers, and more will attend this regal ceremony.

Under April’s leadership, the WBEA has enjoyed increased membership, efficiency and revenues; received more than half a million media impressions; and completed their first global trade mission to China. Additionally, she developed a Giving Tree scholarship and mentoring program for start-ups; a non-profit management and business ownership college internship program.

April gives back to the community by serving on the Port of Houston Authority Advisory Council, Women Business National Council board of directors, Leadership Houston board of directors, and the University of Houston Non-profit Leadership Alliance Leadership Circle. She is a business trainer for the Houston Community College’s Center for Entrepreneurship, adjunct faculty for the University of Houston’s School of Social Work.

The Women’s Business Enterprise Alliance (WBEA), a nationally recognized purchasing council, is a pacesetter in helping women-owned business enterprises grow and develop. WBEA is strongly committed to increasing opportunities for women-owned businesses and providing qualified suppliers to corporate and government purchasers. Since its inception in 1995, the organization has established scholarship and mentoring programs, and has become one of the nation’s leading certifiers of women-owned businesses.

As an affiliate of the Women’s Business Enterprise National Council (WBENC), WBEA serves as the third-party certifying organization for women-owned businesses in 94 Texas counties. Businesses that are at least 51% owned by a woman (or women) and meet specific criteria as outlined by WBENC standards and procedures are eligible for certification -- a designation that is recognized and required by most major corporations and governmental agencies as a purchasing criterion in their supplier diversity program. Partnering and networking, forming alliances and building businesses --- that’s what WBEA is all about.

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