

Recap of CMI Growth Forum

Several hundred women business owners and supporters of women's entrepreneurship came together on March 14 from around the country to celebrate the successes of Count Me In for Women's Economic Independence on the occasion of their fifth anniversary, and to participate in "Wall Street Meets Main Street: A Women's Business Growth Forum."

Council member Susan Wilson Solovic was the moderator of the Forum, which featured speakers from Count Me In and addresses from "million-dollar role models" Judy George and Christine Comaford-Lynch.

The scene was set by Count Me In Chief Credit Officer Kathryn Keeley, laying out the "Five M's" for business growth: mindset, mapping, mar-

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State of Women's Entrepreneurship Web Cast on May 10

In what could be described as the capstone event of her tenure, National Women's Business Council Chair Marilyn Carlson Nelson will convene and emcee a special 1-hour panel discussion at the National Press Club in Washington, D.C., at 9 a.m. Eastern time on Tuesday, May 10.

The event, *The State of Women's Entrepreneurship*, will be Web cast and will feature Nelson's final public address as Chair of the Council. Her 3-year term will end in May.

Council members and others will join in the presentation, which will focus on the progress that has been made in recent years for women business owners in:

- Access to affordable health care for themselves and their employees
- Access to capital for business start-up and growth
- Access to the federal procurement marketplace
- Training and technical assistance for women at all levels of business development
- Growing awareness of women's entrepreneurship on the world stage

The event also will feature a look to the future, to identify some of the most important issues that remain to be addressed—by the Council and other players in women's enterprise development.

Members of the women's business community, policy makers, members of the media and others are welcome to attend this important event either in person or via the Web. Information on how to log in to view the panel discussion and ask questions online is available on the Council's Web site:

www.nwbc.gov.



Marilyn Carlson Nelson will report on the state of women's entrepreneurship.

Growth Forum Topic of April Women's Business Connection

The Women's Business Connection conference call on April 26 (3 p.m. ET) will continue the panel discussion that was featured in the recent Count Me In *Wall Street Meets Main Street: A Women's Business Growth Forum*.

This discussion, held on March 14, was taped by Small Business Television (SBTV). It is available in streaming video on:

www.sbtv.com/?playstring=CountMeIn1_v2627.flv|1|2627.

Women entrepreneurs, business coaches, and experts will be on hand to comment on business growth plans as well as feedback provided by the business experts. There will be time for live Q&A.

Callers may want to view the video before the call to take full advantage of the presenters and their information.



Council on the Go

The staff of the National Women's Business Council continues to connect with women and their organizations that support women business owners and entrepreneurs. Here are the highlights of some recent activities.

January

U.S. Association for Small Business and Entrepreneurship annual conference. Moderated a panel discussion on recent women business center-focused research; panelist in second panel discussion on international forces in women's entrepreneurship. *Julie Weeks*

February

Women Owners of Small Business (WOSB) Advocates Brown Bag Lunch in Washington, D.C. This brought together many Office of Small and Disadvantaged Business Utilization representatives to discuss activities and ways to continue to support increased federal contracts for women-owned businesses. *Aileen Kishaba*

National Association of Women Business Owners, Public Policy Days conference. Spoke at a session focused on procurement issues. *Julie Weeks*

March

International Leadership Tours. Presentations about the Council to two separate delegations of women leaders: one with 22 women from around the world; the second with 20 women leaders from African nations. *Sandy Seppala, Julie Weeks*

CMI Growth Forum

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keting, management, and money.

This set the stage for the heart of the program: a business roadmapping panel discussion featuring three Count Me In loan recipients—Sandy Corso, Tanya Jones and Beatriz Ramos—describing their current business challenges and opportunities. Their situations were evaluated and commented upon by business coaches Lorene Arey (marketing), Dresdene Flynn-White (mindset) and Jennifer Wybraniecs (money) and business management experts Sarah Camougis, Gay Gaddis, Julia Gasperini, and Marilyn Johnson.

Thanks to the generosity of Small Business Television (SBTV.com), the panel discussion has been synopsized and is available on the Web at www.sbtv.com/?playstring=CountMeIn1_v2627.flv|1|2627.

This 45-minute, Web-based discussion will lay the groundwork for the Council's April 26th Women's Business Connection conference call. Some of the business owners and business experts who presented at the CMI Growth Forum will be featured on this call, talking about strategies for business growth and development.

