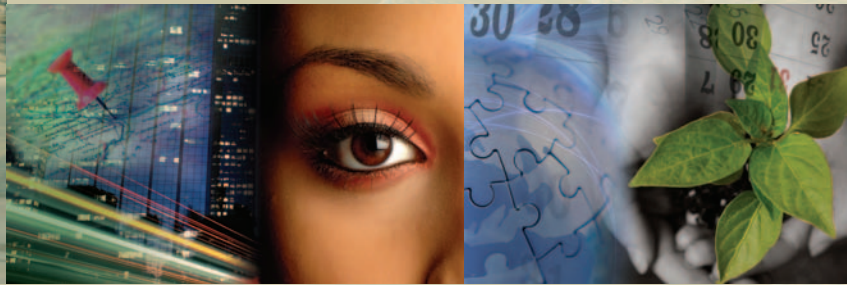




**NAWBO**

National Association of Women Business Owners



2 0 1 0 M E D I A K I T

[www.nawbo.org](http://www.nawbo.org)

# NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS



**F**ounded in 1975, the National Association of Women Business Owners (NAWBO®) is the unified voice of America's more than 10 million women-owned businesses representing the fastest growing segment of the economy.

NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries; and boasts over 7,000 members and 80 chapters across the country. With far-reaching clout and impact, NAWBO is a one-stop resource to propelling women business owners into greater economic, social and political spheres of power worldwide.

The organization prides itself on being a global beacon for influence, ingenuity and action and is uniquely positioned to provide incisive commentary on issues of importance to women business owners. Everything NAWBO undertakes leverages the unique attributes that women business owners bring to the table and is designed to illuminate, transform—and ultimately harness—the nation's wide-ranging community of entrepreneurial women into an ever-more-influential voice and increasingly dynamic leadership roles.

NAWBO's many milestones over the decades exemplify the rich history of success the organization and its thousands of members have enjoyed.

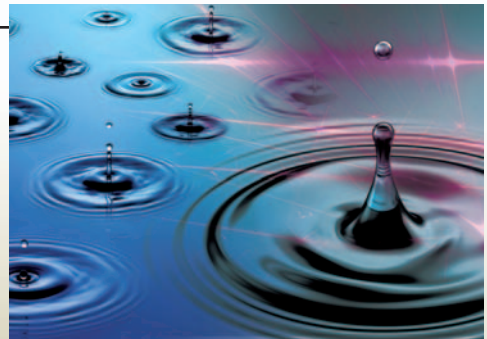
## Mission Statement

NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- Strengthening the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- Creating innovative and effective change in the business culture
- Building strategic alliances, coalitions and affiliations
- Transforming public policy and influencing opinion makers

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# NAWBO® MEMBER PROFILE AND OPINIONS

**N**AWBO's strength comes from our diversity. In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO's goal is to effectively represent the full diversity of the women business owner community and to expand access to leadership opportunities across the full spectrum of our membership.



## Member Profile

- Businesses owned by NAWBO members are larger than the average women-owned business in terms of numbers and employees. Sixteen percent employ more than 11 people.
- Twenty-five percent of NAWBO members make more than \$1 million in annual sales; 42 percent make more than \$250,000.
- NAWBO® members have owned their business for an average of 9.7 years.
- Professional, scientific and technical services is the industry that captures the highest percentage of the NAWBO members at 21.7 percent.
- To meet their capital needs, NAWBO members utilize business credit cards and personal credit cards. Twenty-three percent of all women-owned firms find capital in personal family savings.
- Generally, NAWBO members are very well educated with 39 percent with post-graduate degrees.

## Member Opinions

- Sixty-one percent of NAWBO members feel the health of the U.S. economy is improving, and will be better at the end of 2010 than it is today. This is up from 54 percent in 2009 and just 26 percent in 2008.
- With respect to their own business prospects, 65 percent expect improvements in 2010, while 11 percent expect them to worsen and 24 percent remain about the same. Last year, in contrast, 54 percent believed things in their business would get better, 15 percent thought they would worsen and 30 percent thought they would hold the line.
- Plans for employment are likewise on the rise: 34 percent of NAWBO members will hire new workers this year, compared to just 24 percent who said they'd be adding jobs last year. Just 9 percent will be trimming staff levels in 2010, compared to 17 percent who said they would be doing that in 2009.
- NAWBO members' capital investment plans are also on the rebound: 21 percent plan to increase capital investment this year, while 33 percent will stay the same. In early 2009, just 17 said they would be increasing capital investment, while 40 percent were planning on holding the line.

