

**FOR IMMEDIATE RELEASE****CONTACT:**

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NEW BRUNSWICK, NEW JERSEY, JANUARY 22, 2009 - The New Jersey Women Lawyers Association (NJWLA) received rave reviews for its "Business Plan Boot Camp" held at the New Jersey Law Center on January 22, 2009. NJWLA's Gender Equity Task Force offered the Business Plan Boot Camp, which included a presentation on business plan best practices by Stewart Hirsch, a former in-house attorney, who now provides individual, team and group coaching to lawyers and other professionals. Mr. Hirsch also presented four business plans that were pre-submitted to him by volunteers from different practice areas with whom Mr. Hirsch worked prior to the seminar. Mr. Hirsch used the pre-submitted business plans as examples to show how to develop a business plan that integrates business and personal goals and also provided advice and strategies on executing the plans. Following the presentations, the attendees broke up into smaller groups with a facilitator and worked on drafting their own business plan. Nearly 40 attorneys participated in the Boot Camp.

NJWLA's mission is to retain women in the legal profession through education and activism, to promote our members to the highest levels of law firm, government, academic, community and corporate positions and to endorse qualified female attorneys for appointments to the state and federal judiciary. NJWLA fosters leadership among its members by promoting professional activities, mentoring, educational programs and networking functions. NJWLA is the voice on all issues of importance to women engaged in the practice of law.

