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**Press Release  
For Immediate Release  
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**Eileen Koff Selected As a “Top-Idea Maven”  
by The Woman’s Advantage**

*Entrepreneur’s Advice Featured  
in 2010 Woman’s Advantage Calendar*

Stony Brook, NY – Eileen Koff C.P.O.® of To The Next Level was selected from over 3,500 submissions to be featured in *The 2010 Woman’s Advantage Shared Wisdom Calendar*. The calendar provides advice for women business owners from influential women leaders across the US and Canada.

Mary Cantando, Growth Expert of The Woman’s Advantage, today announced that Eileen Koff’s advice will be included in the calendar, which is to be released this month.

Eileen Koff’s quote was selected because it was powerful yet easy to understand. Her idea is relevant to almost every woman in business today,” says Cantando. “Women business owners and those who dream of starting a business will learn so much from the advice provided by Eileen and the other successful women quoted in the calendar.”

*The Woman's Advantage 2010 Calendar* provides sound bites of advice on key business issues including: organization, promotion, sales, and human resources.

#### About Eileen Koff, C.P.O.<sup>®</sup>

“You can be smart and productive, and still disorganization can undermine your quality of life”. Founder of *To The Next Level* professional organizing company in 1998, Eileen Koff helps her clients to uncover the causes of disorganization in their lives and helps them conquer it. A leading expert in the field of organization she has been quoted in the national publication Parent's Magazine and numerous times in Long Island Business News and Newsday. She is a proud member of the National Association of Professional Organizer's Golden Circle, and currently serves as NAPO's Newsletter Editor. Eileen is also a member of the National Study Group on Chronic Disorganization.

#### About Mary Cantando:

Mary Cantando is a nationally recognized expert on women business owners. She is the developer of the successful Woman's Advantage line of products, geared specifically to women entrepreneurs. A member of the National Speakers' Association, Cantando provides keynotes and workshops for women who want to grow their businesses.

#### About The Woman's Advantage:

The Woman's Advantage is a line of information products, including books, workbooks, audio CDs, and calendars designed exclusively for successful women business owners. For more information, call 919-841-0401 or visit <http://www.WomansAdvantage.biz>

#### News Facts:

- Eileen Koff, C.P.O.<sup>®</sup> was selected as a “Top-Idea Maven” by The Woman's Advantage. Her quote appears in the 2010 Woman's

## Advantage Calendar.

- The Woman's Advantage Calendar provides daily advice on key business issues including: organization, promotion, sales, and human resources.

### Keywords:

Eileen Koff C.P.O.<sup>®</sup>, To The Next Level, Women Business Owners, Woman Business Owner, Women Entrepreneurs, The Woman's Advantage, Entrepreneurs, Mary Cantando, The Woman's Advantage Shared Wisdom Calendar