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The Association of Women's Business Centers (AWBC) is proud to celebrate the recognition of the National WBC of Excellence cohort during a closing ceremony and graduation on December 5, 2024!

The primary objective of the National Women's Business Center of Excellence Designation is to recognize organizations that demonstrate commitment and efficacy of the mission, vision, and values of their Women's Business Center thereby achieving the greatest outcomes for women owned businesses.

The Association of Women's Business Centers (AWBC) designates an organization as a "National Women's Business Center of Excellence" upon completion of a peer review and evaluation of excellence in service and outcomes for their clients, primarily women who seek to start or grow their businesses. This sought-after designation provides a voluntary opportunity to earn points with the ultimate goal to achieve the "WBC Excellence" designation.

It is expected that the pursuit and attainment of designation will identify gaps and opportunities for the WBC to improve in a variety of areas, including strategic goal-setting, service delivery, continuous improvement and/or peer relationships. In order to fulfill these objectives, AWBC recognizes the value of the organization's volunteers, leadership team and funders which is reflected in the involvement of these stakeholders in the final stages of the designation attainment.

This letter is to serve as an invitation to join and celebrate participants while they read their final proclamation and WBC Promise and to witness what benefit pursuing the WBC of Excellence designation has brought and will bring to your organization.

Date: Thursday, December 5, 2024

Time: 1 - 2:30 p.m. ET / 10 - 11:30 a.m. PT

Register in advance: <https://bit.ly/3N8prxu>

For questions, email info@awbc.org