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NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

DESIGNING A BETTER BUSINESS

IKEA South Philadelphia Hosts Event for Local Entrepreneurs to Discover Essential Business Practices

[PHILADELPHIA, PA May 23, 2007] — On June 27, 2007 at 8:30 a.m., IKEA South Philadelphia will be hosting a special event for local entrepreneurs to discover proven business practices from small business experts while enjoying a delicious Swedish breakfast, reclining in comfortable IKEA couches and networking with other professionals.

The “Designing a Better Business” event was developed by IKEA to help local business owners connect, learn and harness the power of fellow entrepreneurs in the Delaware Valley. Based on research of small business owners regarding their biggest challenges and needs, IKEA created an in-store business forum for entrepreneurs to gain insight from respected specialized experts on starting a new business. Attendees will map out a culture of success from a productivity specialist, get tips for maximizing workspace from a professional organizer and develop award-winning environmentally friendly business practices.

“We understand that an exciting and efficient working environment can be just as critical to the success of a company as a solid business plan. At IKEA, we remember what it was like when we were a smaller company and can appreciate the practical challenges of opening and growing a business,” said Astrid Oyo, Manager of Small Business, IKEA North America. “IKEA has been serving small businesses with design, furniture and space solutions for years and we have realized there is an opportunity for IKEA to help connect the local business community and facilitate sharing expertise and ideas on a larger scale.”

Keynote speaker Franne McNeal, a significant business results coach with HR Energy (hrenergy.com) will be joined by three business experts from the Philadelphia area:

- Kristin Linder, of The Linder Group, will advise local business owners on "Leadership Attributes for Building Business," engaging employees and customers to a culture of success;
- Rhonda Erickson Sinor, of Action Organization, will present "Your Most Valuable Employee" with guidelines for getting your office to work overtime; and
- Clayton Lane, of PhillyCarShare, will provide attendees a best practices story of success in building an environmentally-friendly organization and how local businesses can do the same.

Further strengthening its commitment to small business, IKEA is working with the National Association of Women Business Owners® (NAWBO®), the only dues-based national organization representing the interests of all women entrepreneurs across all industries. This relationship emerged from the mutual interest both organizations have in assisting businesses and encouraging the success of entrepreneurs across the country. NAWBO has been helping

women build their businesses since 1975 and is proud to share their vast resources with the 10.4 million members across the country.

IKEA South Philadelphia is located at 2206 S. Columbus Blvd, Philadelphia, PA 19148. A \$40 registration fee will be charged, with all proceeds from the event being donated to the NAWBO's Institute for Entrepreneurial Development, to ensure the continual development and growth of small businesses nationwide.

For more information or to pre-register for the event, please visit www.ikea.com/business.

ABOUT IKEA

There currently are more than 250 IKEA stores in 34 countries, including 29 in the U.S., where other stores are being planned in: Brooklyn, NY; Charlotte, NC; Draper, UT; Portland, OR; Somerville, MA; Sunrise, FL; and West Chester, OH.

Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in *FORTUNE*'s annual "100 Best Companies to Work For" List (three years in a row), *Working Mother* magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and *Training* magazine's annual "Top 125" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continuously supports initiatives that benefit causes such as children and the environment. To visit the IKEA Web site or for information about working at IKEA, please go to <http://www.IKEA-USA.com>.

About NAWBO

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit www.nawbo.org for more information.

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