



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Newington CT. – April 17, 2014 – John Michael Associates, Inc. (JMA)**, a business specializing in promotional merchandise & apparel, has been recognized as the 18<sup>th</sup> largest women-owned business in the Hartford Region in the Women in Business 2014 by the Hartford Business Journal.

“It is such a great honor to be acknowledged as a top rated women-owned business. The foundation of JMA’s growth strategy is built on exceeding clients’ expectations and this classification proves to be extra rewarding as it validates progression as a Women Business Enterprise”, said Sara K. Papa, CEO & Owner of John Michael Associates, Inc. (JMA).

JMA is certified Women Business Enterprise National Council (WBENC). This designation is a national standard of certification implemented by Center of Women & Enterprise (CWE) which includes a meticulous interview process; an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

By including women-owned businesses among our vendors, corporations and government agencies demonstrate our commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

To learn more about JMA, please visit [www.jmalogos.com](http://www.jmalogos.com).

To view Hartford Business Journal Women in Business 2014 Listing click here [www.jmalogos.com/Top20HBJ](http://www.jmalogos.com/Top20HBJ).

### **About John Michael Associates, Inc. (JMA)**

John Michael Associates, Inc., known in the market place as JMA, is a full service marketing company that specializes in the development and execution of corporate branding programs while utilizing quality logo merchandise and apparel. JMA has been recognized as an industry leader by providing our clients’ with superior service, premium products and continuous innovation, allowing each client to create and sustain brand loyalty.

### **About CWE**

The Center for Women and Enterprise (CWE) is a non-profit organization founded in 1995 to empower women to become economically self-sufficient and prosperous through business and entrepreneurship. With offices in Boston and Worcester MA and Providence, RI, CWE supports women’s businesses throughout New England through education, technical assistance, strong corporate-community relationships, and access to capital and certification. Since its founding, CWE has helped over 28,000 entrepreneurs start and grow new businesses, help create 37,000 new jobs in New England, and helped generate over \$1 billion in wages. CWE is the New England Regional Partner Organization for WBENC, and has certified over 1,000 women-owned businesses.

### **About WBENC**

The Women’s Business Enterprise National Council is the nation’s largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC’s certification as an integral part of their supplier diversity programs. [www.wbenc.org](http://www.wbenc.org).

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