



WIPP Launches New Website to Help Women Understand Technology in Business

Changes in Technology Continuously Redefine Business Models and Operations – “Women and Technology Today” brings together education, policy and resources to leverage technology investment and management

WASHINGTON – June 30, 2010 – Women Impacting Public Policy (WIPP), the nation’s largest nonpartisan women’s business group, today announces the launch of the website “Women and Technology Today” (WATT). Company operations as well as employee and customer communications are constantly **evolving** and **changing**. These changes will **redefine** business strategies, impact business growth and the ability to innovate, and offer potential opportunities. WIPP’s new portal is designed to help women business owners grasp the way technology will change the business environment, and how to use technology to their advantage.

“Being competitive is crucial to business growth,” states Barbara Kasoff, President and CEO of WIPP. “Whether you are updating your office communications systems, need to help to invest and manage technology, or want a glimpse into future tech trends – Women and Technology Today is the forum for you.”

Andrea Brands, Director of Public Affairs at AT&T comments: “With this portal, WIPP continues to be at the forefront on issues that matter most to its constituency—in this case, communications and technology. WATT will be a key resource for WIPP members and for anyone interested in learning about women and technology, from reports to policy to events. On behalf of everyone at AT&T, we congratulate WIPP on this launch and look forward to seeing future additions to the site.”

Through www.WomenandTechnologyToday.com, which hosts a combination of seminars, events and online resources, the Women and Technology Today (WATT) site will help women gain insight into how technological innovation can be applied to business and to your advantage. This new portal is the fourth to be released from WIPP’s *Women, Money and Opportunity* series, which includes: [Give Me 5](#), [Women Accessing Capital](#), and [Entrepreneurs, Energy and Environment](#).

About Women Impacting Public Policy (WIPP)

Women Impacting Public Policy is a national nonpartisan group comprising over half a million members. The non-profit organization is the public policy voice for 49 national Women in Business groups and is The Voice for Women in Business in Our Nation’s Capital. WIPP advocates for and on behalf of women and minorities in business in the legislative processes of our nation, creating economic opportunities and building bridges and alliances to other small business organizations. Visit www.WIPP.org.

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