

For Immediate Release
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Dr. Marsha Firestone Receives New York Women's Agenda Star Award

NEW YORK – Marsha Firestone, Ph.D., president and founder of the Women Presidents' Educational Organization (WPEO), received a 2007 NYWA Star Award at the New York Women's Agenda (NYWA) Annual Star Breakfast. The event held on Dec. 4 in New York City, honors outstanding women who represent the spirit of New York, provide leadership in business and in the community, and who are role models for other women. NYWA is a coalition of women professionals and community activists who support the diversity and interests of New York women through collaboration, advocacy and education.

The WPEO is the New York regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's leading third party certification organization. The mission of the WPEO is to increase access to business opportunities for WBEs, through programs that develop skills and knowledge, advocacy in the public and private sectors, and facilitation of relationships between WBEs, corporations and the government.

"It is an honor to be presented with the New York Women's Agenda Star Award and to be recognized in a field of esteemed and successful women," said Dr. Firestone. "Organizations like the WPEO are able to thrive thanks to the support of NYWA."

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About Women Presidents' Educational Organization (WPEO):

The WPEO is a regional affiliate of the Women's Business Enterprise National Council (WBENC), the nation's leading advocate of women-owned businesses and third party certification organization. The mission of the WPEO is to increase access to business opportunities for WBEs. Our programs develop skills and knowledge for WBEs, advocate in the public and private sectors, foster relationships between WBEs, corporations and the government, and provide certification services. WPEO provides full service third party certification to women entrepreneurs in the New York and D.C. regions. For more information about the WPEO, including upcoming events and membership, call (212) 688-4144 or visit the website www.wpeo.us.

About Marsha Firestone, Ph.D.:

Dr. Marsha Firestone, an award-winning speaker, author and educator, is the founder and president of the Women Presidents' Organization (WPO) for women who lead multi-million dollar businesses. As WPO president, Dr. Firestone oversees the strategic operations of 70 chapters focusing on organizational growth and empowering members to

achieve increased business and financial success. The author of a regular column in *Enterprising Women*, Dr. Firestone serves on a number of boards and advisory councils, including: the board of advisors to the Women's Leadership Initiative at Harvard's Kennedy School, the board of the Women's Business Enterprise National Council, the International Women's Forum and New York Women's Agenda. Dr. Firestone was executive director of The Women's Economic Summit, where her work resulted in a master plan for accelerating the growth of women's business that was presented to Congress and the public.