



NAWBO

National Association of Women Business Owners
Connecticut Chapter • www.NAWBOCT.org

MAKE YOUR VOICE HEARD FEBRUARY SURVEY OF WOMEN BUSINESS OWNERS

For Immediate Release - February 22, 2006

NAWBO Contact: Leila Fecho (860) 423-1495

PCSW Contact: Barbara Potopowitz (860) 240-8300

Statewide, NAWBO-CT –You might call them superwomen, but even that is an understatement when more than half of Connecticut women business owners surveyed are generating sales in excess of a quarter-million dollars annually. Their mission is to impact public policy and let their voices be heard.

Preliminary responses to this year's survey of women business owners is on track to eclipse last year's numbers. When asked what their top three biggest challenges are, women responded that increasing sales (65%), providing affordable health insurance (51%) and maintaining a profit margin (42%) are their biggest concerns. Retirement plans, full deduction of business expenses and tax equity for small businesses are also important concerns for the majority of women surveyed.

The annual survey of women business owners' needs and interests facilitates the collection of key information to present to State leaders **to impact public policy**. The survey will remain open until Feb. 28. This year, the National Association of Women Business Owners - Connecticut Chapter (NAWBO-CT) and the Permanent Commission on the Status of Women (PCSW) are working with The Universal Health Care Foundation of Connecticut (UHCF) to further understand needs and opinions of women business owners about employee-sponsored health insurance. To complete this survey online, note PCSW or NAWBO as your referring organization and visit www.surveymonkey.com/s.asp?u=836581630407

NAWBO-CT's mission is to propel women business owners into economic, social and political power. Through our national and international affiliations, we are dedicated to advancing, educating, mentoring and empowering women business owners. The National Association of Women Business Owners (NAWBO) is the largest and only dues-based association of women business owners in the world that represents the interests of all women entrepreneurs in all types of businesses. Our Connecticut chapter (NAWBO-CT) is part of the national organization that unifies more than 29,000 women in over 80 U.S. chapters and 40 nations throughout the world. For more information about NAWBO-CT, visit www.nawboct.org

About PCSW: The PCSW was established by the CT General Assembly in 1973. The Commission studies all matters concerning women, informs leaders about the nature and scope of discrimination, serves as a liaison between government and private interest groups concerned with services for women, promotes consideration of women for governmental positions and works with state agencies to access programs and practices as they affect women. The Connecticut Women's Agenda comprised of approximately 25 organizations was initiated by the PCSW to provide an opportunity for groups that work on women's issues to share information and ideas. For more information, visit www.cga.ct.gov/pcsw.