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Media Release

“How To” Webinars for Diverse Businesses

Charlotte Business-Owner Helps Diverse Businesses Understand Corporate Procurement

Charlotte, NC, April 18, 2008: Felicia Watlington (photo attached), president/founder for Supplier Diversity Works!, recently coordinated and moderated virtual seminars for diverse businesses nationwide entitled “**Your GPS for Doing Business with the Food Industry**” and “**Serving the Hospitality Industry as an MWBE**”, on March 20, 2008. The webinars were presented by SupplierDiversityFair.com. The webinars featured corporate purchasing/supplier diversity experts from ConAgra Foods, Nestle USA, McDonald’s, and Marriott International, and provided valuable insights and information to minority and women-owned business (MWBEs) seeking corporate procurement opportunities.

Supplier Diversity Works, LLC (www.SupplierDiversityWorks.com) is a Charlotte-based firm that provides staff support to corporations/large purchasers in developing and implementing supplier diversity programs that get business results. As the leader of SDW project teams, Felicia Watlington, president, has over twenty years corporate/entrepreneurial experience. Her vast experience covers a broad spectrum, including process management/business process improvement, financial analysis, business development, process/plant engineering, and human resources. Additionally, SDW provides support for the inclusion of qualified diverse vendors in support of corporate and governmental sourcing at www.MySDCommunity.com. Diverse vendors can participate in a free referral network for corporate/government contracts at www.Corporate2DiversityBiz.com. For more information, please visit www.SupplierDiversityWorks.com or contact Felicia Watlington (704.583.0278; info@supplierdiversityworks.com).

SupplierDiversityFair.com, powered by online venues from iTradeFair.com, Inc., aims to provide diverse-owned or small businesses with an economical and effective podium to promote and market themselves. The virtual venue also provides supplier diversity teams with a no-pressure environment to pre-screen prospective suppliers, while showcasing first and second-tier bid opportunities. For more on virtual venues and virtual fairs, please visit <http://www.itradefair.com> or email info@itradefair.com.

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For Immediate Release