# WOMEN BUSINESS OWNERS

- 10.1 million firms are owned by women, employing more than 13 million people and generating \$1.9 trillion in sales. *Source: Center for Women's Business Research, 2008-2009*
- Three quarters of all women-owned businesses are majority owned by women (51% or more), for a total of 7.2 million firms, employing 7.3 million people and generating \$1.1 trillion in sales. *Source: Center for Women's Business Research*
- Women-owned firms (50% or more) also account for 40% of all privately held firms. *Source: Center for Women's Business Research*
- One in five firms with revenue of \$1 million or more is woman-owned; and 3% of all women-owned firms have revenues of \$1 million or more compared with 6% of men-owned firms. *Source: Center for Women's Business Research*
- 1.9 million firms are majority-owned (51% or more) by women of color in the U.S.; these firms employ 1.2 million people and generate \$165 billion in revenues annually. *Source: Center for Women's Business Research*
- Women small business owners will create 5 to 5.5 million new jobs across the U.S. by 2018, transforming the workplace of tomorrow into a far more inclusive, horizontally managed environment. *Source: The Guardian Life Small Business Research Institute*
- Women-owned small businesses will generate more than half of the 9.72 million new small business jobs expected to be created, and roughly one-third of the 15.3 million total new jobs anticipated by the Bureau of Labor Statistics by 2018. This projection is striking, given that women-owned businesses currently account for just 16 percent of total U.S. employment. *Source: The Guardian Life Small Business Research Institute*
- In the past decade, the number of privately owned companies started by women in America has increased twice as fast as the number owned by men. Women-owned companies also employ more people than the largest 500 companies combined. *Source: The Economist, December 2009*
- Growth in the number of women-owned businesses is significantly higher than the growth in the overall business sector. The number of women-owned businesses is growing at a rate of almost 23%, two times faster than the growth in the number of total businesses. *Source: The Shriver Report, a study by Maria Shriver and the Center for American Progress Report*
- Women spend 2 out of every 3 health care dollars. *Source: the polling company™, inc./WomanTrend*



## NAWBO® POSITIONS

**N**AWBO has focused on public policy issues of national and statewide interest impacting women entrepreneurs and small businesses since 1975. By attending White House events, providing Congressional testimony, holding advocacy conferences, developing reports, and educating members, NAWBO has consistently brought the concerns of women business owners to our lawmakers in Washington, D.C.



### Access to Capital

NAWBO supports federal legislation that helps to overcome the current barriers related to access to capital by women business owners and reduces the risk of private sector lending to small businesses. The major sources of funding that women business owners continue to rely on are personal savings, reinvested business earnings, lines of credit, loans, equity financing and venture capital, in that order. NAWBO favors a three-pronged advocacy approach in this area, choosing to focus on the various SBA loan programs, the Small Business Investment Company program and tax incentives to encourage investment in the small business sector.

### Federal Procurement

NAWBO supports achievement of the 5% Federal procurement goal for women-owned small businesses and other steps designed to assure women business owners their fair share of Federal contracts and contract dollars. Failure to achieve the 5% goal has cost women business owners an average of \$5 billion in lost contracts each year.

NAWBO opposes contract bundling, the Federal government's policy of consolidating its purchases of unrelated goods and services into a single large contract. Bundling limits the opportunities for small businesses to effectively compete, thereby restricting competition and increasing the overall cost of goods and services to the Federal government.

### Health Care

Health care insurance cost reduction is a very important issue for NAWBO members. The results of the 2010 NAWBO Public Policy Survey show that health care cost issues are third only to the economy and business taxes as issues affecting our members' businesses and their votes. In this critical time, NAWBO wants to be part of the dialogue on health care reform.

NAWBO supports legislation that will make health insurance more affordable for women business owners and their employees. NAWBO will consider and support, as appropriate, federal and state legislation designed to address the rising cost of health insurance by lowering premiums or creating tax incentives that make the purchase of health insurance more affordable for small business owners and their employees.

### Tax Equity

NAWBO supports fair and equitable tax policy for large and small businesses that fosters the economic growth of women-owned and other small businesses. Legislation should be enacted to ensure tax equity and basic fairness for all forms of small business organizations. The privilege of deducting legitimate business expenses should no longer be based upon the entity chosen to operate the business.

## NAWBO® WOMEN'S BUSINESS CONFERENCE



**N**AWBO's Women's Business Conference (WBC) is the only event of its kind that provides women business owners with personal and professional business development opportunities to take their businesses to the next level of success. The annual conference brings together businesses of all sizes from all industries to celebrate and leverage the collective power of the fastest growing segment of the economy—women business owners.

