

For Immediate Release

**Contact: Ayoka Blandford
202-293-1100, x 8933**

Successful Workplaces Foundation Hires Applied Research Director
BPW Foundation Seeks Evidence-Based Solutions to Workforce Issues

[May 17, 2010, Washington, DC] Business and Professional Women's (BPW) Foundation has hired Kara Nichols Barrett as the director of applied research. BPW Foundation is a 501 (c) (3) research and education organization recognized for its evidence-based solutions to workplace and workforce issues. BPW Foundation partners to create successful workplaces for working women, their families and employers.

“Ms. Nichols Barrett brings a broad background in research and project management on gender issues that will greatly enhance BPW Foundation's research and programmatic capabilities,” said Roslyn Ridgeway, chair of the Board of Trustees. “This is a key position for our organization. The ability to apply research to the workplace to address the needs of today's workforce is critical to our nation's success.”

Most recently, Nichols Barrett has been working as a research consultant to BPW Foundation on its Young Careerist Research Project, to determine the views of Generation Y women about the workplace in order to support their success and that of their current and prospective employers. The vision is to build successful and profitable workplaces for employers and employees. Understanding and addressing the needs of Generation Y women is and will be critical to employers in order to maintain a competitive edge in the marketplace.

“In this new capacity, Ms. Nichols Barrett will be responsible for the development, evaluation, and oversight of all mission-focused new and existing applied research including research design, budget management, development support, partnership development and research implementation. She will be in charge of translating the organization's goals into specific applied research, education, tools, outreaches and events,” explains Deborah Frett, CEO for BPW Foundation. Nichols Barrett will work in conjunction with BPW Foundation's research and education committee which provides a mixture of business, workforce development, academic and research expertise.

“With Kara's wide experience in the gender issues both in this country and abroad as well as her extensive writing in the field, she is uniquely qualified for this challenging position,” Frett said.

Previously Nichols Barrett was the research and program manager for the Greater Access to Trade Expansion (GATE) Project. Her work involved strengthening the capacity of USAID/Washington and its Missions to integrate gender-equitable practices in economic growth and trade activities.

Other work experiences include serving as the gender integration specialist for the USAID Jordan Economic Development Program and conducting research at the National Center for Fathering in Cairo, Egypt on the impact of father-daughter relationships in Egypt.

Nichols Barrett has written and co-authored more than a dozen articles on gender equity issues, encompassing economics, gender training programs for integrating women into a variety of fields, and trade issues.

She has a bachelor's degree in International Studies from Taylor University in Indiana and a master's degree in Public Anthropology from American University in Washington, DC.

BPW Foundation supports workforce development programs and workplace policies that recognize the diverse needs of working women, communities and businesses. BPW Foundation is a 501(c)(3) research and education organization. To learn more, visit www.bpwfoundation.org.