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Showcasing Leadership and Empowerment,**W.net's Designer BootCamp Conference Sets the 'Gold Standard'
for Women in Electronic Transaction Industry**

November 13, 2008, Phoenix, AZ -- The inaugural W.net Designer BootCamp Career Development & Leadership Summit held October 23-24 at the Westin Chicago River North delivered a powerful and comprehensive program, focusing on the career development and empowerment of women. Professionals from across the electronic transactions industry came together for networking, educational sessions and inspirational words of wisdom from high-level speakers focused on personal development, breaking down career barriers, and managing the balance between the personal and professional world.

The event kicked off on Thursday evening with an interactive networking event playfully called "Professional Speed Dating". This segment allowed each attendee the opportunity to expand their network of industry contacts, as well as meet very influential decision makers in a fun-filled, casual environment.

On Friday morning, the attendees were greeted with an opening session on professional branding, followed by informative breakout sessions in three career development tracks: leadership, financial operations, and personal branding and development. The Diva Decadence Awards Luncheon honored the first recipients of the W.net Driving Improvement Via Action (DIVA) Awards, where individual and corporate contributions to the promotion of women in the electronic transactions industry were recognized and celebrated.

"This was the most phenomenal event ever for women! The networking, the camaraderie and the professional growth opportunities were outstanding. Women who attended this event gained personal and professional contacts that will last them a lifetime. W.net is extremely proud to have hosted this premier event and I am personally honored to have been a part of it," said W.net President, Mary Gerds.

The positive praises flowed freely at the end of the conference as Mary Drolet, Founder of retail phenomenon, Club Libby Lu, shared her knowledge and expertise on how to navigate the sometimes 'rough waters' of corporate America while climbing the ladder of success.

One attendee noted that the event was the "best experience I have ever had both personally and professionally."

About W.net (www.w-net.biz)

Women Networking in Electronic Transactions (W.net) was founded in 2005 to inspire and empower women in the electronic transactions industry to maximize their individual potential and position themselves for greater personal success.

Empowering success — one woman at a time