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## Betty Lau Recognized by Worldwide Who's Who for Excellence in Construction & General Contracting

*Betty Lau paves a path for talented women in a male-dominated industry*

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BRAMPTON, ON, CANADA, January 2, 2012 **/Worldwide Who's Who/** -- Betty Lau, Owner and Operator of All Women Contractors, was recently named a VIP of the Year by Worldwide Who's Who. This special distinction honors individuals who have shown exceptional commitment to achieving personal and professional success.

"There is a change in people's attitudes about women in the workplace now," states Ms. Lau on her website, [www.allwomencontractors.com](http://www.allwomencontractors.com). "We are capable and strong women." Ms. Lau is the owner of All Woman Contractors, a company comprised of talented woman contractors in the male-dominated construction industry. It offers a plethora of contract services, including carpentry, drywall installation and repair, flooring, home staging, painting, plumbing, renovations and more. While all work is completed impeccably, the company never loses its sense of fun and style- its employees routinely sport pink hard hats. "Many women love when we come and work on their homes," the website further notes. "We listen and understand how important a home is to a woman. We even make sure to wear booties over our work boots in sensitive areas as needed."

With 25 years of professional experience, Ms. Lau has honed her expertise in customer service and project management. She handles all aspects of her business, including issuing quotes, managing jobs, overseeing subcontractors, billing, invoicing and marketing. Furthermore, Ms. Lau occasionally does public speaking and mentors, trains, and coaches for Habitat for Humanity International. In light of her accomplishments, she has been featured on HGTV and in Contractor Magazine, as well as in other shows and publications.

Ms. Lau holds a degree in advertising and graphic arts from George Brown College. She attributes her success to being stubborn, not giving up and having the willpower to keep going forward. Looking toward the future, Ms. Lau plans to apprentice women and establish a franchise that will have national as well as global locations. As a woman who "loves getting dirty and creating something out of nothing," she is well on her way to achieving all of her goals.

For more information about All Women Contractors, visit <http://www.allwomencontractors.com>.

### About Worldwide Who's Who

With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com>.

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