



Barbara Potopowitz Public Information Officer Permanent

As the Public Information Officer for the Commission on the Status of Women, Barbara is extremely committed to the advancement of women's business ownership. Barbara develops and administers the agency's educational, informational and other public relations activities through public speaking, publication development and by direct access to the media.

Barbara designed and maintains the Commission's website with a special feature, "Resources for Women-Owned Businesses" which includes information on starting a business, training, financing and other programs for women-owned businesses.

Barbara coordinates the Women's Economic

Development Initiative (WEDI) for the Commission, which won a national SBA Visions 2000 award in the women entrepreneur category. The mission of this project is to work with women, legislators, leaders in government and the business community to create and enhance women's economic development growth opportunities. Barbara also works with the CT Department of Transportation, Public Works and Administrative Services to set policy for their business set-aside programs and is a member of the state legislative committee for the CT Chapter of the National Association of Women Business Owners, who recognized her in 1999 for her work advocating for women business owners. Barbara also works on issues relating to women in prison and actively formed The

Working Group on Prison Issues that she led for three years. During National Women Business Owners Week last week, Barbara organized a program at the women's prison that brought 8 women business owners into the prison to talk with inmates in the vocational educational program about business ownership after their release from prison. Barbara is listed in Who's Who in Advertising, Who's Who in Sales and Marketing, Who's Who in The East and Who's Who in America. She was awarded "Woman of the Year" from the Norwich Business & Professional Women Organization and is the recipient of many awards in the fields of education, communication and public relations.

Barbara resides in Niantic.

2004 Women in Business Advocate of the Year