

## MMI Associates, Inc.

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**For Immediate Release**

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### **Expert On Women Business Owners Named To National Board Of Women Presidents' Organization**

*Mary Cantando To Advise On Marketing And Communications For National Organization*

Raleigh, NC – Mary Cantando, President of WomanBusinessOwner.com and Author of *Nine Lives: Stories of Women Business Owners Landing On Their Feet*, has been selected to serve on the National Board of Directors for the Women Presidents' Organization (WPO), a nonprofit membership organization of entrepreneurial women presidents who own multi-million dollar businesses. Cantando will serve on the Marketing and Communications Committee, which advises on the development and implementation of a financially viable marketing plan for the organization.

"I am honored to serve on such a distinguished National Board," said Cantando. "Because 48% of all privately held firms in the United States are owned by women, this is the fastest growing segment of our economy. It is so important to enable our next generation of female business leaders and I am honored to be a part of this esteemed group of successful women."

About The Women Presidents' Organization:

The Women Presidents' Organization (WPO) is a nonprofit membership organization whose members are a diverse group of entrepreneurial women presidents who have guided their businesses to generate at least \$2 million in gross annual sales or \$1 million for a service-based business. Each WPO chapter serves as a peer advisory group and empowers members to achieve increased business and financial success, as well as individual growth. Local chapters are coordinated by a professional facilitator who organizes meetings of the peer advisory group to focus on important business issues and cutting-edge business trends. WPO member businesses have an average of \$11,332,476 in annual revenues, 85 employees, and 16 years in business.

About Mary Cantando:

Mary Cantando is an expert on women business owners. She serves on the National Board of the Women Presidents' Organization, sits on the National Women's Forum of the Women's Business Enterprise National Council, and serves on the Advisory Board of Enterprising Women. As a member of the National Speakers' Association, Cantando speaks to women who want to grow their businesses and advises corporations seeking to attract the fast-growth market of women business owners.

About WomanBusinessOwner.com:

WomanBusinessOwner.com is a national advisory firm that works with successful women business owners as well as corporations seeking to sell to this lucrative, fast-growth market. Mary Cantando, president of the firm, is the author of *NINE LIVES: Stories of Women Business Owners Landing on Their Feet*. For more information, call 919-841-0401 or visit the website at [www.WomanBusinessOwner.com](http://www.WomanBusinessOwner.com).

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