

For Immediate Release
October 1, 2009

Contact: Monica Finley
404-530-5566

Women-Owned Business Participation a Key Focus of Transportation Industry

ATLANTA -- The Greater Atlanta Economic Alliance (the Alliance) continues to promote women-owned business participation in local, state and regional transportation projects as well as female student interest in the industry through a series of technical assistance programs, outreach efforts and networking symposiums such as the upcoming 8th Annual Supplier Diversity Conference.

“The growing trend of female-owned firms in the transportation industry is shaping the way organizations conduct business,” said Alliance President & CEO Joe Jackson. “The Alliance aims to encourage these entrepreneurs by strengthening their access to capital, increasing their knowledge of bid processes and serving as a liaison to procurement opportunities; thus, broadening a competitive and sustainable marketplace.”

The Alliance’s Construction Skills Development Institute (CSDI) also promotes female students interest in pursuing careers in the industry through a summer internship program in which area architecture, construction and engineering companies participate. Last



summer, the Atlanta Airport’s capital improvement project, the Hartsfield-Jackson Development Program, employed six female, high school students from the CSDI. Their career interests ranged from project and construction management to engineering and skilled trades.

“The Alliance has realized girl’s interest in the industry since 2001 and has been proud to support them by offering real work experiences and advice from industry experts each summer,” said Jackson who also serves as the capital improvement project’s Supplier Diversity Director.

The Hartsfield-Jackson Development Program has aggressively increased its female business enterprise participation. Since the program’s 2000 inception, women-owned businesses have been paid over \$250 million. In addition, several prominent female business entrepreneurs have performed as prime contractors.

-more-

Recently, members of the Alliance team joined U.S. Transportation Secretary Ray LaHood at the kick-off of the Pilot Entrepreneurial Training and Technical Assistance Women and Girls Program. The partnership between the U.S. Department of Transportation and Spelman College is designed to encourage girls to pursue careers in science, engineering, and technology and help women in the field to achieve their goals. It is part of a broader effort, led by the White House, to ensure that federal programs and policies take into account the distinct needs and concerns of women and girls.

The 8th Annual Supplier Diversity Conference, to be held on October 22 in Atlanta, will bring together small, minority and women-owned businesses, corporations, government procurement managers and prime contractors in the transportation and construction related industries. There will be business development workshops, an awards luncheon recognizing organizations committed to diversity, recognition of interns from the CSDI internship program and a procurement expo and reception.

Other Alliance initiatives targeted to increase the capability and sustainability of female-owned firms include The Alliance Academy, The Construction Business Management Institute, How to Develop a Bid and the Sky is the Limit Conference. For more information on the Alliance and its programs, visit www.alliance4u.org or call 404-827-9677.

###