



**NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS**

FOR IMMEDIATE RELEASE
DATE

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**NEW JERSEY ENTREPRENEUR TO RECEIVE CHAPTER PUBLIC POLICY
ADVOCATE OF THE YEAR AWARD FROM THE
NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS®**

Amy Mallet, President of Amsley Promotions, To Be Honored at 2006 Public Policy Days Event

(McLean, VA)—The National Association of Women Business Owners (NAWBO®) will honor Amy Mallet, president of Amsley Promotions, with its 2006 Chapter Public Policy Advocate of the Year Award. Ms. Mallet, a member of NAWBO Central Jersey, serves as vice president of NAWBO Central Jersey and also assists two other chapters with their public policy advocacy.

Ms. Mallet will receive this award during a leadership luncheon at NAWBO's 2006 Public Policy Days, on February 19, at the Ritz-Carlton Pentagon City. According to her nomination application, "Amy's actions and continuing public policy participation demonstrate the commitment she has to public policy and its impact on women and women business owners."

"Amy has been a tireless advocate for women business owners in New Jersey and nationally. Her efforts to coordinate the advocacy efforts of NAWBO chapters in her state are a model of "best practices" for others to follow," said Claire Guthrie Gastañaga, NAWBO's vice president of public policy and president and chief strategist of CG² Consulting. "Amy's award brings well-deserved recognition to her work and demonstrates her chapter's commitment to foster the further economic growth of women-owned businesses in New Jersey through a strong public policy advocacy program."

Ms. Mallet plays an integral role in NAWBO's political action committee (NAWBO PAC) reviewing various Congressional and Senatorial candidate's voting records. In addition, she recently, in 2003, ran for state assembly in the New Jersey 12th legislative district. Other political activities include co-chairing a New Jersey luncheon commemorating the ratification of the 19th amendment to the Constitution in conjunction with a 2004 voter registration drive; and serving as a national partner for Women Impacting Public Policy (WIPP). She serves as the Co-Chair of the WIPP National Partners Advisory Board for the Communications Council.

"I appreciate the recognition from the National Association of Women Business Owners," said Amy Mallet, president of Amsley Promotions. "Through this award, NAWBO demonstrates that it understands the importance of working at the state and local level to influence change to assist women entrepreneurs in New Jersey and across the county."

NAWBO will also present Mary J. MacRae, from Ashland City, Tenn. with the National Public Policy Advocate of the Year.

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To cover this award and schedule an interview with Amy Mallet, please contact the NAWBO communications office at (703) 506-3268, szelman@nawbo.org.

About NAWBO: Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit www.nawbo.org for more information.

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