The WBC 2011 will be hosted in the beautiful city of San Diego, California. The event empowers women to continue building their success as a women business owner. The WBC gives participants opportunities for high-level education, tangible takeaways and connections to help them power themselves and their business.

## NAWBO® HISTORICAL MILESTONES

### 1975

Association of Women Business Owners (AWBO) is incorporated.

### 1976

AWBO organizes a national network of chapters.

### 1977

The newly renamed National Association of Women Business Owners (NAWBO) receives a \$20,000 grant from Equitable Life Assurance Society to publish a directory of about 1,000 firms in the Baltimore area of which women were majority owners. The practice of publishing an annual directory continues, and today it functions in an online format.

### 1980

NAWBO national and chapter members attend the White House Conference on Small Business, testify before congressional committees, and participate in task forces and small business groups.

### 1982

NAWBO holds its first conference in Houston, Texas. The National Public Affairs Day attracts Vice President George Bush and nine members of Congress who are presented with NAWBO's six-point plan.

### 1985

NAWBO organizes Project 2000 to direct where members want the organization to be in the year 2000. NAWBO celebrates its 10<sup>th</sup> anniversary with 21 chapters

representing 30 states and membership in Les Femmes Chefs d'Enterprises Mondiales (FCEM).

### 1986

NAWBO national and chapter members participate in the White House Conference on Small Business.

### 1988

NAWBO is instrumental in helping pass H.R. 5050, the Women's Business Ownership Act, which is signed into law in a White House ceremony with President Reagan.

### 1989

The National Foundation for Women Business Owners (NFWBO) becomes active as a research organization; it later changes its name to the Center for Women's Business Research.

### 1990

A delegation of 13 Russian women, attempting to establish a Soviet Association of Women Business Owners similar to NAWBO, fly to Washington, D.C. and meet with NAWBO members and President George Bush. They also visit NAWBO Chapters in New York City, Miami, Houston, St. Louis and Silicon Valley in California.



### 1992

Women-owned firms employ more people than all Fortune 500 companies combined.

### 1993

Past national NAWBO presidents are inducted into the Women's Hall of Fame in Seneca Falls, New York.

### 1995

Community banks use local data from NFWBO to designate women-owned businesses as a key market and take initiative to offer financial advice and education.

### 1996

The U.S. Small Business Administration regional offices use NFWBO data to develop fact sheets for staffs to better understand and meet the needs of women entrepreneurs.

### 2000

NAWBO headquarters moves to Washington, D.C., signaling a more assertive stance in public policy and providing a unified voice for women-owned businesses.

### 2002

NAWBO signs on to the *Women21.gov* project, and participates in four town hall meetings across the country with President Bush.

### 2003

NAWBO incorporates the NAWBO Institute for Entrepreneurial Development (NAWBO IED), a

## NAWBO® HISTORICAL MILESTONES

501(c)3 non-profit organization that seeks to create educational experiences for established women entrepreneurs.

### 2004

NAWBO welcomes American Express as a corporate partner, and exceeds \$1 million in corporate partnerships for the first time. NAWBO hosts its first Summit of Women's Organizations, with 14 organizations participating.

### 2005

NAWBO celebrates its 30<sup>th</sup> anniversary with 8,000 members and 78 chapters. NAWBO forms WomenBizRelief to assist women entrepreneurs impacted by Hurricane Katrina. The effort raised more than \$40,000 in two weeks and received an Award of Excellence from the American Society of Association Executives.

### 2007

NAWBO leads a Women in Business Trade Mission to The Netherlands and Belgium, with 10 women entrepreneurs participating. The Mission is rated as "one of the most successful in the past five years" by the U.S. Department of Commerce.

### 2008

NAWBO submits testimony to the House and Senate Small Business committees emphasizing its opposition to proposed rules issued by the Small Business Administration for the women owned business set-aside program. NAWBO celebrates the 20<sup>th</sup> anniversary of the passage of the Women's Business Ownership Act.

### 2009

NAWBO re-brands its national organization to position it for future growth, launching a new Website, new communications vehicles and more to bring more value to its more than 80 chapters and 7,000 members.

### 2010

NAWBO celebrates its 35<sup>th</sup> anniversary by paying tribute to its history and the exemplary women whose achievements have propelled women business owners into economic, social and political spheres of power worldwide. The annual Women's Business Conference is also held in Washington D.C. where NAWBO was originally founded and where NAWBO is currently advocating on issues that are most important to women business owners.

## CONTACT MEDIA RELATIONS

**For more information or to arrange interviews with NAWBO's President, Board of Directors, or leading women business owners, contact:**  
NAWBO Media Relations at (800) 556-2926 or [media@nawbo.org](mailto:media@nawbo.org).

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