



For Immediate Release
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Women's Business Center of North Alabama (WBCNA) Selects Finalists for "2007 Small Business Start-up of the Year"

[HUNTSVILLE, AL] – The following companies have been selected by an independent panel of judges as finalists for the "2007 Small Business Start-up of the Year." The winner will be announced at the Chamber of Commerce of Huntsville-Madison County Small Business Awards Celebration on August 23.

- Edible Arrangements
- Myers Technical Services
- Synapse

This is the second year that WBCNA has offered this award, which was created as a way to recognize small-business owners who implemented "best practices" to improve their chance for success. The recipient of this award should be a model for other start-ups to emulate. The "2006 Start-up of the Year" was Living Art Water Gardens,

"Statistics show that the majority of small businesses fail within the first few years and expert opinions abound about what a business owner should and shouldn't do to keep a new business afloat," according to Joanne Randolph, WBCNA's Executive Director. There are, however, several key factors that contribute to small business failure:

- Lack of an adequate, viable business plan
- Poor marketing plan and insufficient sales to sustain the business
- Inadequate capital, misuse of capital or poor cost control
- Lack of industry-related experience and knowledge
- Failure to seek professional advice (i.e., accounting, legal, financial, etc.)

The Women's Business Center of North Alabama (WBCNA) is a 501(c)(3) non-profit organization whose mission is to help women, and men, achieve their greatest potential and generate economic growth for the region.