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WIPP AND SBAIC ESTABLISH STRATEGIC PARTNERSHIP TO FURTHER THE SUCCESS OF WOMEN OWNED BUSINESSES

Washington, DC, (April 15, 2014) – Today Women Impacting Public Policy (WIPP) and the Small Business Association of International Companies (SBAIC) announced a strategic partnership that will allow both organizations to strengthen their ability to advocate for women business owners and work together to help their members experience successful business growth. Both WIPP and SBAIC will collaborate on educational and international programming, events and activities that are of mutual interest and benefit to both organizations and their members.

WIPP is a national nonpartisan public policy organization advocating on behalf of its coalition of 4.7 million businesswomen including 75 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to increase the economic power of women-owned businesses.

The Small Business Association for International Companies (SBAIC) is a membership forum established to promote the meaningful utilization of U.S. small businesses by the US Agency for International Development (USAID). Members are for-profit small businesses with a solid track record of providing services to USAID and other Federal agencies around the globe. SBAIC currently has 119 members, of which more than half are small disadvantaged businesses.

“Partnering with SBAIC will help WIPP strengthen its outreach to women business owners and increase its advocacy, international impact, and educational programming, said WIPP President Barbara Kasoff. “SBAIC is a very well respected voice, and WIPP is proud to be collaborating with an organization that creates so many incredible opportunities for women.”

“Women owned small business (WOSB) represent nearly a third of our SBAIC membership, and full implementation of the WOSB 8(m) program is an important goal we have set for ourselves, as we believe it can be as catalytic for WOSB as the 8(a) program has been for numerous small disadvantaged businesses working in the USAID space,” said SBAIC Chair Betsy Bassan. “While the WOSB 8(m) program is going full steam in many federal agencies, it has gotten little to no traction within USAID. We believe our partnership with WIPP, a powerful woman’s business advocacy group, will help us achieve this goal.”