

Leading Ladies Network Founder Yawa Hansen-Quao, of Ghana, West Africa,
Wins PSOW's National Business Etiquette Week Global Competition

* Women's Leadership Entrepreneur Receives Complimentary Washington, DC Training

New York City, July 15, 2013 – **The Protocol School of Washington**® (PSOW), global leader in business etiquette and international protocol since 1988 launched **National Business Etiquette Week** (NBEW) in 2007 to recognize the need for proper business etiquette and international protocol intelligence necessary to succeed in today's global marketplace. This year, PSOW celebrated NBEW with a global competition awarding the top entry a complimentary training to its "Train to be a Corporate Etiquette and International Protocol Consultant" course in Washington, D.C. The five-day training covers everything from "How to Succeed in the International Arena" to "How to Dine Like a Diplomat" to "How to Outclass the Competition."

"Competition was tight, but Ms. Yawa Hansen-Quao stood out. She already has a platform as the founder of the nonprofit women's leadership development organization Leading Ladies Network™ and conducting classes in leadership development. Additionally, her vision to teach women in Ghana, West Africa, etiquette and protocol intelligence to feel confident and be independent, weighed heavily in our decision. We are honored that Yawa was able to become a graduate of our school and join the ranks of other PSOW graduates, many of which are female business owners," said PSOW President, Ms. Pamela Eyring.

Yawa founded her organization in 2010 and since then has provided training centered on helping women become economically independent, politically active and prepared for careers - especially in male-dominated fields. Yawa's winning entry said she wanted the opportunity to become a licensed PSOW consultant because she wanted to enhance the competitiveness of Ghanaian staff by providing PSOW's training to women who are being held back every day by the way they present themselves. "I want to be equipped to help address the misrepresentation of women at work," said the winner who attended the course in Washington, D.C. this June.

Because the need for etiquette and protocol intelligence training has been accelerating on a global level, PSOW's National Business Etiquette Week competition drew entrants from near and far: from the U.S. to such places as Germany, Trinidad & Tobago, Canada, Puerto Rico and Nigeria.

The first and only accredited school of its kind to offer business etiquette training, today PSOW has trained more than 3,500 graduates from 60 countries. The school offers business etiquette and international protocol courses as well as private, customized, on-site training. Formerly the Chief of Protocol at Wright-Patterson Air Force Base, Ms. Eyring has worked with heads of state, CEOs of the

Fortune 500 and four-star generals. PSOW's expert trainers hail from The White House, the Disney Institute, The Hague, the military, international academia and corporate America.

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