

Keynote Speakers:



Jayne Huston, Director of Seton Hill University's E-Magnify women's business center. She is responsible for the strategic vision and administrative oversight of E-Magnify, one of four designated women's business center programs in Pennsylvania under the U. S. Small Business Administration, Office of Women's Business Ownership. The Center offers current and future women business owners a portfolio

of programs and services in business counseling, education and training; and mentoring.

Huston serves on Pittsburgh Magazine's "Spotlight on Women in Business" Advisory Panel and the Status of Women in Westmoreland County Project Team, and has been recognized among the "Top 100 People" and "Entrepreneur of the Year" (Non Profit) by Pennsylvania Business Central; as the U.S. Small Business Administration's Women's Business Advocate of the Year, Region III; and a Pittsburgh Pacesetter by Smart Business.



Carolyn Boser-Newhouse, President of SuperUser Technologies, has over 20 years of experience in Information Technology and over 15 years as a successful business owner.

Ms. Newhouse is a recipient of Pennsylvania's Best 50 Women in Business and has achieved many industry certificates. She has held many

local, regional, and state board level positions, including involvement in United Way of Bradford, American Cancer Relay-for-Life, the Technology Council of Western Pa, the Center for Advanced IT (eBizITPA), TeamPA Foundation, Harrisburg, and Bradford Economical Development Corporation (BEDC).



Susan Breon, Principal of Brown Dog Communications, Erie, is a career business manager with more than 25 years of experience in corporate public relations; media, government and community relations and strategic planning. She served as President of the Center for eBusiness and Advanced Information Technology (eBizITPA), 2003-2008.

Prior to that, she was Director of Administration for Erie County; director of public affairs for GE Transportation Systems in Erie for 10 years, where she was the primary community, media and government liaison for General Electric in northwest Pennsylvania. She also did public relations, marketing, advertising and government relations for Gulf Oil Corporation, Duquesne Light Company and a division of Armco, all in Pittsburgh, PA.



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Womens Leadership Initiative
KEYS TO SUCCESS SERIES



Sponsored by: United Way of Mercer County—
Women's Leadership Initiative (WLI)

Telephone: 724-981-1884

WLI Keys to Success Series

The United Way of Mercer County Women's Leadership Initiative is proud to Sponsor *Keys to Success*, a Women's Leadership Series designed to help women move successfully into leadership positions.



Keys to Success is a seven-session series of lunchtime seminars that will address a variety of topics to help women achieve success and grow into leaders in both the community and their careers.

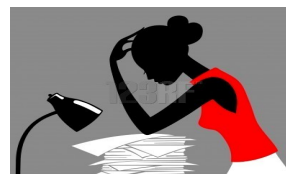
The series runs from January 21st to June 3rd, and concludes June 17 with a special networking event.

The cost is \$150 for the series, or \$35 per session. Each session will be held at various locations throughout the county between 11:30 a.m. and 1:00 p.m., and includes lunch. Businesses are encouraged to sponsor a prospective leader as well as donate to provide scholarships for staff members and/or clients of United Way agencies.

The *Keys to Success* has been developed by a committee of the United Way's Women's Leadership Initiative, assisted by Laura McElhinny, United Way's Development Director. Members of the committee are Kathryn Lima, President of Faro Enterprises; Lisa Bertin, IST Instructor at Penn State Shenango; Karen, Piccirilli, Assistant Vice President Business Banking and Women's Business Advocate, PNC Bank; Mickey Gula, Director of Women's Services and Community Outreach, Sharon Regional Health System; and Lisa Marcucci, President of Premier HR.

Keys to Success Series Calendar

- January 21** – “A Woman’s Path to Success” – Jayne Huston, Director, Seton Hill University’s E-Magnify women’s business center
Location: Farrell City Building
- February 11** – “Internet Tools for Today’s Professional” – Carolyn Newhouse, President and founder, SuperUser Technologies
Location: Penn State Shenango, Sharon
- March 4** – “Assertive Communication & Fitness for the Busy Woman” – Charlotte Chew-Strum- Senior Director, Sharon Regional Hospital Behavioral Health Department & Rebecca Hanigosky, MD, Obstetrics and Gynecology
Location: Sharon Regional Health System Diagnostic Center
- March 25** – “Budgeting for Success & Steps for Financial Success” – Licensed Financial Advisor
Location: Hermitage VFW
- April 22** – “Organizing for Success & Dressing for Success “ – Jeanne Hink, Owner, The Right Sort, Andrea Peters, Image Consultant –
Location: Penn State Shenango, Sharon
- May 13** – “Making it in a Man’s World” – Susan Breon, Principal of Brown Dog Communications, Erie
Location: Thiel College, Greenville
- June 3** – “Blooming Where You Live” – Panel of Business Women & Community Volunteers
Location: Mercer County Behavioral Health Commission, Mercer
- June 17**–Wine and Cheese Wrap-Up Party
Location: TBA



Keys to Success Series Registration

Please register me for the following:	Date	Price
<input type="checkbox"/> A Woman's Path to Success	01/21/2010	\$35.00
<input type="checkbox"/> Tech Tools for Today's Professional	02/11/2010	\$35.00
<input type="checkbox"/> Assertive Communication and Fitness for the Busy Woman	03/04/2010	\$35.00
<input type="checkbox"/> Budgeting for Success & Steps for Financial Success	03/25/2010	\$35.00
<input type="checkbox"/> Organizing for Success & Dressing for Success	04/22/2010	\$35.00
<input type="checkbox"/> Making it in a Mans World	05/13/2010	\$35.00
<input type="checkbox"/> Blooming Where You Live	06/03/2010	\$35.00
<input type="checkbox"/> Wrap-Up Wine and Cheese Celebration	06/17/2010	\$35.00
<input type="checkbox"/> All 7 Sessions + Wine and Cheese		\$150.00

Sign Up for all 7 Sessions + The Wine and Cheese for a Total Cost of \$150.00. The cost per session is \$35.00.

Total: _____

Please complete and return to the United Way by
January 15, 2010.

Name

Address

Phone

Email

Method of Payment

Check enclosed

Bill Me

Signature

Return to United Way of Mercer County
Attention Laura McElhinny
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