

FOR IMMEDIATE RELEASE

HOLLY G. GREEN NOMINATED FOR THE 2011 BRAVO! AWARDS

The Human Factor, Inc.'s CEO, Holly G. Green, has been nominated for Woman Business Owner of the Year by NAWBO.

SAN DIEGO, California (May 2011) – The National Association of Women Business Owners (NAWBO), which promotes, supports and educates women business owners in achieving success, recently announced the nominees for its six 2011 BRAVO! Awards. San Diego's own Holly G. Green has received one of these nominations in the category, Woman Business Owner of the Year. The winners will be unveiled at the dinner event on Wednesday, May 18.

As CEO and Managing Director of The Human Factor, Inc., (www.TheHumanFactor.biz) Holly G. Green exemplifies what it is to be a successful woman in business. Holly is an acclaimed speaker, consultant, behavioral scientist and top selling author. Her bestselling book, *More Than a Minute - how to be an effective leader and manager in today's changing world*, is published in nine languages and distributed globally. Clients include FORTUNE 100 companies such as AT&T, Dell Computer, Microsoft, Expedia, Nokia, and Google as well as start ups. As a consultant, she helps these companies get clear on what winning looks like and align the resources and energy of the organization in order to get there.

Perhaps most importantly, Holly is a woman business owner and mother who believes strongly in giving back to the community and in mentoring women to even greater success. In the past year, Holly was named Business Leader of the Year by California State University San Marcos (CSUSM) for her continuing contribution to the business community and students in San Diego. She also serves as a mentor in CSUSM's mentorship program and is a frequent guest lecturer on leadership. Holly is on the board of the Chairmen's Roundtable, a nonprofit group of senior executives providing pro bono advice to midsized companies and serves on the executive leadership team for the San Diego American Heart Association Go Red for Women and frequently speaks to women's groups on getting heart healthy.

Holly is a role model for today's business woman. She is a successful wife, parent, business owner and community advocate, giving back constantly. Being nominated for this year's BRAVO! Awards is an honor and testament to her ongoing commitment to helping others be even more successful.

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About NAWBO San Diego

The National Association of Women Business Owners (NAWBO) is the voice of America's 10.6 million women-owned businesses. Since 1975, NAWBO has helped women evolve their businesses by sharing resources and providing a single voice to shape economic and public policy.

NAWBO is a non-profit organization of more than 8,000 members that represents women business owners across all industries. NAWBO San Diego is one of about 80 chapters across the U.S.