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FOR IMMEDIATE RELEASE
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Coalesce Receives Wisconsin Woman-Owned Business Enterprise Certification

APPLETON, Wis. – Coalesce Marketing & Design, Inc., a strategic marketing and communications agency in Appleton, recently announced that it is certified as a Woman-Owned Business Enterprise (WBE) through the Wisconsin Department of Commerce. The WBE certification qualifies the firm to be considered for contracts with corporations and government entities that seek to do business with certified firms.

Coalesce pursued the WBE certification to support its' clients supplier diversity programs, as well as to broaden their score of new business opportunities to include clients who seek WBE certified service providers.

"We are excited about the opportunities that may result from this certification, including bringing added value to our clients," says Lisa Piikkila, co-owner and creative director for the agency. "As diversity is paramount to helping this region thrive, certifications such as these will help our clients and partners meet supplier diversity goals and qualify for new business opportunities in government or regulated industries."

WBE certification for the State of Wisconsin was enacted in 2006 to allow greater opportunities for women to grow their business and to compete for state and federal contracts. According to the Center for Women's Business Research in Washington D.C., firms that are 51 percent or more women-owned grew at twice the rate of all firms from 1997-2006.

Coalesce is 100% woman-owned, surpassing state and federal WBE certification requirements to be at least 51 percent woman-owned managed and controlled. The certification process also requires a stringent review process across all facets of a business's operations, finances, facility and personnel.

About Coalesce

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce provides a full range of strategic marketing and communications services to client businesses and organizations. Coalesce is the Fox Cities Chamber of Commerce & Industries 2008 Rising Star Award winner.

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COALESCE
marketing & design, inc.

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Press Release

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