

Zietlow receives national small-business honor

Zietlow named 2007 Women in Business Champion of the Year

By Bethany Nolan 331-4373 bnolan@heraldt.com

March 31, 2007

Charlotte Zietlow has been named 2007 Women in Business Champion of the Year by the U.S. Small Business Administration.

Zietlow was nominated for the award by the South Central Indiana Small Business Development Center, director Brian Kleber said.

Zietlow won at the state district, Midwest regional and national level.

“This is recognition that women in business need a champion,” Zietlow said. “I’m very grateful and think it’s amazing, quite frankly.”

The nomination highlighted Zietlow’s history, ranging from her experience co-founding gourmet cooking supply shop Goods for Cooks to her work with SEED Corp., a local nonprofit group that helps small businesses, to her work with Middle Way House, which helps abused women.

She has also been named Woman of the Year by the city, and been a Sagamore of the Wabash recipient from former Gov. Frank O’Bannon.

“For more than four decades, Charlotte’s has been a loud and true voice for the betterment of all women and her community as a whole,” her nomination read.

Zietlow will receive her award in April at a reception in the U.S. Department of State. She’ll be recognized locally as well.

According to the Small Business Administration, nominees were recognized on the basis of having met one or more of the following criteria:

- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
- If in a small business, evidence of success as measured by sales and profits.
- Voluntary efforts beyond business/professional responsibilities to advance small-business interests within the small-business community, state and/or nation.
- Support of the small-business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating the nominee’s effective support of small business.