



**NATIONAL WBENC CERTIFICATION POSITIONS INTERNET TECH CONSULTANT  
TO MARKET SERVICES DESIGNED FOR LARGE CORPORATIONS,  
GOVERNMENT AGENCIES**

***Janet Penn Consulting, LLC Attains Certifications as a Women's Business  
Enterprise by WBENC and NJ Division of Minority and Women Business  
Development***

LITTLE FALLS, N.J., June 1, 2009 – Janet O. Penn, president of Janet Penn Consulting, LLC (JPC) in Little Falls, New Jersey, has announced that her company has met all the criteria for certification as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC). The prestigious designation was awarded to Penn's company last month and was implemented by the Women Presidents' Education Organization-NY. JPC was also certified in May by the State of New Jersey-Division of Minority and Women Business Development.

"These certifications come at the perfect time in my business' growth cycle," said Penn, who founded her company in 2007 after working for over 26 years in the publishing and Internet marketing fields. "My company has been growing and our new services are attracting clients who do business locally, regionally and nationally. Being certified leverages my firm's minority status for contracting work with the Fortune 500 companies who need the proprietary corporate Internet technology solutions I provide," she added. The Supplier Diversity departments of corporations and government agencies seek out businesses such as JPC when searching for minority vendors with whom to conduct business.

Janet Penn Consulting has evolved from website design and development and email marketing to a specialty practice developing web-based applications for large companies that need absolute security and efficiency in the Internet environment. These services include comprehensive order management systems, online reservations systems and unique document security suites (DSS) for corporate IT needs. Penn noted that law firms, corporations and government agencies that need to share or transfer files Online are the target users for her DSS, which is the most secure way to transmit information over the Internet.

Penn added that her firm's IT solutions and other uses of technology align with her personal commitment to environmental stewardship. "Our web-based applications as well as the use of CD-ROMs and DVD presentations conserve trees by reducing paper. We also use only recycled packaging for our discs and all the printing is done with soy-based inks which are much more eco-friendly," she said.



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## **About Janet Penn Consulting, LLC**

Since 2007, Janet Penn Consulting (JPC) has combined strategic thinking and advanced technical skills in IT and data management to provide superior software data solutions. JPC implements professionally customized web design which is fully supported with powerful Internet marketing services, email marketing, social media optimization and public relations services. JPC is a 100% Woman-Owned Business Enterprise (WBE) certified by WBENC (Women's Business Enterprise National Council) and the State of New Jersey-Division of Minority and Women Business Development.

The firm is a member of: [American Marketing Association \(AMA\)](#), [eMarketing Association \(eMA\)](#), [Internet Marketing Association \(IMA\)](#), [Search Engine Marketing Professional Organization \(SEMPO\)](#), [Web Analytics Association \(WAA\)](#), [New Jersey Association of Women Business Owners \(NJAWBO\)](#), [New Jersey Chamber of Commerce \(NJCC\)](#), and [U.S. Women's Chamber of Commerce \(USWCC\)](#)

## **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 more than 700 U.S. companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity and procurement programs.