Callers will be invited to ask questions not only of the entrepreneurs about how they overcame particular challenges, but of the experts about

Awards Bring Credibility

The importance of women businesses to the economy is now widely recognized. In fact, many local, regional and national awards now focus on women entrepreneurs and more and more women business owners are being recognized in other ways.

Winning an award brings publicity and name recognition to the winners. Most importantly, the awards bring credibility to women-owned businesses.

A few awards women entrepreneurs might find worth investigating are:

- **Oxygen TV network's "Oh! Get the Money" small business grant:** www.oxygen.com/specials/getthemoney/pastwinners.aspx
- **Athena Award** promoting women's leadership: www.athenafoundation.org/nsubs/iaw.htm
- **NAWBO/Wells Fargo Trailblazer Award**, recognizing three women business owners for their innovation: www.wellsfargo.com/biz/intentions/women_bus_svcs.jhtml
- **Inc. Magazines 500 List**, annual listing of the 500 fastest-growing, privately-held companies in the U.S. To be considered (deadline is May 1) and to read the list of 2004 companies, go to www.inc.com/home/.

issues to think about in planning for future business growth.

We invite interested parties to click on the link to view the video, and to join our toll-free conference call on April 26.

Number of Immigrant Women Business Owners Rise

An area of women in business that is little known is the growth and success of immigrant-women enterprises.

The number of immigrant-women business owners has increased nearly 190 percent since 1990. They are contributing to the national economy across the country and are in a wide range of industries, including construction, real estate, childcare centers and beauty salons.

The Immigration Policy Center has published the results of a study that examines the rise of immigrant women entrepreneurs using data from the 2000 Decennial Census and other sources. The title of the study is *Today's Immigrant Woman Entrepreneur*.

The author, Dr. Susan C. Pearce, Ph.D., is the director of Global Women of Baltimore and an adjunct assistant professor of Sociology at Towson University in Baltimore, Md.

According to the report, immigrant women are one of the fastest growing groups of business owners in the U.S.

Immigrant women are more likely than non-immigrant women to own their own businesses.

According to the 2000 Decennial Census, 8.3 percent of all employed immigrant women were business owners, compared to 6.2 percent of employed native-born women.

The study examines the rise of immigrant women and profiles them as a group.

To read the report, go to:
www.aifl.org/ipc/ipf011705.asp

Council Urges Labor Bureau to Continue Surveys by Gender

Julie Weeks, NWBC executive director, recently sent a letter on behalf of the Council about the proposed changes to the Bureau of Labor Statistics' Current Employment Statistics (CES) survey "...in particular, the proposal that the information from this survey no longer be made available by gender of work."

The letter continues, "...the mission of the National Women's Business Council is to provide advice and counsel to the President and his Administration and to the U.S. Congress on issues of importance to women business owners and their enterprises. In this capacity, we conduct research on issues of importance to the women's community, communicate those findings widely, connect the women's business community to one another and to federal policy makers, and, in so doing, create positive change for an estimated 15.6 million women who are engaged in the sole or shared ownership of approximately 10.6 million businesses in the United States.

"Research has shown that among the greatest challenges faced by women in business—in addition to access to capital, training and technical assistance, markets and networks—is being taken seriously as contributors to our economy. One of the most significant ways in which women have achieved visibility, and thus recognition, for their economic contributions has been through the collection and dissemination of statistics monitoring their participation in the workforce, and their progression from non-supervisory to managerial positions, and from there to self-employment and business ownership.

"The gender-disaggregated information currently available through the BLS's Current Employment Statistics is a vital thread in the fabric of federal government data on the economic contributions of women. Regular, detailed information by industry and location is critical to understanding women's employment patterns as well as their progress (or lack thereof) over time.

"The National Women's Business Council strongly opposes the proposed elimination of the collection of gender-based information from the CES. The elimination of gender as an item in the survey would not save a significant amount of money nor significantly reduce respondent burden, but, on the other hand, it would seriously impede analysis and monitoring of women's progress in the workforce and their contributions to our economy.

"We are supportive of proposed efforts to pursue optical character recognition (OCR) and Web-based technologies to enhance survey response rates, increase efficiency, and save time and money.

"...The BLS has played an important role in women's economic development through the information published from the CES, CPS and other surveys. Again, it is vitally important that gender-disaggregated information continue to be made available to federal policy makers, to advisory bodies like the National Women's Business Council, and to the women's business community at large."

