

FOR IMMEDIATE RELEASE

Local Business Gains National Recognition

Local Diversity Business Named among Washington State's Top 50

Issaquah, Washington – January 8, 2007. In recognition of the economic power of multicultural businesses, *DiversityBusiness.com*, the nation's leading multicultural internet site, recently named **Valerie J. Southern – Transportation Consultant, LLC** as one of the "Top 50 diversity-owned businesses in the State of Washington (Div50)".

The Div50 is the 7th annual listing of the Washington's top 50 diversity-owned businesses. Ranging in revenue size from \$1M to over \$56M, the companies listed on the Div50 represent the state's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant. Div50 members are sought after by major corporations wishing to increase spending with diversity owned companies.

The Impact of Diversity Business

Affected by recent economic and demographic trends and changes, Fortune 1000 corporations throughout the country have recognized that buying products and services from diversity owned companies positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"Diversity businesses and consumers are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built *DiversityBusiness.com*. This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business."

Gloria Bohan, CEO of Omega World Travel in Fairfax, Virginia commented:

"This group represents the entrepreneurial spirit that drives our economy and even more. It offers insights into a vastness of cultures and an exchange of ideas that are so valuable in helping me to understand how to reach the needs of today's consumers".

Valerie J. Southern, President of Valerie J. Southern – Transportation Consultant, LLC in Issaquah, Washington commented:

"This is quite an honor. We have worked hard in our area of expertise and believe we provide high-quality and innovative transportation planning products and solutions to our clients. We are the only minority and female owned firm that provides this service in Washington State. It is an honor to be recognized in a field that is highly competitive. Thank you."

The Div50

The Div50 is a classification that represents the top 50 diversity-owned (Women, Blacks, Hispanics, Asians, Native Indian and other minority groups) businesses in Washington State, in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural and women-owned businesses use the list. The Div50 is produced annually by *DiversityBusiness.com*, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

The winning companies will be honored at a special awards ceremony at *DiversityBusiness.com's* "7th Annual Multicultural Business Conference", taking place April 11 - 13, 2007 at the Mirage in Las Vegas, Nevada.

Valerie J. Southern, President of Valerie J. Southern – Transportation Consultant, LLC in Issaquah, Washington commented:

"All diversity firms throughout the State and nation owe a debt of gratitude to DiversityBusiness.com for recognizing and promoting our efforts."

For the complete list of winning companies, please visit:

www.diversitybusiness.com

About Valerie J. Southern – Transportation Consultant, LLC

Valerie J. Southern – Transportation Consultant, LLC was established in 1998 in Issaquah, Washington. It is a limited liability company with 12 employees. The firm specializes in transportation systems planning and defense program management and support. The president – Valerie J. Southern – holds a Master in Public Administration from Harvard University. For more information, please visit: www.vjs-consultant.com

About DiversityBusiness.com

Launched in 1999, with over 32,000 members *DiversityBusiness.com* is the largest organization of diversity-owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies and colleges and universities. Members use the sites technology to find and track new business opportunities. It also produces the country's largest conference on diversity education and training for major corporations and small business. Its research on top businesses appears in Fortune, Forbes, Business Week and numerous magazines and media publications.

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