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**For Immediate Release**

May 12, 2008

### **WPEO HOSTS 2008 ANNUAL BREAKTHROUGH BREAKFAST**

[Washington, DC] – The Women Presidents’ Educational Organization (WPEO) will host its Annual Breakthrough Breakfast for Women Business Enterprises (WBEs) at the Four Seasons Hotel on May 16<sup>th</sup>, at 8am. The Breakfast includes a networking reception, matchmaking opportunities, Done Deals awards and a mini-trade fair to open doors for women owned businesses.

The Breakthrough Breakfast will also honor the winners of the WPEO’s 2008 Done Deals™ Challenge, a program developed to recognize and celebrate business contracts between WPEO Corporate Sponsors and WBEs and between WBEs. As part of the Challenge, both WBEs and Corporate Sponsors reported any contracts signed between the dates of April 1, 2007 and March 31, 2008.

“In our tenth anniversary year the focus of the WPEO has been to open even more doors to women owned businesses.” said Marsha Firestone, Ph.D, president and founder of the WPEO. “The Done Deals Challenge was initiated to commemorate and track all of the contracts that have been signed within the WPEO family in the DC, Maryland and Virginia area. The networking, matchmaking and trade fair at the Breakthrough Breakfast allow us to directly connect WBEs with Fortune 1000 companies.”

“For Trilogy Technical Services certification has been the door opener we needed to reach some of our largest and most important clients.” Said Rhoda Arzt, president of Trilogy Technical Services, “our tag line is “We succeed where others fail” but first you have to be given the opportunity to try. Certification has helped us get the opportunity. For several years we have been attending WPEO events. The only comment we have is we would like more of them!”

Avis Budget Group and Microsoft Corporation are the lead corporate sponsors of the event. All attendees are invited to attend a pre-breakfast networking session from 8- 9am. For more information or to register for the Annual Breakthrough Breakfast, contact Liza Avruch at [dcadmin@womenpresidentsorg.com](mailto:dcadmin@womenpresidentsorg.com) or 202-261-3516.

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The Women Presidents’ Educational Organization (WPEO) is a regional affiliate of the Women’s Business Enterprise National Council (WBENC), the nation’s premier third party certification organization for women owned businesses. The mission of the WPEO is to create increased access to business opportunities for WBEs. Our programs develop

skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide certification services. WPEO provides full service third party certification to women entrepreneurs in the New York, Northern New Jersey (including Princeton and points North), Southern Connecticut and the Washington, DC, Maryland, and Virginia areas. WPEO is incorporated in the state of New York and is recognized as a 501(c)(3) organization. For more information see the website at [www.wpeo.us](http://www.wpeo.us) or call (212) 688-4114.