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# Event will encourage networking

## Women's group to present day of interaction, workshops

By *ERIC RUTH, The News Journal*

Posted Saturday, January 19, 2008

When Carol Arnott stepped out of the corporate world and started a [business](#) of her own, she already knew some of what it would take. But there was one skill she sorely lacked.

Networking knowledge.

At the time, this independent financial planner didn't realize how crucial it would be to forge relationships with fellow women [business owners](#).

Or how helpful so-called rivals could be. "I had no idea. I didn't know how to network," she said.

On Wednesday, Arnott and the group she leads -- the Delaware chapter of the National Association of Women Business Owners -- will work to encourage such interactions and will deliver a full day of learning at the "Today's BusinessWoman" event.

Besides [networking opportunities](#), the day will offer workshops



"It's a way to bring women together, to build strategic alliances," Carol Arnott said of Wednesday's event for women business owners. [\(Buy photo\)](#)

The News Journal file

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on such topics as online self-promotion; getting past career "walls"; dealing with different personality types; and presenting technical subjects in a creative way.

"It's a way to bring women together, to build strategic alliances," Arnott said of the event.

Often, such alliances can help create the kind of resolve that's needed to address difficulties affecting women in business.

"Health costs and procurement are still issues for women business owners in Delaware," said Devona Williams, president-elect of the group. "A lot of times, women-owned businesses are not at the table when it comes to procurement opportunities."

Historically, women's business groups also have tended to be somewhat at odds with one another, Arnott said. To help address that, NAWBO Delaware is planning a networking event in March that will bring those groups into the same room for the first time.

"In the past, they just weren't working nicely together," Arnott said. "And I said, this is a big sandbox, ladies, and I think we can all get in and play together."

While such networking events mainly aim to help women, they typically also include a few wise businessmen, Arnott said.

"A lot of people think this is just a girls club," but savvy men are starting to see it's also a chance to learn the networking game themselves.

Contact Eric Ruth at 324-2428 or [eruth@delawareonline.com](mailto:eruth@delawareonline.com).

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### IF YOU GO

**WHAT:** Today's BusinessWoman event. Co-sponsored by the National Association of Women Business Owners/Delaware.

**WHEN:** Wednesday. Registration 12:30 p.m. to 1 p.m. Program: 1 p.m. to 5 p.m. Cocktail reception: 5 p.m. to 7 p.m.

**WHERE:** Delaware Art Museum, 2301 Kentmere Parkway, Wilmington.

**TICKETS:** Full program (reception included): \$65 for NAWBO members, \$85 for guests. Reception only: \$35 members, \$45 guests. To register, visit [www.NAWBODelaware.org](http://www.NAWBODelaware.org).

**INFO:** 355-9945

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### WORKSHOPS

#### The program Wednesday will include four seminars

- Monyka Berrocosa, Baltimore, owner of Women's Wine & Dine and MyCity4Her.com: Effectively promoting yourself and your business -- online and in person. Learn the tricks to promoting online, in person and in print.
- Ellyn Herbert, Delaware, owner of HerBiz: "Hitting the Wall" Interactive workshop and discussion of professional "walls," the importance of recognizing when you have hit it, and three key ideas for breaking through it.
- Caren McCabe, owner of McCabe Training & Development: DISCovering Yourself & Others. An

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introduction to key differences in personality types, practical insights into how people respond, and keys to understanding others.

•Gail Holden, SSD Technologies: Sizzling presentation skills. Interactive seminar examines hot technologies and demonstrates how to present technical subjects in a creative way.

**STORYCHAT** 

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