







Ask Us to Create A Program For Your Company, Organization, Association, Retreat!

Our goal: An audience that leaves our sessions ready to do something new, different, or something they've been putting off; because we've made it easy to move their business forward!

Our audiences: Business owners, executives, business development officers, branch or general managers, as well as sales and marketing executives. Especially women and those in various service professions, including finance.

Our titles: We change titles and descriptions and customize programs to meet the needs of the companies and organizations who hire us.

Facilitation: In addition to speaking, we provide companies and non-profits with strategic planning retreats lasting from ½ day to a week-long event.

Thank you for reviewing our speaking packet, here you'll find:

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Topics Available

These topics are available for paid engagements of various lengths. Topics will be customized for the audience and/or company.

Business Growth

One Page Business Plan for Teams or Departments Economy Proof Your Business: It Takes a One Page® 6 Ways to Economy Proof Your Business: S.Y.S.T.E.M.S

Roadmap to Career Success: It Takes Your Vision & a One Page Plan®

Non-Profit Roadmap to Success: It Takes a One Page Plan®

Roadmap to Business Success: It Starts with a Vision, or Two or Three!

5 Steps to Creating Inner Branding Business Systems Making the Shift from Self-Employed to Business Owner

Speak and Be Paid – All the Time – Really! Mastermind: Creating a Board of Advisors

Make More Money: Pricing Your Services "Just Right"

Thinking About Starting a Business? Let's Talk About What's Next!

Marketing/Networking

Marketing on a Limited Budget

Strategic Alliances - Powerful Yet Underused

Creating a Business Snapshot for Powerful Networking

Attract Better Clients Now: How to Quickly Identify More of Your Target Market

Power Networking: Networking to Increase Your Net-worth

Marketing With Integrity on a Limited Budget

Turn Your Knowledge into Cash: From Articles to Projects

How to Market Your Business - On and Off the Internet -- Writing Articles

How to Write an Article in 10 minutes

Social Networking/Internet

Integrating Business Networking with Social Networking
Demystifying LinkedIn
Linkedin 201
Creating Your First Website for under \$300 a Year
Creating a Professional WordPress Website Look for under \$300 a Year
Behind the Scenes of Your Website: HTML code for Beginners
Website Marketing on a Limited Budget

40 Ways to Bring More Pre-Qualified Traffic to Your Website









Low-Cost Marketing: Creating Your First Online Newsletter – Ezines that Shine.

Personal Development

Creating a Dream or Vision Board: Life Plan Keep Your Rear in Gear During Tough Times Setting Boundaries & Standards Clean Sweep Stress from Your Life Mission Possible: Creating a Life Mission Creating a Yearly Theme

MISC

Don't Miss It! How to Travel in NYC and See Everything You've Ever Wanted To See Cooking Italian Various Computer Classes









Economy Proof Your Business

It takes a Business & Marketing Plan on One Page

A Business Vision, Mission Statement, Objectives, Marketing Strategies, and Plans... OH MY! Can you think of anything more overwhelming to a business owner than the thought of putting all that down on paper? But you don't need to create a bloated master plan that you won't ever use. Instead, learn a dynamic One-Page planning approach that you'll use every day to guide your business and marketing efforts.

Planning can be an easy to understand and enjoyable -yes, enjoyable- process that will assist you as you create that solid foundation for your business. If you're like most people, you may think that business plans are just for start-ups. The truth is we all need clear plans to direct the growth of our companies, organizations, or careers. Once you have completed "The One Page Business Plan" you'll have in your hand the basis of your brochure, web page, networking, and marketing plan. What more could a business owner ask for!

Business Planning for the Real World

The secret is out! Worldwide more than 250,000 of the best CEOs, presidents, executives, and managers use it to guide their successes every day. It's standard business curriculum in 30 major universities, and is recommended by Oprah, Tom Peters, and Money Magazine! The right plan can mean the difference between success and failure, especially during economic times that are less than optimal. Now you can write a clear, concise and understandable business and marketing plan -simply, easily, and all on one page!

In this best practices briefing you will:

- ♦ Discover a 5-part comprehensive planning process to help you set priorities, and focus on what's important for your business growth.
- ♦ Learn the 5 simple questions that every plan must answer, to save you time and money.
- Understand how to design objectives that are motivating and produce results.
- Take home a vision statement, and at least one objective, strategy, and action item.









Economy Proof Your Business

It Starts with Your Vision

It's time to create a vision for a brighter, more profitable business future; because the truth is, if you don't know where you're going, you may not like where you'll end up!

Capturing your business vision is the first step you will take when creating your business plan. It is an important foundation that helps you chart where you want your business to go and it keeps you focused on what is important for its growth. Your vision describes what you want your business (or career, or life) to look like at its best, and is an important tool to help move you forward.

