

WBOA Power of 100+ the largest gathering of Women Business Owners in the Pioneer Valley, January 25, 2024

FOR IMMEDIATE RELEASE:

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Massachusetts - Woman Business Owners Alliance (WBOA), is launching the new year with programs and events starting with the Power of 100+ Women luncheon. The event takes place on Thursday, January 25, 2024 at 10AM – 2PM at the MGM Springfield, Aria ballroom, pre-registration required.

At least 100 local female business owners will gather to network and grow their businesses. The goal is to celebrate, support and build synergy among the female business owners from the Greater Pioneer Valley.

- WBOA has helped businesses to grow by doubling their retail space through relocation, securing a new piece of property
- Accessing funding through grant, loans, and private funding
- Educating on resilience, strategic planning, budgeting, sales and marketing
- Connecting members to new technology to boost business

We invite you to join us and register for the event which includes 2024 membership to the WBOA as well as a commemorative Power of 100 Women keepsake.

Visit www.wboa.org to learn more and register for this event.

"The WBOA has been supporting women in business for over 40 years. We provide opportunities for female entrepreneurs to learn, collaborate and be supported on their business journey. As the WBOA tagline says 'Don't Grow It Alone'. The POWER or 100 is a membership initiative of the WBOA to gather 100 women who are committed to take their business to the next level in 2024. We will do this together!"

ABOUT WBOA: Since 1982, The WBOA (Woman Business Owners Alliance) has elevated the impact of women in business. As the longest-running business organization for women in MA, the WBOA was founded to provide support and guidance exclusively for women business owners.

We are committed to exploring the business life of women and responding with opportunities for education and support.

Always current, always relevant, always elevating women in business. Whether you are growing a business or growing a career, as the WBOA tagline says 'Don't Grow It Alone®'