Also joining the Council in opposition to this proposed survey change, and sending letters to BLS, were the Center for Women's Business Research, the National Association of Women Business Owners, and Women Impacting Public Policy.

Side notes...

Award Winners Announced

Enterprising Women magazine announced the 2005 Enterprising Women of the Year Award winners and finalists in February at the third annual *Enterprising Women of the Year Awards Celebration*. Four women were inducted into the Enterprising Women Hall of Fame and the recipients of the Enterprising Women Advocacy Award were announced.

Winners were chosen from hundreds of entries and based on the growth and profitability of the enterprise, the leadership characteristics of the owner, the nominee's outreach and mentoring of other women-owned firms, and the owner's vision for the future of her business.

For more information and a list of the winners, go to:
www.enterprisingwomen.com.

New Census Data Now Available

The U.S. Census Bureau has released preliminary data from the 2002 Survey of Business Owners in a reported titled, *Advance Report on Characteristics of Employer Business Owners: 2002*. The report contains data on the age, education level, hours per week spent managing or working in the business, whether the business provided primary source of income, primary function in the business by gender, veteran status, ethnicity and race of the owners of businesses with paid employees. To access the report, go to www.census.gov/csd/sbo/.

Angel Capital Resource Revamped

The former ACE-Net recently has been revived and is now called **Active Capital**. The Web site is all new and Active Capital is ready to help match companies with angel capital.

ACE-Net (Angel Capital Electronic Network) was first launched by the U.S. Small Business Administration in 1995 and helped entrepreneurs raise more than \$100 million. The SBA gave up its central role in 2000 and the Web site became dormant.

In 2004, Phil Borden, former UCLA professor, entrepreneur and small-business finance expert, was appointed CEO by the

(See *Side notes* on p. 5)

Nothing but Net

Audio-Conference Seminars Offered

Targetgov.tv, a leading educator on how to do business with the government, now provides audio seminars, which are listed on its Web site (www.targetgov.tv).

Using the audio-conference format, those interested can attend using their telephone to listen to speakers and ask questions. A number of topics are available, including doing business with individual government agencies as well as issues such as IT, construction, financing alternatives, and marketing tips and techniques.

The next seminars include: *Winning the Subcontracting Game* (April 12); *Doing Business with the Department of Homeland Security* (April 19); *Federal Agency Triple Play* (April 26); *Government Marketing 101* (May 3); *Gearing Up for the Use it or Lose it Season* (May 10); *8(a) Certification—A Government Business Gold Mine?* (May 17); and *Federal Civilian Agency Triple Play* (May 24).

Each seminar's cost is listed with the description.

Radio for Entrepreneurs Now on Web

The Entrepreneur Hour Radio Show helps entrepreneurs overcome the personal and professional challenges of starting and growing a business. The show focuses on increasing the success rate of small businesses.

Host Suzanne Mulvehill, MBA, broadcasts on WBZT 1230 AM radio in South Florida at noon EST but the program is now Web streamed and can be listened to live through your computer. It recently featured a live broadcast from the Office Depot Success Strategies for Businesswomen Conference.

To listen to this informative radio hour, go to www.wbzt.com and click on "Listen Live" in the menu to the left.

NAWBO SmartBrief e-News Summary Delivers News for Business Owners

The National Association of Women Business Owners has launched a twice-weekly e-news summary.

Each e-newsletter will report on pertinent news for running a business with links to relevant stories, and insider information on NAWBO and its initiatives.

Information is in six sections: Business Trends, Technology, Best Practices, NAWBO News, Policy Update and Lifestyle.

NAWBO partnered with OPEN: The Small Business Network from American Express to make this newsletter available.

To sign up for the cost-free SmartBrief, go to www.nawbo.org and scroll to the Headlines box.



On the Fed Side

Celebrate Small Business Week at the SBA Expo

Expo 2005: Celebrating National Small Business Week, taking place in Washington, D.C., April 26–28, provides an opportunity to network with business leaders from around the country.

The Expo will feature business matchmaking, educational seminars discussing the latest developments and best practices in the world of business and entrepreneurship, a town hall, and an exhibition floor with more than 180 exhibitors from the public and private sectors, and award ceremonies honoring the nation's top entrepreneurs and state and national small business winners.

Business women may be interested in attending the business session, *Accessing Global Markets*, on Wednesday afternoon, April 27, from 2:30-3:30.

