



**FOR IMMEDIATE RELEASE**

## **CFj Manufacturing CEO Recognized as WBE Advocate of the Year**

**Fort Worth, TX, January 19, 2010** -- Sharon A. Evans, President & CEO of CFj Manufacturing in Fort Worth, was named WBE Advocate of the Year by the Women's Business Council – Southwest, the regional affiliate of the Women's Business Enterprise National Council. The announcement was made at the 13th annual WBCS Parade of Stars Awards Gala held at the Belo Mansion in Dallas. The formal event celebrates the area's outstanding women business owners and sustaining members of the Council who have shown exceptional commitment to the growth and development of women business enterprises.

The WBE Advocate of the Year Award is presented to a WBE owner or individual employee of a WBE who demonstrates advocacy of woman-owned business development through her leadership and service. Sharon Evans was the recipient of this year's award on the basis of her exemplary support of WBEs at the local, national, and international level.

Evans says she was truly humbled and honored to be by the award, especially with the incredible list of other nominees in this category. Her appreciation of the Council and high regard for the other nominees are what make the award so special. "The council is one of the most worthwhile organizations a woman business entrepreneur can participate in during her career. It provides so much," she said, "from the camaraderie of the other members to outstanding business opportunities. There is no other program like it."

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CFj Manufacturing is a leading diverse supplier of corporate employee recognition programs and promotional marketing solutions. The company was established in 1983 with a core business in jewelry manufacturing and today serves the comprehensive needs of many of the Global and Fortune 500 through the development, implementation, and ongoing management of customized service award programs, performance recognition and incentive programs, print and e-catalog promotional merchandise solutions, and various other specialized business services. With offices throughout the U.S. and abroad, CFj administers and fulfills programs spanning over 160 countries, with a reputation among some of the world's most prominent companies for exceeding the highest of standards for quality, creativity, and customer service. CFj can be found online at [www.cfjmfg.com](http://www.cfjmfg.com).

WBCS, headquartered in Arlington, Texas, provides national certification for women-owned businesses, affording them the opportunity to gain contracts through corporate supplier diversity

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initiatives. WBCS is a non-profit organization with more than 550 WBE members and 70 corporate partners, covering a four-state region comprised of North Texas, Oklahoma, Arkansas, and New Mexico. WBCS can be found online at [www.wbcswest.org](http://www.wbcswest.org).

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