

## WBENC 2014 NATIONAL CONFERENCE & BUSINESS FAIR RECAP

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This year, Wexler Packaging Products had the privilege of attending the 15<sup>th</sup> annual WBENC National Conference & Business Fair in our home region of Philadelphia, Pennsylvania. The three-day long event was hosted by the Philadelphia-based Women's Business Enterprise Council of Pennsylvania, Delaware and Southern New Jersey (WBEC PA-DE-s NJ) from June 23 – 25, 2014.

President Pattie Wexler attended the event, along with Northeast Regional Sales Rep Kristyn Shaner and Wexler Sales Manager & Director of Business Development, Tara Utain. “We were truly excited to learn that this year’s conference was being held in Philadelphia,” notes Utain. “We attend the conference every year and always look forward to it.”

The conference commenced with a high-energy Kickoff Luncheon followed by an afternoon of educational and interactive workshops. Among them was a session on *The Millennial Challenge*, which provided a breakdown of the various generational brackets, their differences and how to maximize functionality in a multi-generational workforce. “It’s one of the best workshops I’ve ever been too,” stated Shaner. “I now have a greater understanding of my generation, the Millennials, as well as the generations before me, which is something that I will continue to use and draw insight from in my professional career.”

The high-energy progressed into day two with the much anticipated Business Fair. Exhibiting for the fourth consecutive year, Wexler Packaging Products made a great impression in Booth #639. We shared the floor alongside companies both large and small, including corporate players such as Target, Wal-Mart, Macys, CVS and Johnson & Johnson. Our team had the opportunity to peruse the expo and “explore the possibilities,” chatting it up and engaging in one-on-one networking with attendees and fellow exhibitors. The day was capped off in style with an informal reception featuring live music, dinner and dancing at the Philadelphia Museum of Art.



The importance of diversity suppliers was a major theme during the conference, specifically regarding how being a women-owned business can leverage a company to working with other companies who are interested in partnering with minority businesses.

Among the things we will take back with us, perhaps the greatest is a deeper knowledge of the value in being a WBE (Women’s Business Enterprise). “Our certification with WBENC



continues to create many great business opportunities for Wexler as we maintain our commitment to fostering diversity and excellence in the packaging industry,” stated Wexler. “We look forward to even more companies joining the list of certified WBEs.”

Wexler will again be exhibiting at the 2015 WBENC National Conference & Business Fair in Austin, Texas, June 23<sup>rd</sup>–25<sup>th</sup>. For more information, visit <http://conf.wbenc.org>.