

## **Cleveland Trade Show Booth Experts, Skyline Receive National Women Business Enterprise Certification**

*Toledo trade show displays and exhibits provider, Skyline Event Services has been certified a women owned business. The Toledo trade show exhibit provider is owned and operated by Terrie Benore, Wendy Rassing and Kristie Damalas.*

October 18, 2011 (FPRC) -- CLEVELAND, OH -- Leading Cleveland trade show booth and exhibits provider, Skyline Event Services has received the Woman Business Enterprise (WBE) certification.

Known for their Toledo trade show displays expertise, Skyline Event Services is owned and operated by Terrie Benore, Wendy Rassing and Kristie Damalas. Long time sales representatives, the trio purchased Skyline in September 2005, have now completed the stringent guidelines and process of becoming a certified women owned business.

"We're very proud of receiving this certification. Corporations throughout our region have developed diversity vendor programs and they strive to work with quality organizations that have these important certifications," said Kristie Jones-Damalas of Skyline Event Services.

Skyline Event Services is part of the international Skyline network known for its quality display and exhibit systems. The Toledo trade show exhibit providers manufacture a range of trade show components including pop-up displays, custom modular exhibits, large format graphics, banners (indoor and outdoor), banner stands and much more. The company's clients range from non-profit organizations to major corporations across the region, and are able to meet any budget or exhibit structure or size.

The company received the WBE certification via the National Women Business Owner Corporation (NWBOC)'s certification program. Established in 1995, the NWBOC is a women's not-for-profit corporation and leader in increasing competition for corporate and government contracts. The WBE certification programs put businesses on the pathway towards achieving better business results. As per the Women's Equity on Contracting Act, the federal goal established in 2000 was to ensure women-owned businesses receive 5% of all contracts.

The WBE certification is awarded only to businesses that meet NWBOC's stringent criteria such as, the women owners of the business:

- Must control at least 51% of the business
- Must be the president or the CEO of the company
- Must be actively involved in the daily management of the business

All applications for certification are reviewed by a specialized, knowledgeable and NWBOC-trained committee which is made up of business owners, bankers, attorneys, CPAS and other professionals.

"While the WBE certification is not an endorsement from the NWBOC, we certainly do feel like we're part of a special club now. The whole company is excited and we're looking forward to helping even more clients and providing them with the Skyline trade show experience," said Jones-Damalas.

**About Skyline Event Services:**

Skyline Event Services is North America's leading brand of exhibit systems. Known for high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor education, Skyline has nearly 100 Design Centers in North America and representation in 38 countries, including Skyline Event Services in Northeast Ohio, Northwest Ohio and Southern Michigan. The company manufactures a broad range of products for trade shows and events -- from banner stands and pop-up displays to large custom modular exhibits. With 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services worldwide, Skyline provides exhibit solutions for virtually any size or budget.

**Contact Information**

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