



WOMEN ENTREPRENEUR'S NETWORK (WEN)

BUSINESS BREAKFAST SERIES:

"Behind every successful woman there is an empowering story!"

"Behind every successful woman there is an empowering story!" This is so true. The Women Entrepreneurs' Network (WEN) business breakfast series is a Rutgers-Newark SBDC program started in 2005 and designed only for women to give them a sacred place and space to hear empowering stories of how other women have succeeded in business and career. Attending these intimate monthly business breakfast meetings, gives women an opportunity to meet role models in business and make contact with professional career women who are power brokers in their professional sectors, as well as network with other women of like minds with the same aspirations for success through entrepreneurship while making contacts that matter.

In the last two years since the program started Guest speakers have been women in business generating over a million dollars (\$1,000,000) in sales revenue. In 2007 we are introducing another speaker criterion which include successful women in the private and public sector who are in key positions that relate to providing opportunities to small businesses, such as provide procurement opportunities, access to capital, information resources to enable small business growth or just that the speaker's success story will inspire for our women business owners or her experiences will serve as a great role model. The WEN Program is an important part of meeting the SBDC goal of enhancing services to our small businesses on a growth path, provide networking benefits as well as boost the confidence of women entrepreneurs attending in the breakfast series.

Guest Speakers will share both their personal biography and business or professional success stories, for example: How they got started? What made you go into the business/profession you are in? What have been the keys to success? Who inspired you along your journey? What were the challenges you faced and how did you overcome them? How have you been able to manage the work/family/life balance in your business or career? In conclusion, what are the principles you would share with these women in business? How can they tap into available business opportunities? Feel free to include any other issues they believe are important or relevant to this empowering story!

1. The audiences are diverse, start-up entrepreneurs and established women business owners. All participants are pre-registered.
2. All the breakfast series will be held in the Rutgers School of Business at Rutgers Newark campus, Newark/NJ. The business breakfast series are usually every 3rd Thursday of every other Month from 8:00am-10:00am. Guest Speakers will have 30-45minutes to make the presentation and thereafter time for Q & A and network with attendees.
3. PowerPoint presentations set up and AV equipment provided. Let us know your requirements. Continental breakfast will be provided.
4. If guest speakers have product sample give-aways they would like to share with the audience feel free to bring them

Sharing your story will be an empowering and inspiring to our women entrepreneurs and I thank you to making such a personal contribution to our Center. I can be reached on email at: tndoro@andromeda.rutgers.edu
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