

July 7, 2026

To Whom it May Concern:

On behalf of the Women Presidents Organization (WPO), I want to extend my warmest congratulations to Carolyn E. Howell, a distinguished and long-standing member of our global network, on her organization's recent contract award through her affiliation with the Destination Must Visit Tourism Alliance Incorporated 501(c)(6) nonprofit organization. Carolyn's visionary leadership and operational sophistication embody the exact standard of excellence that the WPO champions on the world stage. Her success underscores a powerful shifting dynamic in major procurement: the undeniable competitive advantage of women-led strategic alliances.

From my global perspective overseeing multi-million-dollar, women-led enterprises across the world, I know that the future of complex contract execution relies on this exact model of collaborative agility. Having personally seen Carolyn and her team in action across numerous high-profile convention and meeting settings, I can attest firsthand to their unique ability to execute complex services at the highest possible level. We celebrate Carolyn Howell and Destination Must Visit Tourism Alliance's exceptional achievement and look forward to witnessing the profound economic and community impact this sophisticated alliance will undoubtedly deliver to the City of College Park, Georgia.

I travel the world advocating on behalf of women-led organizations regularly. It gives me great pleasure to share insights on the collaborative teaming model we encourage to serve government entities around the world. In the global arena of enterprise and municipal contracting, elite women-operated organizations are increasingly moving past traditional, siloed bidding models. Instead, they are utilizing highly integrated teaming constructs and joint ventures to deliver turnkey solutions. Within these advanced corporate alliances, it is standard global practice for the individual teaming contributors to collectively pool their case studies, proprietary technology portfolios, and extensive past performance records.

Aggregating this diverse data during the procurement process is not just an administrative step; it is a critical mechanism that sophisticated government clients expect. Public entities require absolute assurance that the proposed technology works flawlessly, that the professional services are fully verified, and that the executing team possesses a deep, proven history of operational legitimacy. By combining the decorated track records of multiple specialized partners under a unified banner, women-led ventures provide municipalities with the robust, unassailable proof of capability required for high-stakes projects.

When these powerhouse consortia intentionally align with premier professional service providers, they create an incredibly streamlined infrastructure for the client. For the benefit of the government partner, this synergy yields a highly coveted "One Contact, One Contract" approach. It eliminates institutional friction, eradicates vendor fragmentation, and provides the client with a single, highly accountable corporate entity backed by a master network of vetted expertise.

We wish Carolyn and her organization the best and congratulate the City Council of College Park Georgia on selecting the best proposal to get the job done.

Sincerely,



Camille Burns
Global Chief Executive Officer
Women Presidents Organization (WPO)