



**FOR IMMEDIATE RELEASE**

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**INDUSTRY LEADING WOMEN HEADLINE CHAMBER'S FOR WOMEN WHO MEAN BUSINESS SERIES**

*Programs aim to empower female entrepreneurs with the skills necessary for success in today's marketplace.*

**West Hartford, CT** –The West Hartford Chamber of Commerce announced its 2010-2011 Women Who Mean Business Series. The program features industry experts speaking on topics relevant to the female entrepreneur. The series will launch on Wednesday, September 22<sup>nd</sup> at the Pond House Café. Under the backdrop of the Pond House's sprawling flower gardens, Susan Lesser, co-founder of nPlusOne Consulting, will present **Driving to Success: Selling to Women**. The program, presented by Connecticut River Community Bank, will explore the correlation between brain functionality and gender, key attributes of the sexes, and the negotiation process as seen from Venus.

"This program is in its third year and continues to gain momentum with female entrepreneurs," explains Chamber President, Marjorie Luke. "Now more than ever businesses need to focus on continued education. This series offers the opportunity for women to unite and discuss topics at the forefront of the business world"

**Driving to Success: Selling to Women** will be held on Wednesday, September 22, 2010 from 8:30 – 10:00 a.m. at the Pond House Café, 1555 Asylum Avenue, West Hartford. Cost for Chamber members is \$20; \$30 for guests. Participants can register online at [www.whchamber.com/WomeninBusiness.aspx](http://www.whchamber.com/WomeninBusiness.aspx). A complete list of Chamber events can also be found at [www.ExploreWesthartford.com](http://www.ExploreWesthartford.com).

The goal of the West Hartford Chamber of Commerce is to encourage the development of business and enhance the quality of life in our community. We have been living by this concept since 1908.

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## **ABOUT THE SPEAKER:**



Susan Lesser, co-founder of nPlusOne Consulting (formerly Susan Lesser Group) is a consultant to a wide range of privately-owned businesses and nonprofit organizations. With her Masters in Business Administration and more than two decades of experience, Susan is uniquely qualified to provide senior-level guidance. Her background in counseling enables her to see through the clutter, providing profitable insights and facilitating the kind of productive, future-oriented discussions that ultimately prove essential to the organization's success.

nPlusOne Consulting improves financial results by increasing employees' performance through a proprietary process of diagnosing, training and benchmarking. The consultancy improves bottom-line results by instilling the efficiencies of a team culture, while enhancing communications throughout the organization as a whole. In short, with deep, hands-on expertise across a wide range of industries, nPlusOne partners with a wide variety of clients, across a range of industries, to strengthen their business from the core.

## **FULL LIST OF FEATURED SPEAKERS:**

**November 17, 2010**

**Creativity - From the Inside out**

with Jill Butler, Jill Butler Design



In NYC, Jill worked for several Madison Avenue advertising agencies before spending 10 years with Vera Industries (Vera the scarf and sheet designer). At the top of her career, she left the US after the death of her father with the realization that life had a beginning, middle, and an end, and that she didn't know how to live.

Thus began the journey of living in Paris for 16 years while experiencing a new culture and language, learning to draw, write and paint, while giving up on "needing to know it all"!

Jill shares her journey by facilitating vision and creativity workshops, writing and illustrating books, as well as creating and licensing a nationally distributed table top collection. [www.jillbutler.com](http://www.jillbutler.com).

**January 19, 2011**

**Social Enterprise: A Woman's Business Model**

with Kate Emery, Founder and CEO of Walker Systems Support & Social Enterprise Trust



Kate Emery is Founder and CEO of Walker Systems Support, one of Connecticut's largest IT Services firms serving small to medium sized businesses and nonprofits. But what Kate is most proud of is the restructure of Walker as a Social Enterprise. Among other things, this requires that any profits that are distributed by Walker must be split equally between employees, investors and the community. Kate also founded reSET, the Social Enterprise Trust, a nonprofit 501C3 to help promote, preserve, and protect Social Enterprise. She is currently working with a large group of concerned citizens to make CT a hub of Social Enterprise. Kate will be talking to us today about the Social Enterprise model and how it offers sustainable solutions, and why women will play an important role in moving this model into the mainstream of business.

**March 16, 2011**

**21st Century Leadership and Influence: Defining the New Age of Leadership**

with Marge Piccini, Sales Leadership Expert and Executive Life Coach



After spending 25 years building a career filled with accomplishment and awards she discovered that success has nothing to do with what you accomplish, what you earn, or what you are recognized for. She worked very hard (some would say “too hard”), ranked in the top 10% of the #1 company in her industry for several years and enjoyed all of the rewards (money, prestige) yet she had the lingering sense that something was missing. Since then, Marge has unearthed her passions and purpose and has dedicated her efforts to create a life full of meaning, fulfillment and joy. Her mission is to help others to do the same.

**May 4, 2011**

**Open the Doors of Opportunity**

with Linda Denny, President and CEO of the Women’s Business Enterprise National Council (WBENC)



Linda Denny is president and CEO of the nonprofit Women’s Business Enterprise National Council (WBENC), the leading advocate for and authority on women’s business enterprises as suppliers to corporations. WBENC, which provides a national and international “gold standard” third party certification that a woman’s business is at least 51 percent woman owned, operated, managed, and controlled, helps hundreds of major corporations, states, cities, and other entities use their supplier diversity programs to cultivate business with WBENC’s 10,000+ certified women’s business enterprises. Ms. Denny draws on a wealth of experience in corporate, financial service, and entrepreneurial arenas to lead this multifaceted organization. [www.wbenc.org](http://www.wbenc.org)