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WELEAD Strengthens Executive Board with New Vice President of Technology

San Antonio, February, 2007 – Melinda Wickley, a principal at Wickley interactive + marketing, was recently named as the new VP of Technology to the WELEAD executive board. This addition helps to strengthen WELEAD as it looks to help women expand their influence in the San Antonio business community.

“WeLead is an amazing organization that is truly focused on its members,” said Wickley. “I am honored to be a part of a group that really puts the growth and education of their members above all. The members come from all aspects of the business community, including law, real estate, finance, and technology. It really is a place for all women to come together and focus on our strengths, and in turn strengthen others around us.”

WELEAD, which stands for Women Executives- Leading Empowering and Developing, is the only San Antonio women’s business organization that is recognized as part of the National Association of Female Executives (NAFE) network. The executive board of WELEAD is also referred to as the Core Group. WELEAD launched itself in spring of 2006, and provides monthly lunch meetings.

“We are very pleased that Melinda Wickley has joined WELEAD's Core group,” said Tracy Aguilar, WELEAD President. “Melinda is a positive addition with her extensive experience in marketing, technology, and design. We look forward to working with her and fostering a mutually beneficial relationship. ”

The addition of Wickley to the executive board strengthens not only the Core, it also enables WELEAD to focus on the role of technology in carrying out the group’s mission which is listed on their website as, “to empower women in leadership roles by providing professional development, networking and knowledge sharing opportunities.” One of Wickley’s first tasks will be to revamp the group’s website, making it easier for members to navigate and find out about upcoming events.

Wickley is the perfect fit for VP of Technology as she is from Wickley interactive + marketing, which is a leader in web development for San Antonio businesses and non-profits. Wickley’s business partner, and husband, Jeff Wickley, was recently named to the top 40 “Who’s Who in Technology” in the San Antonio Business Journal.

“Technology is a vital part of any organization’s marketing efforts,” said Wickley. “Our company has the unique ability to pair great design with technology that is tailored to fit an organization’s mission and goals. I am excited to be a part of WeLead, and work with the board through the next stage of their growth.”

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For more information on getting involved with WELEAD please go to: www.welead-sa.org. The lunch meetings are held the second Wednesday of each month at 111 Bar & Grille, inside the Crowne Plaza Hotel. For more information on what Wickley interactive + marketing and its services and capabilities please go to www.wickleymc.com.

ABOUT WELEAD - Women Executives Leading, Empowering and Developing, WELEAD, is an affiliate of the National Association for Female Executives (NAFE), was founded on December 13th, 2004, by the Core Group of the organization, six professional and diverse women who shared the common belief that the voice of professional and business women in San Antonio and South Texas communities was neither prominently heard nor visible. WELEAD's mission is "to empower women in leadership roles by providing professional development, networking and knowledge sharing opportunities. WELEAD accomplishes its mission by providing its members and guests with an array of development and networking opportunities consistently throughout the year.

ABOUT WICKLEY interactive + marketing (WICKLEY L.L.C.) – An interactive and marketing agency located in San Antonio, Texas which specializes in fresh design, strategic marketing, and innovative technology. They offer a variety of services including: advertising, brand development, graphic design, identity creation, media planning & buying, multimedia production, web design & technology.

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