



News Release

WEST VIRGINIA DISTRICT

Release Date: October 1, 2014

Contact: Nikki Bowmar (304) 623-7445 | nikki.bowmar@sba.gov

Release Number: 15-01PR

Follow us on [Twitter](#), [Facebook](#) & [Blogs](#)

SBA Participates in Women & Technology Conference

Announces Woman-Owned Small Business Champion Award Winner & Moderates Social Media Panel

CLARKSBURG, WEST VIRGINIA — The U.S. Small Business Administration’s West Virginia District Office participates in the second annual Women & Technology Conference hosted by TechConnect West Virginia in Wheeling, at the Oglebay Resort and Conference Center, on October 16-17.

During the conference participants will get concrete information on overcoming obstacles to success, being a better leader and building stronger teams, tips on career reinvention, as well as the best ways to make both money and social media work for you.

During a special presentation at the reception on October 16, SBA’s mid-Atlantic Regional Administrator, Natalia Olson-Urtecho presents a director’s choice award for Woman-Owned Small Business Champion to Nikki Bowman, president and publisher of New South Media.

Bowman, a woman-owned small business owner herself, spends her life advocating for small businesses throughout the state of West Virginia. She recently launched a campaign titled, “Turn this Town Around”, a project in which two West Virginia communities - Matewan and Grafton - have been selected to receive training, coaching, and technical assistance to help residents revitalize their communities.

“Nikki Bowman epitomizes what it is to not only be a woman-owned small business but a small business champion,” states Olson. “It is my honor to present her this award and hope that she continues her quest in helping the small business community in the mountain state.”

In addition to the award presentation, SBA’s Public Affairs Specialist, Nikki Bowmar moderates a panel titled Making Social Media Successful for You at Work and Play on Friday, October 17. The panel features outstanding women leaders who share best practices for making social media work for you. Tweets, likes, endorsements, mentions, tags. What does it all mean? This skilled panel discusses the ins and outs of social media, and talks about how you can leverage it to develop and grow your small business and your career.

Join the SBA at the second annual Women & Technology Conference, hosted by TechConnect West Virginia, by registering at www.techconnectwv.org/events. The registration fees are \$40 for the banquet, \$110 for students, and \$155 for individuals.

###

The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.