



NEWS RELEASE

PRESS OFFICE

Release Date: **April 23, 2007**
Release Number: **07-13**

Contact: **Jan Nienow-(414) 297-1096**

Madison Journalist Wins SBA National Champion Award

Madison: Jody Glynn Patrick, Vice President and Publisher of *In Business Magazine* and creator and co-host of *On Air with In Business Magazine* radio program has won SBA's 2007 National Small Business Journalist of the Year award.

Ten years ago, when Jody assumed the leadership position of *In Business* (IB), she started setting stringent standards. Holding the belief that business editors and/or writers could only authentically report on benchmarks for other industries if they were components of a viable business themselves, Jody's first challenge was to give the owner an acceptable return on investment-and to make that a goal for all staff.

Today, the editorial content of *In Business Magazine* is rich with insightful synthesis, and story assignments reflect an advocacy interest. As the editorial team has really come to understand the demands on small business owners and managers, it has been better able to inform the public of entrepreneurial accomplishments and contributions. They understand the challenges of state and regional economic initiatives or constraints and they are able to provide a theatre for discussion. They help galvanize constructive responses and cooperative local initiatives.

Both *In Business Magazine* and *On Air with In Business Magazine* use their editorial expertise to advocate for small business, calling out political leaders on anti-business legislation or mandates and encourage thoughtful exploration of sensitive business topics. By helping the larger public understand the demands on small business, *In Business* also helps the community acknowledge small business contributions.

Jody still writes a monthly column and personally writes and edits special reports on topics relevant to small business owners and managers, including a roundtable series bringing together decision-makers across industries.

- m o r e -

As SBA's Small Business Journalist Champion, Jody was judged on her concerted effort to increase public understanding of the importance of small business contributions to the economy; contributions of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues; voluntary community service aimed at enhancing small business opportunity; and growth and other achievements that exemplify media efforts to improve the understanding of the role of small business in the U. S. economy.

"I am extremely proud to have Jody Glynn Patrick of *In Business Magazine* and *On Air with In Business Magazine* radio show named as the U.S. Small Business Administration's 2007 National "Small Business Journalist of the Year Award winner." "Jody truly reflects the word "small business champion" through her outstanding achievements by creating many channels for small business advocacy and recognition."

Jody's National Champion Award will be presented to her on Monday, April 23, in Washington, D.C., at an evening reception in the U.S. Department of State (Diplomatic Reception Room) as part of the 2-day annual *National Small Business Week Celebration*. In Wisconsin, Jody will be honored at the *SBA/SCORE Awards Presentation Breakfast* on Friday, June 1, 2007 at the Country Springs Hotel in Waukesha. For more information on the awards breakfast, please contact Mary Trimmier at (414) 297-1093 or email her at mary.trimmier@sba.gov.

###

Additional information about SBA's programs and services is available at SBA's Web site: www.sba.gov and Wisconsin's SBA Website: www.sba.gov/wi