

FOR IMMEDIATE RELEASE
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**CALIFORNIA FINANCE DIRECTOR MEETS WOMEN BUSINESS OWNERS
TO DISCUSS GOV. SCHWARZENEGGER'S PROPOSED BUDGET**

April 25 Meeting Demonstrates Growing Visibility and Influence of NAWBO-LA

(LOS ANGELES) The National Association of Woman Business Owners-Los Angeles Chapter (NAWBO-LA), will present a special public policy briefing with Tom Campbell, California Finance Director, on Monday, April 25. As the primary architect of the Governor's 2005-06 state budget, Campbell will focus on the proposed budget and its impact on women business owners, California residents and the state's overall economy.

Campbell will appear at a luncheon meeting sponsored by PricewaterhouseCoopers on Monday, April 25, at The Omni Hotel in Downtown Los Angeles. His address, "**By the Numbers: Making the California Budget Add Up,**" will be followed by an inter-active question and answer session.

"It is significant and timely that NAWBO-LA has the opportunity to meet with the California's Finance Director," said Helen Han, Executive Director of NAWBO-LA. "With the budget revision due out in May, we intend to maximize this unique opportunity to impress upon Director Campbell the issues and concerns of women entrepreneurs and lend our voice to the budgeting process."

Among the issues of concern to NAWBO-LA members, Han said, are the state's spending plans on healthcare and education, as well as the impact of the proposed budget on the business community.

With the healthcare premiums skyrocketing anywhere from 30 to 50 percent annually, many women business owners are prohibited from providing medical benefits to their employees. NAWBO-LA hopes to gain perspective on the governor's budget plans that may have short-term and long-term effects on access and cost of healthcare for business owners in California.

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As proponents for early intervention on education and workforce development, women business owners also have a vested interest in making certain that future generations of the workforce receive the best possible education and training. Thus, the governor's budget on public education would be of particular interest to the constituents of NAWBO-LA.

Additionally, NAWBO-LA, like many other business groups, has a keen interest in lending support for the growth and expansion of the California economy. The opportunity to address Finance Director Campbell in person will enable NAWBO-LA and its constituents to gain valuable insight on the budgetary process and firsthand perspective of the governor's plans for the future of the California's economy.

California ranks #1 in terms of the top 10 entrepreneurial states for women. There are an estimated 1.25 million majority-owned, privately-held women-owned firms in California, accounting for almost half of all privately held firms in the state, generating \$406 billion in sales and employing 2.8 million people. As part of a formidable economic and social force in Southern California and part of a community of women committed to success, NAWBO-LA is focused on providing information and resources to help women business owners transform public policy and influence decision makers.

Meeting Details:

California Finance Director, Tom Campbell, will appear from 11:30 a.m. to 1:30 p.m. at The Omni Hotel, 251 S. Olive St., Los Angeles, CA 90012. Cost is \$30 for NAWBO members and \$45 for nonmembers. Register online at www.nawbola.org – seating is limited. Event sponsored by PricewaterhouseCoopers.

About NAWBO-LA

The National Association of Women Business Owners is a nationwide organization of women business owners with more than 80 chapters across the United States. NAWBO-LA, founded in 1979, represents the interests of more than 335,000 women-owned businesses in the Los-Angeles-Long Beach area, accounting for 43% of all privately held firms in the region, employing over 700,000 people and generating more than \$113 billion in annual revenues.

Contact NAWBO-LA

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