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For Immediate Release

**Debra Boelkes, CEO of Business Women Rising,
To Deliver Keynote Address at Women in CE Third Annual
CEDIA EXPO 2011 Breakfast Event**

HOLLYWOOD, Calif. — Aug. 23, 2011 — Women in Consumer Electronics (CE), an industry organization that promotes the advancement of women in the consumer electronics industry, today announced that Debra Boelkes, CEO of Business World Rising and Business Women Rising, will be the breakfast keynote speaker at the Women in CE event. The organization will hold its third annual CEDIA EXPO breakfast event on Saturday, Sept. 10, from 7:30 to 8:30 a.m. at the Indiana Convention Center, Sagamore Ballroom 7.

During her presentation, Boelkes will address the state of today's high-tech business environment, as well as examine leadership strategies and techniques for successful career building.

"In my role with Business Women Rising, my focus is on providing leadership development services that advance high-potential women business leaders and fuel development of stronger, more inclusive enterprises," said Boelkes. "I look forward to sharing insights from this business, and from my career working in the electronics industry, with attendees at the Women in CE breakfast event."

Boelkes has more than 25 years of business development, sales, marketing and operational leadership experience in the high-tech industry. Prior to founding the original Business Women Rising division in 2009, Boelkes was director of worldwide business programs at QLogic

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Corporation, where she was instrumental in driving the firm's global operational effectiveness. At Arrow Electronics, she directed a Software as a Service (SaaS) line of business and led global, cross-functional initiatives. Earlier, Boelkes served as director of consulting services at Fujitsu; established and managed a professional services organization at IBM; and served as a systems engineer at AT&T. She earned her Bachelor of Science in business administration and her Master of Business Administration in management information systems from the University of Rhode Island, where she graduated top in her class.

"We expect this year's breakfast to be another fun, informative, and valuable industry event, and Deb's presentation will be a perfect fit, as it promises to address and expand on leadership themes and ideas that are critical not only to our organization, but also to the industry as a whole," said Carol Campbell, founder of Women in CE. "With her vast experience in the consumer electronics industry, and her remarkable track record in guiding professional women and corporations toward realizing their potential, Deb will be an exceptional speaker at our third annual event."

Women in CE provides women in the consumer electronics industry with a community in which to share essential resources and connect with others who are focused on the same vision of empowerment, building networks, and supporting career opportunities. Member benefits include a mentoring program, online resources, and live events.

Tickets for the CEDIA EXPO 2011 breakfast event are now on sale for \$25 each (members) and \$35 each (nonmembers) at <http://www.WomenInCe.org>, or they can be purchased on-site.

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About Business Women Rising, Inc.

Business Women Rising is a division of Business World Rising, Inc., a leadership development firm dedicated to the advancement of women business leaders and stronger, more inclusive leadership teams. Business Women Rising offers a comprehensive suite of services including unique peer-to-peer mentoring forums, management and leadership development workshops, high performance coaching programs, organizational development consulting and facilitation services. For more details, please visit www.businesswomenrising.com or call 949-698-7662.

About Women in CE

Women in CE is an interactive community created to provide women in the consumer electronics industry an environment promoting networking and professional growth through the development of relationships and new opportunities. For additional information about membership benefits and to join, please visit www.WomenInCE.org.

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