



WDS Marketing & Public Relations

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Becky S. Wilson founded WDS Marketing and Public Relations in 1991. Today the award-winning boutique agency offers a variety of marketing strategies, public relations campaigns, media relations programs, innovative brand building and business events. Clients include both small and mid-sized businesses in all areas of commerce. WDS is proud to be the agency of record for some of the most outstanding, dynamic entrepreneurs in the Kansas City area.

The focus at WDS is on continuous improvement—providing greater value and increasingly superior results for clients. Skilled account managers develop integrated programs utilizing more strategic options than ever before. To this end, WDS added the creation of business milestone anniversary marketing programs and celebrations. Through this unique campaign, clients garner greater media attention, promote their success record and increase market share.

Becky's agency excels in assisting entrepreneurs in the participation of award programs, which are ideal in continuing to build credibility while

receiving recognition for achievement, and other positive areas of public relations. Clients of WDS have been honored with many local, regional and national honors, including the "Kansas City Business Ethics Award," "Best Places to Work in Kansas City," "Kansas Woman-owned and Minority-owned Business Awards," Wells Fargo National "Trailblazer Award," "Women Who Mean Business," "Top Ten Small Business of the Year," and the *Kansas City Small Business Monthly*-sponsored "25 Under 25."

WDS continues to gain acclaim for the quality of its work and the results achieved. The agency has been honored by the Kansas City Business Marketing Association with nine "Fountain Awards," their highest honor for marketing excellence.

WDS recently launched the Protégé for a Day™ entrepreneur auction, a program designed to permit business people to spend a day with top area entrepreneurs. The event is an annual fundraiser for the Kansas City Council of Women Business Owners, which Becky co-founded.