

News Release



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For Immediate Release:

December xx, 2010

Ware & Associates receives NCTRCA's 2010 Disadvantaged Business of the Year Award

The North Central Texas Regional Certification Agency (NCTRCA) recently celebrated the business achievements of the top certified disadvantaged, minority and women businesses (D/M/WBE) at its "6th Annual Awards Gala."

The event highlighted the impact that supplier diversity makes on the North Texas economy. To receive the honor, certified D/M/WBEs were evaluated on their business' economic history, community involvement, and commitments to the delivery of quality products and/or services.

Ware & Associates, Inc. received the agency's ***Disadvantaged Business Enterprise of the Year Award***. The 23-year-old Fort Worth-based agency, with an office in Dallas, focuses on public relations strategies and business diversity development.

"It is truly an honor and a privilege to be recognized from among the many outstanding NCTRCA certified companies," stated Wyntress Ware, Principal/CEO of Ware & Associates, Inc. "The recognition is extremely special and one that we will cherish for years to come, as many other NCTRCA certified companies were deserving of this award."

Ware & Associates specializes in developing communication strategies and offers their clients a full range of public relations services. In 2009, the agency received an APEX Award for Publication Excellence and Communicator *Awards of Distinction* for print newsletters – *government* and *overall design*. In 2010 the agency received *Communicator Awards of Excellence* in the same categories as the previous year.

"Our work in business diversity outreach development has assisted our clients to successfully exceed their overall fair contracting goals and effectively helped local communities keep construction dollars at home," said Ware. The agency was instrumental in developing the first ever Local Business Program for Beaumont ISD Bond Program, which is achieving an impressive 60-plus percent participation in its third year, as well as a first program for Port Arthur ISD.

Ware & Associates, Inc. is highly regarded for its professionalism, business innovation and integrity. These attributes coupled with a strong commitment to the community have earned the agency a number of awards and recognitions. For more information on Ware & Associates, visit www.warepr.com.

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About NCTRCA: The North Central Texas Regional Certification Agency (NCTRCA) is the largest certification agency in the State of Texas. The NCTRCA has certified over 3,200 D/M/WBEs to do business with over 20 of the largest public entities in North Texas.