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**News 12 New Jersey Executive Producer Ivy Charmatz to be Featured Speaker
at Women Warriors in Business Symposium Slated for May 11**

Program to Enhance Women's Impact on Leadership in Business and Career

May 8, 2017 (NEWARK, NJ) ---**Ivy Charmatz**, an Emmy® Award-winning Executive Producer for News and Special Projects at **News 12 New Jersey**, will be the featured speaker for [America's SBDC New Jersey Women Warriors in Business](#), a high-impact women entrepreneur and leadership symposium and luncheon on **Thursday, May 11, 2017 at 8:00 am until 2:00 pm**, taking place at Rutgers Business School located at 1 Washington Park in Newark, NJ.

Since joining **News 12 New Jersey** in 1996, Charmatz worked her way to oversee the News 12 New Jersey's production of specials, including the very popular 'On The Road' series. *"This incredible event is an opportunity for women to come together and realize that although our paths may be different, our journeys are similar,"* said **Charmatz**. *"I'm looking forward to spending the morning with so many accomplished professionals to share some of their insight and inspiration."*

A graduate of Rutgers University, Charmatz has also worked on nationally syndicated television programs and is an experienced Public Relations expert with an emphasis on message identification and development.

"Ivy is a great addition to "Women Warriors in Business" as she embodies what can be accomplished through strength, passion and perseverance." said Deb Smarth, COO and Associate State Director of the NJSBDC.

The **"Women Warriors in Business"** program will help women explore leadership challenges and opportunities, identify competitive advantages, help with personal and organizational branding, access lenders for financing, and utilize procurement certifications that are necessary when it comes to competing for public/private contracts."

Joining **Charmatz** for **"Women Warriors in Business"** is keynote speaker, **Dr. Stephanie D. Burroughs**, of StephanieSpeaking, LLC. **Dr. Burroughs** is also a senior procurement consultant for NJSBDC Headquarters. An expert in diversity contracting, Stephanie will discuss having and succeeding in business within today's global marketplace.

Primary sponsors of **"Women Warriors in Business"** include **M&T Bank** and **Prudential Financial**. Partners include the **U.S. Small Business Administration**, **The American Legion** and **The State of New Jersey's Business Action Center**, a key funding partner of the NJSBDC network.

There is a general attendance fee of \$25. However, free attendance is provided for military members, veterans and military dependents.

Seating for **"Women Warriors in Business"** is limited and spots are filling fast. To register, visit <http://bit.ly/njsbdc-womenwarriors-2017> or <http://njsbdc-WomenWarriors.weebly.com>.

About America's SBDC New Jersey (NJSBDC)

The New Jersey Small Business Development Centers network, one of the first pilot projects in the nation, has provided comprehensive services and programs for small business in New Jersey for 39 years; SBDC experts help businesses expand their operations, manage their growth, or start new ventures. Expert staff and practicing business consultants help small business owners and entrepreneurs to develop business plans, find financing, accounting and financial analysis, identify new markets, initiate marketing strategies, find procurement and international trade opportunities, learn green sustainability practices, commercialize technology and develop an E-commerce presence. This non-profit network, a federal-state-educational partnership, leverages funding from the U.S. Small Business Administration (SBA), the N.J. Business Action Center, the educational institutions that host the 12 centers as well as other private sponsorships and additional private/public grants. The NJSBDC Headquarters, located at the Rutgers Business School in Newark, NJ, oversees the network which is an accredited member of the national network of America's SBDC. Up to 1,000 centers and satellite offices serve small businesses across the country, generating jobs, new businesses and economic development. Visit www.njsbdc.com.



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