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**BARBARA SPECTOR YENINAS NAMED BY NJ BIZ MAGAZINE
AS ONE OF NEW JERSEY'S BEST 50 WOMEN IN BUSINESS**

HOLMDEL, NJ (March 22) –Barbara Spector Yeninas, Senior Partner and CEO of BSY Associates, Inc., an international marketing communications agency, was honored as one of New Jersey's Best 50 Women in Business by NJ Biz Magazine last Monday at The Palace at Somerset Park.

According to D. Lee Carlson, Publisher of NJ Biz, "Our independent judging panel has recognized you for your commitment to professional excellence and your community."

The company has an established client base and has carved out a niche in this essential multi-billion dollar industry. Yeninas continues to lead the company's strategic direction and oversee all public relations programs, while actively participating in organizations that support New Jersey's community, such as Family and Children's Service of Monmouth County.

BSY Associates still provides a complete range of integrated marketing communications that involve public relations, advertising, corporate branding, event management, international crisis response, design--from ads to webs--and successful marketing advice to businesses of every size. The company grew from an entrepreneurial venture to one of the most respected agencies covering this field throughout the world, with a team of talented professionals.

Dr. Linda Hays of Morristown, who heads an organizational management company, said: "Barbara's business acumen, commitment to her clients and team-building skills and ability to adapt to a changing world are worthy of such recognition. She could have invented the concept of globalization as she has always been outwardly focused on the value of diverse partnerships while building strong teams to support the many services and products she provides for clients around the world. In every endeavor she brings new ideas, creative solutions and talent management skills together to promote business opportunities."

Said Yeninas: "The list of awardees represents a superb array of bright, dynamic and talented women who have made a difference in our state. I am honored to be in their company."

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