



**FOR IMMEDIATE RELEASE**

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**RENOWNED NETWORKING EXPERT TO BE FEATURED AT WOMEN'S INITIATIVE FOR SELF EMPLOYMENT EVENT**

*Susan RoAne, author of How to Work a Room will deliver keynote at September 15 Connect Event for Women's Initiative graduates and local business leaders*

Oakland, CA – Women's Initiative for Self Employment, a Bay Area nonprofit which provides low-income women with the training and resources to launch a business and become financially self-sufficient, is hosting a Connect Event for its graduates and local business leaders on Wednesday, September 15<sup>th</sup> from 6:00 to 8:00 p.m. at the Hilton Garden Inn in Emeryville. The event will feature keynote speaker Susan RoAne, author of How to Work a Room.

Women's Initiative hosts Connect Events in order to connect successful entrepreneurs and business professionals with graduates of the Women's Initiative training program. Research from Women's Initiative shows that the women who participate in Women's Initiative on-going support services, including Connect Events, increase their annual income nearly \$10,000.

"Participating in one of our Connect Events is a great way for local business people to give back to the community and share their knowledge and experience with aspiring entrepreneurs," said Thais Rezende, executive director of Women's Initiative in the East Bay. "These events are great networking opportunities for our graduates as well as for the professionals who participate." **Area business leaders and professionals interested in being a business connector at this event should contact Christiane Gonzalez at 510-287-3621 or [cgonzalez@womensinitiative.org](mailto:cgonzalez@womensinitiative.org)**

Keynote speaker Susan RoAne is a recognized national expert on using networking to build a business. She has been featured and quoted in the *New York Times*, *Wall Street Journal*, *USA Today*, *Newsweek*, *Chicago Tribune*, and many others. Her best-selling book, How to Work a Room, offers tools and strategies for establishing a presence, connecting and engaging face-to-face in order to build a network and a business.

**About Women's Initiative**

For more than 20 years, Women's Initiative has been providing low-income women throughout the Bay Area with the training, funding and ongoing support to start their own business and become economically self sufficient. In English and in Spanish, women conquer their fears of success, complete a business plan, learn technology, access capital, and meet influential and experienced business people who can help them succeed. The women who go through our program significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy. In 2009 alone, Women's Initiative graduates created 2,244 jobs in the Bay Area. .