On Thursday, April 28, the *Celebrating Women in Business* luncheon will take place from noon to 2:00 p.m. (co-sponsored by HP and Office Depot).

Afterward, from 2:45-3:45, there will be an open forum called, *Learn from the Women in Business Award Winners*. These five outstanding women entrepreneurs will be recognized as the top women in small business in 2005 during the Expo.

Sponsored by the U.S. Small Business Administration, Expo 2005 will be held at the Hilton Washington Hotel. Small business owners, entrepreneurs and others can register online to attend the event. For more information and to register, go to www.sba.gov/expo.

(See *On the Fed Side* on p. 6)

Procurement Calendar

4/21. OSDBU Procurement Conference. Upper Marlboro, Md. www.fbcinc.com/osdbu/

4/26. SBA/HP Business Matchmaking Event with SBA Expo 2005. Washington, D.C. www.businessmatchmaking.com

4/26-28. SBA Expo 2005: Celebrating National Small Business Week. Washington, D.C. www.sba.gov/expo.

5/9. ProBiz 2005. Washington, D.C. Sponsored by SBA and the National Business League. www.probiz.tv

5/12. NASA Goddard Space Flight Center 32nd Annual Small and Small Disadvantaged Business Conference. Greenbelt, Md. www.i-c-t.com/nasa-sbc/index.htm

5/17. Treasury Department's Vendor Outreach Session. Oxon Hill, Md. www.treas.gov/offices/management/dcfo/procurement/news/

5/18-19. National Small Business Federal Procurement Summit. Hotel Washington, Washington, D.C. www.nationalprocurementsource.com

5/20. Treasury Department's Vendor Outreach Session with prime contractors. Oxon Hill, Md. www.treas.gov/offices/management/dcfo/procurement/news/

5/23-24. 2005 Small Business Procurement Conference & Expo. Oklahoma, City, Okla. www.fbcinc.com/wvo2005

Side notes...

ACE-Net board. Since then, Active Capital has added many new benefits for entrepreneurs. The Web site offers key information for entrepreneurs.

A key advantage to the Web site is that accredited investors from any state can register on the Web site, making them available to entrepreneurs across the country.

Other benefits include news feeds from *Entrepreneur* magazine and other small-business sources, and video-based tutorials on raising capital and growing businesses. An online analytic tool enables entrepreneurs to see what kinds of SEC exemptions they qualify for.

For a look at the new Web site, go to www.activecapital.org.

Self-Employed Business Ownership Rates Published by SBA

The SBA's Office of Advocacy recently has published the report, *Self-Employed Business Ownership Rates in the United States: 1979–2003*, by Robert W. Fairlie, University of California, Santa Cruz.

Self-employed workers are defined as those who identify themselves as self-employed in their own, not-incorporated or incorporated business on the class of worker question. The class of worker question refers to the job with the most hours during a reference week.

This study included those ages 16 and over who worked at least 15 hours during the week. Agricultural industries were excluded.

Fairlie found that the total number of nonagricultural self-employed business owners in the U.S. increased by 716,000 from 2000 to 2003, reaching 12.2 million or 9.8 percent of the labor force. The number of self-employed women reached 3.8 million in 2003, more than double the 1979 level. Their self-employment rate was 6.8 percent in 2003, up from 2000, but down from the peak of 7.1 percent in 1995. Women's share of the total self-employed increased gradually from 1979 to the mid-1990s, leveling off at 31.5 percent in 2003.

Self-employment estimates for 1979 to 2003 by sex, race, immigrant status, veteran status and region are downloadable: econ.ucsc.edu/~fairlie/.

NAWBO Celebrates 30 Years

In December 1974, twelve women business owners in the Washington, D.C., area started meeting to discuss information about federal contracts, getting financing and bank credit, and other business issues. As the group grew, it became the organization we know today as the National Association of Women Business Owners.



NAWBO is the only dues-based national organization representing the interests of all women entrepreneurs in all industries. Currently, there are more than 8,000 members in nearly 80 chapters nationwide. It is affiliated with Les Femmes Chefs d'Entreprises Mondiales (World Association of Women Entrepreneurs) in 35 countries.

NAWBO's membership includes businesses of all sizes from sole proprietorship to hundreds of employees to every industry from construction, importers, and retailers to service providers.

To find out more about NAWBO, go to www.nawbo.org/home.php.

