

## News Release



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FOR IMMEDIATE RELEASE

### **RESOLUTION RESEARCH® NAMED AS TOP 100 COLORADO WOMAN-OWNED BUSINESS**

**TOP 2007  
BUSINESS**



**Denver, Colo.,** — June 13, 2008 — In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Resolution Research as one of the Top Woman owned businesses in the state of Colorado (Div100).

The Div100 is the 8th annual listing of the Colorado's top 100 women-owned businesses. The companies listed on the Div100 represent the Colorado's top multicultural earners and challenge the long-held notion that a women-owned business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with women owned companies.

#### **The Impact of Women Owned Business**

"Women businesses and consumers are a growing force in the U.S. economy, and a force to be reckoned with," said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com. This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business."

Affected by recent economic and demographic trends and changes, Fortune 1000 corporations throughout the country have recognized that buying products and services from women owned companies positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

Carmen Castillo, President of Superior Design International, Inc., Florida commented "These groups of companies represent the organizational spirit that drives our economy and even more. It offers insights into a vastness of cultures

and an exchange of ideas that are so valuable in helping me to understand how to reach the needs of today's consumers”.

“We are extremely delighted to have attained this recognition.” said president and founder Nina Nichols. “At Resolution Research, our diverse and talented staff is committed to providing the highest quality of service and work while continually striving to meet and exceed our clients’ expectations.”

### **The Div100**

The Div100 is a classification that represents the top 100 women-owned businesses in the state of Colorado, in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural and women-owned businesses use the list. The Div500 is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

### **About Resolution Research**

Resolution Research®, a Denver-based market research firm is solely owned by Nina Nichols, who founded the company in 1990. The company is a full-service provider of quantitative and qualitative market research, from telephone and online surveys, in-home product tests, focus groups, IDIs and recruitment, to survey design, tracking, analysis and reporting. Resolution Research® is WBENC certified. For more information, please visit [www.ResolutionResearch.com](http://www.ResolutionResearch.com) or contact Resolution Research® at 800-800-0905 or [info@re-search.com](mailto:info@re-search.com).

### **About DiversityBusiness.com**

Launched in 1999, with over 35,000 members [DiversityBusiness.com](http://DiversityBusiness.com) is the largest organization of diversity-owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies and colleges and universities. Members use the sites technology to find and track new business opportunities. It also produces the country’s largest conference on diversity education and training for major corporations and small business. Its research on top businesses appears in Fortune, Forbes, Business Week and numerous magazines and media publications. The site has gained national recognition and has won numerous awards for its content and design. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. CCA was founded in 1980 by CEO Kenton Clarke.

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