

PRESS RELEASE  
March/10/2009

For Immediate Release  
Contact:  
Connie Sparks  
661 208-8229  
Wade Institute, LLC

---

# SBA Award

## *Names 2009 Home Based Business Champion*

Santa Clarita, CA - March 10, 2009 - Recently, the Small Business Administration announced its 2009 recipients for Small Business Week. Among those, **Connie Sparks**, president of Wade Institute, located in Santa Clarita, California. This award recognizes business leaders, individuals, and organizations for their immediate contributions to support Home-Based businesses. Ms. Sparks was nominated for this award in November 2008 and named 2009 Home-Based Business Champion for the Los Angeles District in early February. Ms. Sparks will be formally awarded at the Small Business Administration's Award Luncheon this coming summer.

"I am dedicated to supporting and providing services to home-based businesses, no matter the size, type, or industry. My goal is to help grass-root business owners transition to the next level in business, expand, and become more competitive in the market place."

### ***Connie Sparks, 2009 Home Based Business Champion***

Her level of commitment to help women is impeccable. Ms. Sparks formed services and programs, which offered women faced with financial challenges an opportunity to start their own business and earn residual income. She uses her experiences to empower women dependent on social services, living in rural communities, and victims of domestic violence. She helped more than a dozen women start their own traveling retail service. The programs provided training, networking and traveling opportunities, which had a great impact on their self-esteem and leadership.

2007 Ms. Sparks instituted a new program CTB. She took on the challenge of introducing a new career opportunity to women. A career which allowed women to venture into the banking industry becoming independent consultants for other small businesses. As a result, she hired three women as freelance intermediaries, assisted six in starting their own consulting service and one employed with a local bank. Ms. Sparks has infused more than 2 million dollars into women owned businesses.

Additionally, Ms. Sparks partnered with other community businesses to host a Women's Independence Fair annually, where established women business owners come together and extend opportunities to women on welfare, unemployed, retired, and are students.

Due to the current state of our economy, she felt a sense of responsibility to create a system, which would promote business-to-business support small businesses could use to meet their business needs and save money. So, Ms. Sparks launched a social website My Exchange Network.com. ME Network allows small business owners to barter for services and products internationally.

The level of commitment she has for educating women is by far a commending attribute any

person can have. Ms. Sparks without hesitation picks up the pieces and address the needs of communities.

An author, trainer, and coach, Ms. Sparks has helped more than 200 grass-root businesses throughout California, stemming from start-up to accessing capital and trained more than 3,000 business owners, executives, and managers collectively.

[www. wadeinstitute.org](http://www.wadeinstitute.org) 661.208.8229

###