

**FOR IMMEDIATE RELEASE – September 12, 2007**

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**Carol Webster Selected As a “Top-Idea Maven” by The Woman’s Advantage  
*Entrepreneur’s Advice Featured in 2008 Woman’s Advantage Calendar***

Raleigh, N.C. – Carol Webster, President of Cassel International, was selected from among hundreds of submissions to be featured in the 2008 Woman’s Advantage Calendar. The calendar will provide advice for women business owners from influential women leaders across the US and Canada.

Mary Cantando, Growth Expert of The Woman’s Advantage, today announced that Webster’s advice will be included in the calendar which is to be released this month.

“Carol Webster’s quote was selected because it was powerful yet easy to understand. Her idea is relevant to almost every woman in business today” says Cantando. “Women business owners and those who dream of starting a business will learn so much from the advice provided by Carol and the other successful women quoted in the calendar.”

*The Woman’s Advantage 2008 Calendar*, scheduled for release this fall, will provide sound bites of advice on key business issues including: organization, promotion, sales, and human resources.

**About Carol Webster:**

Carol Webster, a member of the local National Association of Women Business Owners (NAWBO) chapter, is a successful international businesswoman with over 25 years of experience in international business development and marketing. She founded Cassel International in 2003 to provide strategic planning and marketing services for businesses that wish to enter or expand their presence in the global marketplace. For more information, contact Cassel International at 615-826-9432 or visit <http://www.casselinternational.com>.

**About Mary Cantando:**

Mary Cantando is a nationally-recognized expert on women business owners. She is the developer of the successful Woman’s Advantage line of products, geared specifically to women entrepreneurs. As a member of the National Speakers’ Association, Cantando provides keynotes and workshops for women who want to grow their businesses.

**About The Woman’s Advantage:**

The Woman’s Advantage is a line of information products, including books, workbooks, audio CDs, and calendars designed exclusively for successful women business owners. For more information, call 919-841-0401 or visit <http://www.WomansAdvantage.biz>

**News Facts:**

- Carol Webster was selected as a “Top-Idea Maven” by The Woman’s Advantage. Her quote will appear in the 2008 Woman’s Advantage Calendar.
- The Woman’s Advantage Calendar will provide daily advice on key business issues including: organization, promotion, sales, and human resources.

**Keywords:**

Carol Webster, Cassel International, Women Business Owners, Woman Business Owner, Women Entrepreneurs, The Woman’s Advantage, Entrepreneurs, Mary Cantando, The Woman’s Advantage Page-a-Day Calendar

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