

JK Design Recognized as a WBENC-Certified Women's Business Enterprise



The women of JK's leadership team (l-r): Sharon Weresow, Chris Milan, Barbara Kaulius, Courtney Balzer, Martha Marchesi, Katie Kaulius.

In celebration of American Business Women's Day, NJ full-service creative agency announces gold standard for women-owned business certification in the US

Hillsborough, NJ, September 22, 2022 – In celebration of American Business Women's Day, JK Design, a full-service creative agency in central New Jersey, has announced they are now certified by the Women's Business Enterprise National Council (WBENC) as a Women's Business Enterprise (WBE).

WBENC is the largest certifier of women's business enterprises in the US and a leading advocate for women business owners, leaders, and entrepreneurs.

"WBENC certification marks an important milestone in our 37-year history," said Barbara Kaulius, the agency's principal and co-founder. "We can now better support our clients in demonstrating their commitment to fostering diversity and the continued development of their supplier diversity programs."

"It also reflects our own ongoing efforts to integrate diversity, equity, and inclusion into every experience our clients have with us—including helping them promote DEI in their employee engagement efforts, which is one of our core capabilities," she said.

The WBENC standard of certification is a rigorous process designed to confirm that a business is at least 51% owned, operated, and controlled by a woman or women. It includes an in-depth review of the business and site inspection.

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"I'm proud to lead an agency that is not only certified as women-owned, but is also committed to hiring and developing female talent," said Martha Marchesi, JK's CEO. "Today, women make up 50% of our leadership team and 59% of our overall staff. The talent, creativity, and unique perspectives they bring to our team help drive our success and make us a stronger partner to our clients."

JK is also certified as a New Jersey Small Business Enterprise (SBE). To learn more about their capabilities, see their work, and view current job openings, visit jkdesign.com.

About JK Design

JK is a full-service creative agency and women-owned business with deep experience in branding, employee engagement, and strategic execution. We partner with clients in the B2B, consumer, and internal communications spaces to build their stories, give them an authentic voice and distinctive look, and tell them in unique and compelling ways that connect with the people who matter most. JK is certified as a Women's Business Enterprise (WBE) and Small Business Enterprise (SBE), with offices located in Hillsborough, NJ. Connect with us at jkdesign.com.

About WBENC

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 17,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 350 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit wbenc.org.

About American Business Women's Day

American Business Women's Day honors the important contributions and achievements of American working women and women business owners. It was recognized in 1983 and 1986 by Congressional resolution and a proclamation issued by President Ronald Reagan.

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