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## FOR IMMEDIATE RELEASE

### KIRKWOOD INTERNATIONAL, INC. attends (WBENC) Summit Salute 2017 New Orleans, LA.

The Women's Business Enterprise National Council (WBENC), founded in 1997, is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. WBENC is the largest third-party certifier of businesses owned and operated by women in the United States.

March 21<sup>st</sup> 2017 - Kirkwood International, Inc. was proud to participate in the [wbenc-summit-salute](#) in New Orleans providing meaningful engagement for Woman-Owned-Business with Fortune 500 company sponsors such as **Wal-mart, InterPublic, Pepsi, Lowe's, Dupont, Facebook, Limited Brands** and **Accenture**.

The Forum included opportunities to meet companies through **1:1 Matchmaking** events where certified members chose a table where the target Company was seated, Hosted by their Chief Diversity and Procurement Officers. WBE's were offered a **90 second 'pitch'**, and a business card 'share', along with important feedback on whether, or not proposed services or products might fit-in to the Organization.



President, Kathleen Kirkwood presented her Recycling Enterprise, the **B.R.A (bra recycling agency)** and discussed Retail Collection Bin Promotions, along with the TEXT and Mobile features, of the recycling initiative, Powered by [Qwasi](#) **"it was empowering to meet and 'present' with powerful executives from Disney, Lowe's, Limited, Macy's, Coca-cola, and Ford, all in a 4 hour time frame"** Ms. Kirkwood is expecting to learn how her RECYCLED CARPET CUSHION and Recycling Collection Model could benefit Retailer Marketing and consumer outreach, as well as encourage Sales Growth of Intimates through providing an effective way to incentivize women to empty-out their UNDIE drawer; and replace with new products and experience new technologies Intimate companies are now providing.

The Keynote speaker was [TamronHall](#) an Award winning Journalist and recently left THE TODAY SHOW. Her message was a resounding & confident approach to entrepreneurship, and the audience and guests were amazed to hear her personal story; including her INTERNSHIP with Joe Frasier the Boxer. If ever there was an inspirational speaker is was Mr. Hall, who reiterated the importance of a Mentor, and shared her journey with a list of many mentors. Some surprising, and all everlasting.

The event was not 'all business' with dinners, lunches, dancing & DJ's. Engaging fellow members & Corporate Exec's in fun, light conversation makes it easier to listen and have a lively idea exchange. *"It's always best to discover where your product or service might help the organization; rather than a rigid & single-minded approach. A casual conversation at dinner or post-awards, makes this possible"* Keisha Blake, Regional Director of Certification.

The ROUNDTABLES were the *finale'*, providing a closed conversation led by WBENC leader and 5 Corporate Industry Leader. Kirkwood attended the RETAILER Roundtable, **and met Diversity Officers from U.S.P.S., AVISBUDGET, KROGER, IPG and L.Brands.** The focus was on innovation, and how diverse suppliers bring economic advantage and skill to Large Corporations, who otherwise have the propensity to miss trends that perhaps are happening in local communities and grass roots levels. There were several stories shared of WBENC companies receiving Large Contracts, only however, after a period of patience, persistence and the ability to START SMALL and grow, consistently.

To support the conversation of Women in Business, Ms. Kirkwood continues to develop a **YOUTUBE VLOG** titled **#bgc** (break-the-glass-ceiling); discussing challenges facing women executives and business owners today; along with some comical insights, as only real-life can offer. Look for the 2 minute YOUTUBE vlog posted via link on her facebook and twitter.

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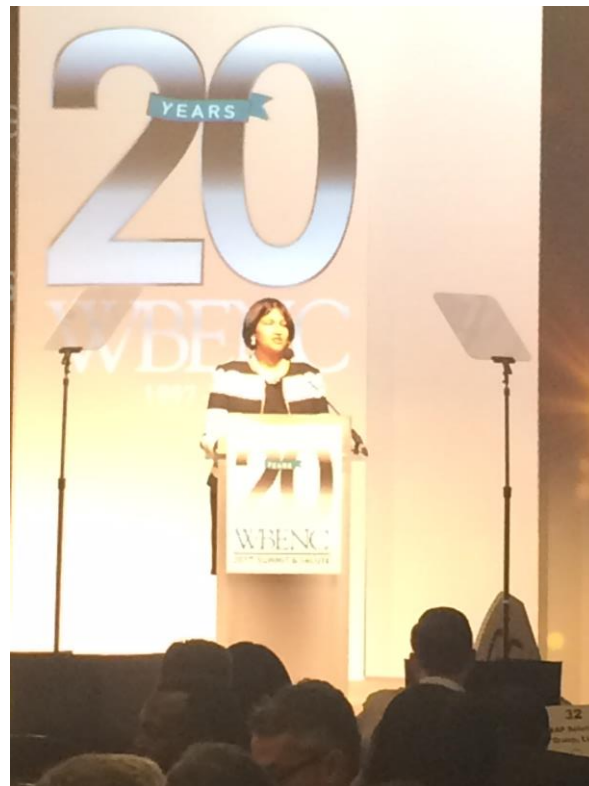
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Images from the WBENC SUMMIT & SALUTE 2017 NEW ORLEANS



Kathleen Kirkwood, founder b.r.a. ® Bra Recycling Agency



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**KEYNOTE SPEAKER  
TAMARON HALL**

