

NEWS RELEASE

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**FLORIDA BUSINESS OWNER HELPS PREPARE WOMEN OWNED BUSINESSES  
FOR CHANGING LANDSCAPE**

Washington, DC (March 31, 2011) – Gayle Waldron, President of The Management Edge, Inc. in Largo, FL, and a board member for Women Impacting Public Policy (WIPP), was recently honored at a celebratory luncheon commemorating the establishment of the Small Business Administration’s (SBA) Women Owned Small Business (WOSB) Federal Contract Program.

The luncheon honored those who worked tirelessly over the past decade to make the program a reality. This is the first time in 10 years that the SBA has made major revisions to their regulations. Changes include governing of business size, joint ventures, the Mentor-Protégé Program as well as other issues.

“This new program will not only bring the SBA up to date with the changing landscape of government contracting for women business owners, but it also creates a stimulus for the economy,” said Waldron, who has been doing federal contracting for more than 17 years. “WIPP, the SBA and the entire women’s business community will work together to educate women business owners about growing their businesses through government contracting”

Following the luncheon, WIPP held a series of educational programs for members on the final rules and changing landscape of small business government contracting due to the revised SBA regulations.

Waldron, along with fellow members of the WIPP Board of Directors, worked diligently to educate and advocate on behalf of women and minorities in business for this new program.

Waldron is a National Founding Partner and member of the Board of Directors of WIPP, a member of the National Association of Women Business Owners (NAWBO), and is active in the Women’s Business Enterprise National Council (WBENC), which certifies businesses as genuinely women owned and managed.

*About WIPP*

*Women Impacting Public Policy (WIPP) is a national nonpartisan public policy organization that advocates for and on behalf of women and minorities in business in the legislative processes, creating economic opportunities and building bridges and alliances to other small business organizations.*

*About Gayle Waldron and the Management Edge®*

*The Management Edge® is an organization development and training firm specializing in workplace interactions, team building, conflict resolution and change management. The Management Edge consultants are seasoned, highly skilled, organization development, management and training professionals at the top of their field. The Management Edge provides services for its corporate and Federal clients throughout the US and Europe. For more information visit [www.themanagementedge.com](http://www.themanagementedge.com).*

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