

FOR IMMEDIATE RELEASE

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Woman-Owned Firm Receives Federal Certification

Marketing and public relations business qualifies for set-asides for woman-owned businesses

San Antonio, Texas – Gretchen Roufs Marketing and Public Relations (d.b.a. Auxiliary Marketing Services) just received the U.S. Small Business Administration (SBA) Women-Owned Small Business Program (WOSB) designation, also referred to as 8(m). This qualifies the company to be eligible for federal contracts that are reserved for WOSBs. This certification is available to small businesses that provide products or services in 83 eligible categories that are substantially underrepresented by women and are at least 51% owned and controlled by one or more women.

“Many government entities and their contractors actively seek to do business with 8(m)-certified businesses. The certification procedures are strict, and I’m glad – and relieved -- we were able to qualify for this certification,” said Gretchen Roufs, company owner. “We provide services in three of the 83 categories that the federal government deems as underrepresented by women-owned businesses.”

Auxiliary Marketing Services is based in San Antonio, was established in 1999, and provides seasoned marketing communications, public relations, and public involvement services to businesses and agencies by using a combination of classic practices and new techniques. The company specializes in developing and implementing key messages; managing complex, new, and controversial communications and outreach projects; and making complicated topics easy to understand. For more information, call 210-601-4572 or go to www.GretchenRoufs.com.

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