On the Fed Side

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Make Your Voice Heard

The federal government proposes many rules and regulations, which are open to the public for comment. A new site, www.regulations.gov, provides a forum for you to find, review and comment on federal documents published in the *Federal Register*, the government's legal newspaper.

Featured Organization

National Women's History Project

The National Women's History Project (NWHP), a nonprofit organization founded in 1980, strives to "recognize and celebrate the diverse and historic accomplishments of women by providing information and educational materials and programs."

Its Web site features historical and current information about women who have actively sought to improve the status of women in the U.S. and around the world.

The NWHP led the coalition that successfully lobbied Congress to designate March as National Women's History Month.

Today, the NWHP is the only clearinghouse providing information and training in multicultural women's history for educators, community organizations, parents, and for anyone who wants to extend their understanding of women's contributions to U.S. history.

For more information about the National Women's History project and the National Women's History Month, go to www.nwhp.org/index.html.



Quote of the Month

"There have been others also just as true and devoted to the cause—I wish I could name every one—but with such women consecrating their lives, failure is impossible!"

—Susan B. Anthony, abolitionist, educational reformer, labor activist, temperance work, suffragist, woman's rights campaigner



WIPP Offers Workshop for Federal Contracting

Women Impacting Public Policy is offering a workshop, *Get in the Game*, for women business owners who are interested in contracting with the federal government, and would like to verify that this is the right business line for them.

The agenda highlights the components of successful contracting: getting certified, highlights of important

legal and accounting issues, and information on federal sales. There will be an opportunity to meet small business representatives from three federal agencies and to attend a workshop with GSA experts.

The workshops are offered April 19-20, June 14-15, and September 26-27 in Washington, D.C. For more information about the agenda and costs, go to www.wipp.org.

Did you know... Women's History Month

The 2005 Women's History Month theme, *Women Change America*, honors and recognizes the role of American women in transforming culture, history and politics as leaders, writers, scientists, educators, politicians, artists, historians, and informed citizens. Women also play an important part in the economy of our country as seen in these facts:

- As of 2004, there are an estimated 10.6 million privately-held businesses in which a woman or women own at least 50 percent of the company. Among them, 6.7 million are majority-owned.
- The 10.6 million women- and equally-owned firms employ 19.1 million people and generate \$2.46 trillion in sales. Majority women-owned firms employ 9.8 million workers and generate \$1.19 trillion in sales.
- Majority-owned, privately-held women-owned firms account for 30 percent of all businesses in the country. Equally-owned firms represent another 18 percent of all firms. Thus, nearly half (48%) of all privately-held U.S. firms are at least 50-percent owned by women.
- Based on number of owner estimates for all multi-owner firms, majority-women-owned firms, equally-owned firms, and majority-men-owned firms, there are an estimated 15.6 million women business owners in the U.S. as of 2002.
- An estimated one in five (21%) women-owned businesses is owned by a woman or women of color. As of 2004, there are an estimated 1.4 million privately-held firms that are majority-owned by women of color. These firms employ nearly 1.3 million people and generate \$147 billion in revenues.

For additional facts, see the Council's fact sheet, *Women Business Owners and Their Enterprises* at www.nwbc.gov/ResearchPublications/keyFacts.html.

Women's Business Connection

a monthly, free, business issues conference call
brought to you by the
National Women's Business Council
4th Tuesday of each month, 3-4 p.m. ET

April 26. Strategies for Growing Your Business. Will feature some of the presenters at a panel discussion, *From Micro to Millions*, which was taped at Count Me In's Business Growth Forum on March 14. Businesswomen will provide brief comments on their presentations, and business coaches and experts will be on hand to answer questions and comment on individual business growth plans. Callers may want to view the tape, which is available in streaming video at: www.sbtv.com/?playstring=CountMeIn1_v2627.flv|1|2627 to provide background for the conference call.

May 24. Update on Federal Mentor-Protégé programs—ongoing and new—to support small business owners' access to government markets.

How to join: Call 1-877-326-2337, enter code #3687613
Missed a call? Go to our Women's Business Connection
on our Web site for directions
www.nwbc.gov/ConfEvents/wbc.html

Council Members

Marilyn Carlson Nelson, Chair
Chairman and CEO
Carlson Companies, Inc.

