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FOR IMMEDIATE RELEASE

National Business Development Association Presents \$5,000 Donation to Support Genesys Works

Houston, TX, February 18, 2014 – The National Business Development Association (NBDA) donated \$5,000 to Genesys Works, a national organization with strong roots in Houston that delivers pathways, possibilities and real-world opportunity by training underserved and economically disadvantaged high school students in areas that visionary companies value. Simply put, they have created an infrastructure that makes business environment internships invaluable to both students and employers. The recruitment approach is wide and allows them to appeal to a large cross section of high school juniors, whom will engage in a conversation about a meaningful internship.



(Left to Right): Linda Lorelle, CEO; Christine Spray, Founder of NBDA and President of Strategic Catalyst, Inc; Marian Davenport, Executive Director of Genesys Works Houston; Josefina Barrios, Genesys Works Alumni; and Rafael Alvarez, Chief Executive Officer of Genesys Works Houston





“When I founded NBDA, I knew I wanted to include a strong philanthropic component to our mission. We’re proud to recognize and support Genesys Works as our philanthropic endeavor and we look forward to their continued success in empowering students, preparing them for their careers and providing the Houston market outstanding talent,” said Christine Spray, Founder of NBDA and President of Strategic Catalyst, Inc.

At the February 18 premier NBDA event, Josefina Barrios, a Genesys Works Alumni and Accounting & Finance Major at the University of Houston, addressed the crowd and shared how the program impacted her life and improved her future. The donation presented by NBDA will help Genesys Works reach more young people just like Barrios and will support more employer-based internship programs.

Genesys Works is actively seeking corporations who have workload needs in either Information Technology, Accounting/Finance, or Engineering Drafting, and would be willing to meet these needs by utilizing highly motivated, trained interns. Over 55 major corporations in Houston engage Genesys Works’ interns in a diverse range of industries such as energy, finance, healthcare, and technology. Nearly half of their corporate partners are Fortune 500 companies.

About the National Business Development Association

The National Business Development Association, founded by Christine Spray - a nationally recognized business development professional, trainer and coach - was formed to fill the need for a national trade association to provide best practices for senior “business to business” professionals tasked with developing new business by building relationships with current clients, new clients, centers of influence, vendors, partners and organizations. For more information about NBDA and its upcoming events or how you can get involved, please visit www.nbda.co.

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