

**FOR IMMEDIATE RELEASE**  
May 5, 2005

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## **NAWBO-LA ENDORSES KRISILOFF IN COUNCIL RACE**

### ***Support of District 11 Candidate is First-Ever for Womens' Business Group***

(LOS ANGELES) The National Association of Woman Business Owners-Los Angeles Chapter (NAWBO-LA), in its first-ever foray into city council elections, has endorsed Los Angeles 11<sup>th</sup> District City Council candidate Flora Krisiloff, a business consultant and well-known community activist.

Krisiloff is in a close race with Bill Rosendahl to replace Cindy Miscikowski, who will vacate the seat because of term limits. The district includes the communities of Pacific Palisades, Brentwood, Venice, Mar Vista, West Los Angeles, Westchester, Venice, Del Rey and Playa del Rey.

"Krisiloff's business background and past community activism offer good evidence of the kind of thoughtful and balanced approach that she would bring to public office," said Lynn Hoopingarner, NAWBO-LA Vice President of Public Policy.

"There is little doubt that women business owners have a great deal on the line in connection with the City's governance," added Helen Han, Executive Director of NAWBO-LA. "The Los Angeles Mayor and City Council oversee a municipal budget of more than \$5 billion and make a myriad of decisions on matters ranging from City procurement policies to business taxes, zoning and development to environmental regulations, all of which have a direct affect on businesses throughout the region."

In deciding to endorse Krisiloff, Han said the NAWBO-LA Board of Directors also considered Krisiloff's past volunteer work as co-founder of the Brentwood Community Council, her leadership role on the West Los Angeles Area Planning Commission and her service on a citywide committee to evaluate schools and oversee the development of two new charter schools.

Additionally, if elected, Krisiloff would be the first Asian woman and second Asian ever elected to office in the City of Los Angeles. She would also join the returning three women serving on the fifteen-member Los Angeles City Council.

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“One of the central tenants of the NAWBO-LA mission is to propel women into economic, social and political spheres of power as a means of transforming public policy and influencing opinions,” said NAWBO-LA President Teri Bialosky. “Thus, it is almost an organizational imperative for NAWBO-LA to support Krisiloff.”

Krisiloff is also endorsed by Miscikowski, the *Los Angeles Times*, the *LA Weekly*, the Central City Association, the National Women’s Political Caucus, the Women’s Political Committee, the West Los Angeles Chamber of Commerce and the Police Protective League.

**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.

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