

Sandi Webster and Peggy McHale, Principals of Consultants 2 Go, Honored With IWEC Award

/ PRBuzz.com / October 25, 2011 - - Created to honor women-owned businesses throughout the world and to connect small and mid-sized women business owners globally, Sandi Webster and Peggy McHale, Principals of Consultants 2 Go (C2G), have been named as awards recipients from The International Women Entrepreneurial Challenge (IWEC). They will be honored at a reception at the Asia Society in New York City on November 15, 2011 as a part of the three-day IWEC Conference from November 13-16th.

Established in Barcelona in 2007, The Barcelona Chamber of Commerce, Federation of Chambers of Commerce in India/FLO and Manhattan Chamber of Commerce originated The IWEC Conference (www.manhattancc.org) to honor women-owned businesses throughout the world, to facilitate business connections and to share best practices. These women are already in the global marketplace and want to expand, or are ripe to get into the market. Conferences to date have been held in Barcelona, New York City, New Delhi, and Cape Town.

As veteran marketing executives in Corporate America who were downsized in the recession-ridden post-9/11 economy, Sandi and Peggy recognized an urgent demand in a niche market for tenured contingent labor by companies making similar cuts. They recognized the opportunity to create a new position for themselves in the market as women and minority-owned suppliers to underdeveloped networks such as women who temporarily left the workforce to have children or to support elderly relatives.

Since its founding in 2002, Consultants 2 Go has established relationships with over 20 major clients, and has managed and expanded its consultant network to international experts and professionals. The Hollywood, Florida office has cultivated international relationships to land clients from Ecuador and Honduras. Peggy stated, "As an IWEC winner, C2G gives visibility to the small business owners who have successfully created a bridge between workplace flexibility and the need for corporations to manage their resources by utilizing interim resources."

Consultants 2 Go has goals of continuing to be role models for young women, on an international scale, so they can see the possibilities of entrepreneurship. Sandi noted "I am honored to be recognized by these distinguished organizations. As a woman business owner, I agree with the global mission of IWEC and the importance of having a platform for women to exchange experiences and knowledge with the hopes of gaining new business opportunities and/or joint ventures. It is also important to have a forum for dialogue among women entrepreneurs and business leaders."

Consultants 2 Go, LLC is a minority and women-owned marketing and analytics consulting firm serving clients throughout the United States. Our headquarters is located at University Science Park, 105 Lock Street, Suite 309, Newark, NJ, 07103 with an office in Hollywood, Florida. Visit us at www.consultants2go.com and we can be reached at info@consultants2go.com .
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