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Women Warriors in Business Symposium Slated for May 11

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

April 27, 2017 (NEWARK, NJ) [America's SBDC New Jersey](#) invites women veterans and entrepreneurs to attend [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.

*"The goal of **Women Warriors in Business** is to facilitate a real dialogue about topics that are important to women entrepreneurs and leaders"* said NJSBDC Chief Executive Officer and State Director Brenda B. Hopper. The 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.

Focusing on empowerment, *"Women Warriors in Business"* will give women entrepreneurs and leaders candid insights from experts. Three panels will focus on the following: *'Being an Entrepreneur in Business and Career'*; *'Integrated Marketing in a Digital World'*; and *'The Real Deal in Winning Public and Private Contracts.'* The panels are comprised of accomplished entrepreneurs such as Cheryl McCants of Impact Consulting Enterprises; Michele Litzky of Litzky Public Relations; and Andaiye Taylor of BrickCityLive.com. Panelists also include business leaders and experts including Maureen Fairfax, Vice President, Strategic Sourcing at Prudential Financial; Dr. Tendai Ngoro, Regional Director of the NJSBDC at Rutgers University – Newark; Beverly Winkler, Director of Organizational Engagement, Learning & Development at PSEG; Dawn Fitch-Mitchel, Director of Diversity for DDB Worldwide; Stacy Smollin Schwartz, Rutgers University, Marketing Professor; and Donald Newman, Director of Small Business Advocacy, Business Action Center, NJ Department of State.

"We're excited to partner with The American Legion and provide guidance to our women veteran entrepreneurs." added Hopper. *"These outstanding women have many options available to them and we want to make sure they know the strength of entrepreneurship, while understanding that our network of business services and resources are here for them as well."*

According to U.S. Census Bureau data, New Jersey based women-owned firms make up nearly 32 percent of all businesses, generating \$49.5 billion in receipts. Nationally, a 2012 study from the National Women's Business Council reported that over 9.8 million women have businesses that generated \$1.4 trillion in receipts. Of that figure, approximately 383,000 veteran women-owned businesses – which are one of the fastest growing segments of the veteran population – generated \$17.9 billion in receipts.

"Though the numbers appear encouraging, women business owners still face significant growth challenges, as many cite issues including access to capital, education and resources being contributing factors to business development," said Hopper. *"Women Warriors in Business"* aims to address key issues facing women

entrepreneurs and leaders while providing encouragement, support and access to the resources needed to fuel growth.”

The keynote speaker for “**Women Warriors in Business**” is Stephanie D. Burroughs, of StephanieSpeaking, LLC, who 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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