



PRESS RELEASE

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Rachael Costner of Sands Costner & Associates / Women's Resource Named SBA Women In Business Champion

Celebration honoring winners on April 29th - Marion Oliver McCaw Hall, Seattle Center

SEATTLE – The U.S. Small Business Administration's Seattle District Office has named **Rachael Costner, Owner/Director, of Sands Costner & Associates / Women's Resource**, as the **2008 Washington State & Region 10 (WA, OR, ID, AK) Women In Business Champion**. Sands Costner is a full-service advertising and marketing firm; Women's Resource, a division of Sands Costner, is dedicated to promoting, empowering and connecting women in business.

'The many hats a business owner needs to wear' is something every owner has heard. If it's true, Creative Director/CEO Rachael Costner, of Sands Costner & Associates /Women's Resource, changes into quite a few throughout the day. Her talents and business acumen as an entrepreneur, business partner, networker, mentor, coach, fundraiser, and community advocate are just the beginning of her repertoire.

Costner's resoluteness to support and encourage women in business is far reaching. She continually looks for innovative ways to network business owners and create unique venues that appeal to their busy lifestyles. "It's true that women often build the foundation of their businesses on relationships. Creating trust and value are key to lasting business relationships and can be found within the core values of our connections," says Costner.

Women's Resource founded and created 34 networking events and opportunities throughout 2007 to connect South Sound businesses and supporters. The company's annual JazzyJune Purposeful Network Event™ alone brings over 300 businesses together. Each year a portion of the proceeds benefit a non-profit organization helping women. In 2008, the Breast Cancer Resource Center will be the recipient. Costner is active in organizing fundraisers supporting women in education and entrepreneurial training. As a mentor, she is regularly called upon to present workshops designed for women entrepreneurs. Sands Costner Associates / Women's Resource also support internship programs from local colleges and universities with ambitious training and opportunities.

Costner is involved in the community in which she lives and works. She recently invested in a historically registered 1892 Victorian building in Tacoma that serves as their new offices. She has been a board member of Tacoma Neighborhoods Together since 2004 and became marketing chair for the Tacoma Philharmonic in 2006. Her volunteer work includes; serving on marketing committees, providing media sponsorships, and fundraising for non-profit and community organizations. In her spare time, Costner founded *Wednesdays with Writers* a behind-the-scenes gathering with authors and the writing process in a casual atmosphere. She herself is an aspiring author of two books.

Hats-off to Rachael Costner, Costner & Associates, as SBA's 2008 Washington State Women In Business Champion.

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