



News Release

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Tami Longaberger Named as New Chair of NWBC

Washington, DC—The National Women’s Business Council is pleased to announce that President George W. Bush has selected Tami Longaberger, CEO of The Longaberger Company of Newark, Ohio to be the next Chair of the Council. She will assume her duties on June 1, when the term of the current Chair, Marilyn Carlson Nelson, comes to a close.

“I am honored to have been appointed to chair the National Women’s Business Council, the only federal advisory body tasked to represent the interests of the women’s business community in national policy discussions,” said Tami Longaberger, CEO of The Longaberger Company. “As a woman business owner, I know first hand the challenges of leading and growing a business, and I look forward to working alongside the other members of the Council to improve the environment for women’s enterprise development. Marilyn has set a shining example of active and passionate leadership in women’s enterprise development, and I am honored to have been asked to follow in her footsteps.”

“I have admired Tami’s leadership over the past several years, and I’m confident that her passion, commitment and business leadership will contribute significantly to the forward movement of the Council on those issues which are most critical to the success of women entrepreneurs,” added Marilyn Carlson Nelson, Chair of the National Women’s Business Council and Chairman and CEO of Carlson Companies. “I am very proud to have served this Nation’s 15.6 million women business owners as Chair of the Council for the past three years, and I am pleased to be able to pass the leadership of the Council to such an accomplished woman business owner.”

Mrs. Nelson commented in some detail on her observations of the current state of women’s enterprise development, and on the issues facing women business owners, at a recent news conference in Washington, DC. The event, “The State of Women’s Entrepreneurship: Progress and Promise,” was held at the National Press Club and web cast live on May 10th. It has been archived for viewing at: www.ConnectLive.com/events/womensbusiness. This 78-minute video features formal comments by Nelson, as well as presentations and comments by Council members and other women’s business leaders on key women’s business issues—including access to affordable health care, access to federal procurement markets, access to capital for start-up and growth, access to training and

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technical assistance, and women's entrepreneurship on the world stage.

Longaberger's Presidential appointment to the position of Chair of the National Women's Business Council, like the terms of the 14 other members of the Council, is for a period of three years.

The Longaberger Company was founded by Dave Longaberger, Tami's father, in 1973 as JW's Handwoven Baskets, with five basketmakers. Since that time, the company has grown to thousands of artisans and a sales force over 70,000 strong. The company sticks fast to its early roots and family tradition of handmade artisanship. The Company's mission statement — "To Stimulate A Better Quality Of Life" — reflects Longaberger's commitment to the company's founding philosophy that people are the key to the company's success. The family-owned company is now led by CEO Tami Longaberger, and has been recognized as the 18th largest woman-owned U.S. company by the former *Working Woman* magazine and one of the ten most generous U.S. companies by Newman's Own, Inc.

For more information about the mission, goals, and recent activities of the Council, please visit the organization's web site at www.nwbc.gov.

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The National Women's Business Council

The National Women's Business Council is a bi-partisan federal government council created to serve as an independent source of advice and counsel to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners. Members of the Council are prominent women business owners and leaders of women's business organizations. The National Women's Business Council is committed to conducting research on issues of importance to women business owners and their organizations, communicating these findings widely, connecting the women's business community to public policy makers and providing programs and platforms for change to expand and improve opportunities for women business owners and their enterprises. For more information about the Council, its mission and activities, contact: National Women's Business Council, 409 3rd Street, SW, Suite 210, Washington, DC 20024; phone: 202-205-3850; fax: 202-205-6825, e-mail: info@nwbc.gov; Web site: www.nwbc.gov.