



The Protocol School of Washington®

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Pamela Eyring, President the Protocol School of Washington, Honored With 2013 Enterprising Women of the Year Award

Recognized for Businesses Growth, Supporting Female Entrepreneurs, Community Leadership

New York City - (February 26, 2013) – The Protocol School of Washington (www.psow.edu), global leader in business etiquette, image, and international protocol training and the first and only nationally-accredited school of its kind in the country, announced that Ms. Pamela Eyring, President of PSOW, has received the “Enterprising Women of the Year award for 2013” from *Enterprising Women* magazine. The award honors various women business owners who have demonstrated a fast-growth business, who actively support other female entrepreneurs and who stand out as leaders in their community. Ms. Eyring, along with other winners, will be recognized at the 11th Annual Enterprising Women of the Year Awards Celebration, April 3 and 4 at the Ritz-Carlton in Fort Lauderdale, Florida.

“Ms. Eyring exemplifies the spirit of female entrepreneurship that our organization embraces,” said *Enterprising Women* publisher Ms. Monica Smiley, who adds: “Pamela took what was a start-up in 1988 (founded by female entrepreneur Ms. Dorothea Johnson) and in the midst of the Great Recession, against all odds, forged ahead and grew the business including taking it global - most recently opening an office in Dubai, UAE. Along the way, she has paid it forward, fostering and mentoring other female entrepreneurs and businesswomen around the world.”

Mr. Ike McLeese, President of the Greater Columbia Chamber of Commerce in SC, was thrilled, and

not surprised, with the news, noting: “Ms. Eyring’s role in our local business community goes beyond her position as a member of the Chamber of Commerce. In addition to being a role model we have hired her to train and educate our local business leaders, and their employees. In the end, she’s helping raise the ‘business etiquette and protocol’ bar in the city of Columbia.”

Under her leadership (since acquiring PSOW in 2005) Ms. Eyring created the first protocol officer course and then secured accreditation for the school, making it the only accredited school of its kind in the US. Next, she sought approval and listing on the US General Services Administration federal contractors’ list enabling PSOW to provide training services to the federal government. This step enabled the expansion of PSOW’s graduate base. When the Great Recession hit in 2008, Ms. Eyring and her team took a cue from the airline industry which cuts back on the number of flights per day to force capacity. In 2009, the school reduced its number of annual courses and then launched less-costly, abbreviated/customized trainings and one-day seminars for individuals and groups. It also launched its first e-learning operation, an inexpensive way for people to learn etiquette and protocol skills.

Additionally, in 2009 the school went global conducting trainings in Turkey, Trinidad & Tobago, The Netherlands, and the United Arab Emirates culminating this past summer with PSOW opening a regional office in Dubai, UAE (the school’s first outside of the US). In 2012, the school doubled its employees and purchased its own building in Columbia, SC to house PSOW administrative headquarters. Most recently, the school was certified as a Woman Owned Small Business by the US Women’s Chamber of Commerce.

Ms. Eyring’s list of women-oriented, organizational and leadership affiliations is long and impressive including membership with: Women Impacting Public Policy – Procurement Committee; Enterprising Women Board of Advisors; Women in Defense; U.S. Women’s Chamber of Commerce, and Women Presidents Organization - Member Advisory Council.

“Mentors have helped me along the way, most notably our school’s founder, Dorothea Johnson, who remains my role model today. I think it is crucial that business women share their knowledge and experiences. I enjoy coaching women on how to strengthen their business skills and build professional relationships just as Dorothea and other successful women have done for me. These “soft skills” are essential in aiding in one’s success,” says Eyring.

Ms. Eyring says she presently has two key growth plans and goals for PSOW. First, to capitalize on the success of the school's recent 20-week Presidential Protocol Certificate conducted in Abu Dhabi, UAE by establishing a vocational-degree granting program or diploma in the Washington, DC metro area. Next, she wants to secure a "brick and mortar" PSOW school to serve as a training site for programs and seminars.

ABOUT THE PROTOCOL SCHOOL OF WASHINGTON:

The Protocol School of Washington® (PSOW) is the first and only nationally accredited institute of higher education and training devoted to international protocol, global business etiquette and image, and cross-cultural communication. The PSOW trains professionals from the corporate and non-profit worlds, academia, the military, and all levels of government in the United States and abroad. Founded in 1988, PSOW is recognized as the global leader in its field, with an alumni base of nearly 4,000 graduates from 58 countries, as well as thousands more who have attended the school's customized trainings. The PSOW's expert facilitators hail from backgrounds as diverse as the White House, the Disney Institute, the Pentagon, The Hague, state government, international academia, and private corporations.

ABOUT *ENTERPRISING WOMEN* MAGAZINE:

Enterprising Women, with headquarters in Cary, N.C., is the nation's only women-owned magazine published exclusively for women business owners that chronicles the growing political, economic and social influence and power of entrepreneurial women. The magazine provides a meeting place, a public forum and a national stage for critical issues confronting women's businesses (and women's daily lives) from the unique perspective and experience of entrepreneurial women.