Jean Johnson
President and CEO
LegalWATCH

Laurie McDonald Jonsson
President and CEO
Stellar International

Karen Kerrigan
President and CEO
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Claudia Laird
Vice President
Ability Center, and an owner of
LIDCO, Inc.

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Founder, Chairman and CEO
Shan Industries, LLC
Founder and Owner
OrloVon, LLC

Annie Presley Selanders
Principal and Owner
The McKellar Group, Inc.

Susan Wilson Solovic
CEO
SBTV.com

Women's Business Organizations

Ann Marie Almeida
Association of Women's Business
Centers

Susan Bari
Women's Business Enterprise
National Council

Dr. Marsha Firestone
President
Women Presidents' Organization

Mary MacRae
Immediate Past President
National Association of Women
Business Owners

Terry Neese
President & Co-Founder
Women Impacting Public Policy

Maria Taxman
Board Member
U.S. Hispanic Chamber of
Commerce

Upcoming Events in the Women's Business Community

April

- 14-15 Export-Import Bank of the United States Annual Conference. Omni Shoreham Hotel, Washington, D.C. www.exim.gov
- 19-20 Federal Procurement Training. *Get in the Game Workshop*. Sponsored by Women Impacting Public Policy. Washington, D.C. For more information and cost, go to www.wipp.org/events.asp.
- 26 NWBC Women's Business Connection conference call. Topic: Continuation of the March 14 panel discussion at Count Me In's *Wall Street Meets Main Street: A Women's Business Growth Forum*. 3 p.m ET. (see article on p. 1) www.nwbc.gov
- 26-28 U.S. Small Business Administration's Expo '05: *Celebrating National Small Business Week*. Washington, D.C. Business matchmaking, expo floor with more than 180 exhibitors, business sessions and town hall (see article on p. 5). www.sba.gov/expo
- 27 Center for Women's Business Research 11th Annual Executive Roundtable: *Leadership Summit on Doing Business with Women Entrepreneurs*. Marriott Financial Center, NYC, N.Y. www.womensbusinessresearch.org
- 28-30 2005 International Athena Leadership Conference: *Journey To Leadership—Creating Your Road Map to Success*. Chicago, Ill. http://www.athenafoundation.org/conf2005/c2005_info.htm

May

- 4-6 U.S. Pan Asian American Chamber of Commerce's 20th Anniversary CelebrAsian 2005: *Diversity Means Business*. Omni Shoreham Hotel, Washington, D.C. www.uspaacc.com
- 5-6 11th Annual WITI 2005 National Conference: *Taking the Lead in a Digital Age*. LAX Hilton Hotel, Los Angeles, Calif. www.witi.com/center/conferences/losangeles
- 10 NWBC Press Conference Event, The State of Women's Entrepreneurship, at the National Press Club. 9 a.m. Washington, D.C. (see article on p. 1) www.nwbc.gov.
- 10 Women's Leadership Exchange Conference. McCormick Place, Chicago, Ill. www.womensleadershipexchange.com.
- 11-12 Women of Color Leadership in the 21st Century Second Annual Conference: *Embracing our Differences*. Atlanta, Ga. Presented by Spelman College. Registration deadline: April 30. www.spelmanwomenofcolorconf.com
- 17 Women's eNews 21 Leaders for the 21st Century Award Dinner. Tavern on the Green, New York City, N.Y. www.womensenews.org.
- 24 NWBC Women's Business Connection conference call. Topic: *Update on Federal Mentor-Protégé programs*—ongoing and new—to support small business owners' access to government markets. 3 p.m ET. www.nwbc.gov.

Council Staff

Julie R. Weeks

Executive Director

202-205-6828

julie.weeks@sba.gov

Aileen M. Kishaba

Director of Policy Programs

202-205-6829

aileen.kishaba@sba.gov

Sandra K. Seppala

Director of Communications

202-205-6827

sandra.seppala@sba.gov

Katherine Stanley

Administrative Officer

202-205-6695

katherine.stanley@sba.gov

Contact Us

National Women's Business Council

409 Third Street, SW, Suite 210

Washington, DC 20024

Phone: 202-205-3850

Fax: 202-205-6825

Email: info@nwbc.gov

Web site: www.nwbc.gov

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Council Mission

The National Women's Business Council is a bi-partisan federal advisory council created to serve as an independent source of advice and policy recommendations to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners.

The Council's mission is to promote bold initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public- and private-sector market-places—from start-up to success to significance.