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RELEASE**

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**Women's Leadership Exchange® Heading to Philadelphia Area for
Business-Building Conference**

Keynote Speaker Linda Kaplan Thaler to Kick-Off Conference with
New Business Strategies for the Economy

Philadelphia, Pa. (June 8, 2009) -- The Women's Leadership Exchange® (WLE) nationally-acclaimed conference program has been helping women entrepreneurs and executives nationwide grow their businesses and advance their careers for seven years. WLE, in partnership with IKEA, is bringing one of the nation's best business-building conferences to the Philadelphia area. The event will be held on July 14, 2009 from 8 am to 1 pm at IKEA Conshohocken, 400 Alan Wood Road, Conshohocken, Pa 19428.

The goal of the conference is to help women who face challenges with their businesses, are starting a business, or are in-transition to **reinvent, reconnect** and **refocus** to be successful in today's tough economy. "We live in an economy where the no-hows of yesterday have been replaced by the new-hows of today's business world. This unique conference will give participants the tools they need to move their businesses and careers forward by generating new ideas, making new connections and exploring new opportunities," said WLE Cofounder Leslie Grossman.

Participants will hear and learn from the best in business. Featured keynote speaker, Linda Kaplan Thaler, CEO and Chief Creative Officer of the Kaplan Thaler Group, will start the conference off by sharing how little things in business can work to one's best advantage. Linda is also the co-author of the newly released best-seller *The Power of Small* and the creator of the famous Aflac Duck campaign.

The program also includes the following growth gurus and workshops:

- **Positive Leadership for Today's Economy** with Dana Lightman, PH. D., President of POWER Optimism, LLC and author of *POWER Optimism: Enjoy the Life You Have... Create the Success You Want*
- **The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life** with Maribeth Kuzmeski, author of *Red Zone Marketing: A Playbook for Winning All the Business You Want*
- **On Your Own: Strategies for Starting a Business/Consulting** with Jewel Daniels, President of Daniels Communications Group, and author of *The Enterprising Entrepreneur, 10 Powerful Life Lessons for Achieving Business Success*
- **Social Media and Time Management: Who Has the Time?** with Lena L. West, Founder and CEO of xynoMedia, and social media consultant to Fortune 500 companies

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In addition, WLE is introducing an innovative approach to generating new ideas and discussing business issues with its SolutionStations -- interactive information stations where attendees will get real-time solutions to their most pressing business challenges.

Participants will also have the opportunity to receive personalized SpeedCoaching sessions where each attendee is provided with five-minute “nuggets” of advice on their business issues by one of the WLE growth gurus.

The cost of the conference is only \$49, which includes breakfast, networking, keynotes, workshops, SolutionStations and SpeedCoaching. Register at www.womensleadershipexchange.com or call 888.937.5800.

The conference is made possible through the support of corporate partners IKEA, Aetna, Best Buy, Geek Squad, American Airlines and Turning Stone Resort and Lodge along with State Farm Insurance® as a community partner and SBTV as a media partner..

About Women's Leadership Exchange®

Women's Leadership Exchange® (WLE) is a social entrepreneurship founded by and for successful businesswomen. The WLE mission is to provide the knowledge, the tools and the connections women need to be successful in their own businesses, the corporate world and the not-for-profit environment. Recognizing the unique challenges facing women in business, whether leading their own companies or as leaders in the corporate, government or not-for-profit sectors, WLE offers a program that helps them fill the information gap and provides a venue for building connections that will facilitate their success in business and in life. WLE conferences feature leading experts, accredited executive coaches and interactive programming in major markets around the U.S. WLE also offers a resource-packed website, teleconferences, an e-newsletter, local presentations and a facilitated connection program that enables women to lend support to each other locally and nationally. For more information visit www.womensleadershipexchange.com or call 888.937.5800.