



For Immediate Release

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WPEO HONORS OUTSTANDING WOMEN BUSINESS OWNERS AND CORPORATIONS
--Annual Awards Recognize Efforts and Achievement Supporting Women Business Owners--

New York, NY (March 7, 2014) – The Women Presidents’ Educational Organization (WPEO) recognized outstanding achievements on behalf of women’s business enterprises (WBEs), corporations and women’s business advocates in New York, Northern New Jersey, Southern Connecticut and the Washington, D.C., Maryland, and Virginia areas at the WPEO’s Annual Awards Breakfast on March 7th at The Pierre Hotel in New York City.

As the northeast regional affiliates of the Women’s Business Enterprise National Council (WBENC), the nation’s leading advocate of women-owned businesses and third-party certification organization, WPEO certifies and validates that companies have met official criteria as a business legitimately-owned, managed and controlled by women.

The 2014 Award winners include:

New York Region

- PepsiCo – Outstanding Corporation
- Jaymie Mitchell, Bank of America – Outstanding Women’s Business Advocate
- Hallie Satz, HighRoad Press – Star Award
- Mary Nittolo, The Studio – President’s Award

DC Region

- Exxon Mobil Corporation - Outstanding Corporation
- Jacqueline Smith, New Kent Coatings - Star Award
- Carol O’Riordan, The O’Riordan Bethel Law Firm, LLP - President’s Award

Criteria for the winners of the Outstanding Corporation awards include accomplishments in support of women business owners and the women’s business community, innovation, Done Deal™ participation, and overall commitment to the mission of the WPEO. Advocate awardees are selected based on significant involvement with WPEO and support of women-owned businesses. The President’s Award winners, which are selected by Marsha Firestone, Ph.D., WPEO President and Founder, and Sandra Eberhard, Executive Director, WPEO – DC, have gone above and beyond in their service to the WPEO.

“It is my privilege to recognize these extraordinary WBEs, Corporate Members and Advocates in the New York and Washington, D.C. Regions, acknowledging their continued participation, support and commitment to WPEO,” said Marsha Firestone, Ph.D., President and Founder. “This is our fifteenth anniversary year, an auspicious moment in our history. I am proud of all that WPEO has achieved to increase access to business opportunities. Our programming initiatives, partnerships and advocacy empower WBEs to build relationships with Fortune 1000 companies and with each other,” she said.

In honor of WPEO's 15th anniversary, Dr. Firestone also announced the launch this month of the new WPEO website (www.wpeo.us), with a fully responsive design for desktop, tablet and mobile, a new system to manage and register for events and Done Deals™, offering a rich source of information about Corporate Members, along with the benefits and process for becoming part of WPEO. Interpublic Group and Sanofi are 15th anniversary sponsors.

The breakfast was sponsored by: Bank of America; ConEdison; Microsoft Corporation; Adco Electrical Corporation; Artech Information Systems; Atrium Staffing; HighRoad Press, LLC; Progressive Promotions; and The Studio.

About The WPEO

The Women Presidents' Educational Organization (WPEO) is a regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's premier third-party certification organization for Women's Business Enterprises (WBEs). The mission of the WPEO is to create increased access to business opportunities for WBEs. Its programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide full service, third-party certification to women entrepreneurs in areas that include New York, Northern New Jersey, Southern Connecticut, Washington, D.C., Maryland, and Virginia. WPEO is incorporated in the state of New York and is recognized as a 501(c) (3) organization. For more information please visit www.wpeo.us or call (212) 688-4114.

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