



FOR IMMEDIATE RELEASE
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Women Business Owners Council to address business issues during lunch

DENVER – The Women Business Owners Council will host a first-of-its-kind luncheon workshop focused on contemporary issues for Colorado business owners from 11 a.m. to 1 p.m. on Jun. 24 at the Colorado Women's Chamber of Commerce offices at 1624 Market St., Suite 340, in Denver, CO.

The workshop is \$25 for members, \$35 for non-members and walk-ins and includes a catered lunch. Attendees can register online at www.cwcc.org.

This fast-paced workshop will ask participants to identify current challenges they face growing and sustaining their businesses. Other business owners will then propose potential solutions to address these challenges in an interactive format. Topics in the discussion will include:

- Sustaining a business in a shrinking economy
- Retaining the most valuable customers
- Leveraging the economy to increase market share

Peggy Sundstrom, Ph.D., Principal of Sundstrom and Associates, will facilitate the workshop. Sundstrom and Associates is a management consulting practice focused on

organizational growth and improved performance. Sundstrom helps organizations strategize for future growth; redefine business processes; facilitate change initiatives; improve organizational performance; and train managers and employees.

Before starting her consulting practice in 1997, Sundstrom worked for nearly 20 years at the University of California Los Angeles as a manger, project team leader, and internal consultant. In 2006, the Colorado District Office of the U.S. Small Business Administration and by Region VIII of the SBA named Sundstrom the “Women in Business Champion of the Year.” In 2003 and 2007, she the Denver Business Journal named her one of Colorado’s “Outstanding Women in Business.”

For more information on the Colorado Women’s Chamber of Commerce, call 303-458-0220, e-mail info@cwcc.org or visit www.cwcc.org.

The Colorado Women's Chamber of Commerce is one of the largest women’s chambers in the nation. CWCC provides its members with the environment and resources conducive to business success, skills and knowledge about business issues and trends, visibility in the community and opportunities for community involvement and business partnerships.

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