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addONE Marketing Solutions Earns Women’s Business Enterprise National Council Certification

Interim Staffing Firm Meets WBENC National Standards

Atlanta, GA, May 1, 2010 – addONE Marketing Solutions, LLC, (<http://www.add1marketing.com>), a senior-level marketing staffing company, has recently been certified by the Women’s Business Enterprise National Council (WBENC) (<http://www.wbenc.org>), a national organization that recognizes best practices in women-owned businesses.

WBENC provides expanded marketing opportunities for women’s business enterprises and connects them with corporations that seek a diverse supplier base, eliminating barriers for women business owners. The rigorous certification process ensures women business owners adhere to national standards and best-in-class practices. Certification allows companies to be included in supplier diversity programs, opening up expanded growth opportunities.

Melissa Packman, CEO and founder of addONE Marketing Solutions, said, “As a marketing staffing firm, we believe being a member of WBENC will allow us to spread our message of the benefits of employing supplemental marketing staff to a wider audience.” Packman went on to say, “Smart corporations seek out WBENC-certified suppliers because they will have access to quality vendors and meet corporate diversity goals at the same time.”



Women-owned businesses total over 8 million, or 28% of all American businesses, according to The Center for Women’s Business Research, representing a huge talent source for corporations. The WBENC

certification process identifies qualified businesses, eliminating the time and expense associated with searching on one's own. addONE Marketing is made up of marketers with 10+ years of diverse marketing experience, making the firm especially attractive to medium and large corporations with staffing challenges, such as filling a maternity leave or handling a special project on a part-time, long-term or full-time basis. "We provide a strategic staffing solution to companies; WBENC certification provides an added link to those companies", continued Packman.

About addONE Marketing

Since 1998, addONE Marketing Solutions (<http://www.add1marketing.com>) has provided the supplemental people power that clients need to manage projects or address staffing shortages by temporarily or permanently adding one or more experienced marketing professionals. Whether clients need high-level strategic thinking or roll-up-your-sleeves tactical activation, addONE matches organizations with uniquely qualified consultants who bring fresh approaches and ideas based on a broad history of work experience. These self-starters hit the ground running and make an immediate impact fulfilling short-term, long-term, part-time or full-time assignments. Based in Atlanta, with regional offices in St. Louis, Chicago and New York, addONE Marketing is a premier resource for veteran marketing talent, attracting and retaining independent marketing professionals with a minimum of 10+ years of diverse marketing experience.

About Women's Business Enterprise National Council (WBENC)

The Women's Business Enterprise National Council (WBENC) (<http://www.wbenc.org>) is the leading advocate for, and authority on, Women's Business Enterprises (WBEs) as suppliers and vendors to the nation's corporations. Founded in 1997, WBENC is also the nation's leading third-party certifier of businesses owned and operated by women, with WBENC certification accepted by more than 1,000 corporations, representing America's most prestigious brands, as well as government entities at the state, local and Federal levels. Throughout the year, WBENC's Regional Partner Organizations provide opportunities for interactions between more than 250 member corporations and 9,000 certified WBEs at business building events and other forums. WBENC is a 501(c)(3) nonprofit organization that seeks and accepts donations from corporations, foundations and individuals that support its mission and programs.

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