

FOR IMMEDIATE RELEASE

CONTACT: Seth Acosta  
The Sierra Group, Inc.  
484-880-2858  
email: info@thesierragroup.com

## FIORE ADVISES BUSINESSES HOW TO THRIVE IN ADVERSITY

PHILADELPHIA, PA (August 23, 2006), The Ritz Carlton Hotel, Women's Business Development Center Executive Leadership Luncheon.

Janet Fiore, CEO of The Sierra Group, will advise female business leaders how to thrive in the face of adversity as a guest panelist of The Women's Business Development Center (WBDC) and the Women's Business Enterprise Council (WBEC), in their program, "Lessons Learned on the Path to Leadership." Fiore will share her own story of leadership, diversity and surviving change. She grew company profits by 11% and developed an additional niche market (worth \$300,000) while simultaneously facing breast cancer and the death of the bones in her hips. She will interact with the audience and share her mantra – "Stride deliberately, the best way around a problem is to walk straight into it, you'll be surprised at how much strength you have."

Fiore, CEO of the award-winning Sierra Group works to include disability in the diversity initiatives of corporations, government, insurance companies, and agencies, while accommodating individuals. Fiore also accommodates herself on a daily basis. Her company works with business and job seekers to reverse the daunting rate of unemployment for Americans with disabilities. Fiore's workforce expertise is sought by corporate America, legislators, media, and peer groups alike. *"Because of her experience and advocacy for people with disabilities Janet Fiore is sought out to deliver keynotes and present at national conferences ... just putting her name in a search engine will clearly reinforce my opinion about her widespread visibility and passion."* Dr. Keith Wilson, Penn State University.

An active community leader, Fiore serves on Governor Rendell's Advisory Committee on Minority and Women Business Opportunities and

co-founded The Workplace Technology Foundation where she directs The National Breakfast Club<sup>®</sup>.

Fiore is one of three panelists invited by the WBDC to speak at the August 23 Executive Leadership Luncheon at The Ritz-Carlton. The Executive Leadership Luncheons are held quarterly, linking women executives and women business owners to build social and power networks with each other and corporate purchasing and supplier diversity professionals. For information about WBDC, call 215-790-9232 or email [events@womensbdc.org](mailto:events@womensbdc.org). To learn more about The Sierra Group, visit [www.thesierragroup.com](http://www.thesierragroup.com). A Google search of Fiore's name provides insights to her outreach. Inquiries about her speaking engagements, or to book her services call 800-973-7687.

###