



# News Release

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## Barbara Kasoff Named to National Women's Business Council *Federal Appointment for San Francisco-based Businesswoman*

**Washington, DC** –Barbara Kasoff, Vice President and Co-Founder of GrassRoots Impact, Inc., has been appointed to a three-year term on the National Women's Business Council. GrassRoots Impact, Inc. is a public policy strategies firm whose mission is to connect corporate America and political leaders to small business owners, including women-owned businesses, minorities, and women in business. Kasoff is also the President, CEO, and Co-Founder of Women Impacting Public Policy, Inc. (WIPP), a non-profit, public policy advocacy organization with over half a million members advocating on economic issues for women in business.

The National Women's Business Council is a bi-partisan Federal government council that serves 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. The Council's mission is to promote bold initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces -- from start-up to success to significance. Members of the Council are prominent women business owners and leaders of women's business organizations.

"It is my pleasure to welcome Barbara Kasoff as the newest member of the National Women's Business Council," said Tami Longaberger, Chair of the National Women's Business Council and Chair and CEO of The Longaberger Company. "Barbara's background as a successful business owner and a leader in the women's business community will be a valuable asset to the Council and its work. I look forward to working with her to address the important policy issues currently facing women business owners."

For many years, Barbara has been an active supporter of small businesses, and women and minorities in business in particular. She speaks nationally and internationally on issues concerning leadership and advocacy for business women. Barbara currently serves on the Board of Directors of several organizations, including the SCORE Association, the

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National Women Business Owners Corporation, and the Women's Leadership Forum for the Democratic National Committee. In addition, she has previously served as President of The National Association of Business Owners (NAWBO) in Detroit, Vice President of Public Policy for the national NAWBO organization, and was recently cited as CEO of one of the top three most powerful non-profits in Washington, DC.

"It is an honor to be appointed to the National Women's Business Council," said Kasoff. "As an advocate for women business owners, I hope to work with my fellow Council members to promote federal policies that support women's business ownership. I look forward to furthering the Council's mission of connecting women business owners with policymakers."

As the nation's advocate for the more than 10.6 million women-owned businesses in the U.S., the National Women's Business Council works to promote increased access to affordable health care, access to capital, access to federal contracts and international markets, and access to the information and expertise women business owners most need to succeed. Women-owned businesses currently represent nearly half (48%) of all U.S. firms, employing 19.1 million people and generating nearly \$2.5 trillion in sales.

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