Attend this program and you will leave with a solid-draft of your business vision ready to use immediately. Programs can run anywhere from 20 minutes, to 2 hour full sessions. You'll learn how to develop a measurable, reasonable, and attainable vision statement in just 7 easy steps. Build the business of your dreams with a method that has worked for more than 250,000 business owners and executives globally.

In this best practices briefing, you will:

- ♦ Learn about 5 different ways to "vision" which you can use for personal or business visioning.
- Discover the importance of creating 3 vision statements for your business.
- Create a draft of a vision statement using the One Page Business Plan® methodology.
- Leave with a draft of your vision statement ready to use immediately.









Roadmap to Success

Envision Your Business Vision

"If you don't know where you're going, you'll probably end up somewhere else." -- Laurence J. Peter.

If you're like most people, you are under the impression that business plans are only for startups. The truth is that planning directs growth. It is an essential process which creates a living, breathing guide for daily focus and accountability. A plan is a crucial roadmap to progress and success for your company, organization, team, or career.

It's time to plan a Business Visions Statement [BVS] for a brighter, more profitable business future. Capturing your business vision helps you chart your business future, as it propels you forward. Now, grow your business using a method that has worked for more than 250,000 CEOs, presidents, independent professionals, and executives globally, including Oprah!

In this best practices briefing, you will:

- Discover a 5-part comprehensive planning process to help you set priorities, and focus on elements which are crucial for your business growth.
- ♦ Learn the importance of creating 3 vision statements
- Create a draft of a vision statement in just 7 easy steps using the One Page Business Plan® methodology.
- Leave ready to use your vision statement immediately.









Roadmap for Executive & Manager Success

It Takes Your Vision & a One-Page Plan®

It's simple, if you are unfocused, you're sure to waste a lot of time, money, and resources. Stop feeling like you're running in circles. Become more focused and watch your bottom line as well as your sanity improve dramatically! The greatest value in creating a one-page plan is the prioritization, direction, clarity, and learning it affords its owner. Every executive, team and manager must have a plan. You'll learn how to use your own words to create an effective plan for your career, department, profit center, or team, on one page.

The process links five very important business-building concepts: brainstorming, planning, execution, accountability, and results. The One Page Business Plan® is a living breathing plan that you'll use daily to guide you towards success!

In this best practices briefing you will:

- Discover a 5-part comprehensive planning process to help you set priorities and focus on what's important for your career or department growth.
- ♦ Learn 5 simple questions that every plan needs to answer, to save you time and money.
- Understand how to design objectives that are motivating and produce results.
- ◆ Take home a vision statement, and at least one objective, strategy, and action item.









Non-Profit Roadmap to Success

Do More with Less! It Takes a One Page Business Plan®

You may think business plans only benefit for-profit businesses, but today's non-profits need a roadmap, too. This is especially true in these difficult economic times, when achieving more with much less is the "norm".

The secret is out! Finally, there is a simple yet effective planning method, made especially for non-profits. Since 1994, more than 10,000 health organizations, human services, community agencies, hospitals, faith-based organizations, schools and more, have used this process to reach higher levels of success.

Planning for Real-World Results

Don't create a bloated master plan that you'll never use. Instead, learn a dynamic one-page planning approach that you'll use every day to guide your organization. This process is also highly effective in developing plans for key programs, projects, departments, and staff positions. Particularly in sub-optimal economic times, the right plan can mean the difference between success and failure.

Learn about a powerful process that:

- ♦ Helps create a clear, concise, and actionable plan.
- Encourages alignment, integration, and measurable results within the organization.
- Links strategies, actions, and goals...easily!

In this 2-hour best practices briefing you will:

- Learn the 5 simple questions every plan needs to answer to save you time and money.
- Design objectives that motivate and produce results.
- Take home a vision statement, and at least 2 objectives, strategies, and action items.









LinkedIn™ 101

Extreme Profile Makeover

Do you have lots of free time to learn all this new social media technology? No? Attend our practical and expansive LinkedIn™ workshop, and catch up. Finalize your LinkedIn™ profile so that it's working for you 24/7!

An incomplete or boring LinkedIn™ profile sabotages your networking, business, or career development efforts. Just like any marketing tool used incorrectly, it can also destroy the brand you've worked so hard to create.

Don't let this resource go to waste! Learn how to liven up your profile so that it's working for you and your business—even while you sleep! It all begins when you complete your profile. So let's get your started or working for your today!

In this best practices briefing, you will:

- Discover who uses LinkedIn™, and why you should too.
- Learn 17+ ways LinkedIn[™] can be used to propel your business success.
- · Learn how to avoid violations that could get your profile "shut down".
- Receive step-by-step instructions for creating an outstanding LinkedIn[™] profile.









About Speaking Fees

Maria will gladly customize her content directly to your business, owner, marketers, executive, or non-profit audiences. She will inspire their success by providing insights, resources, and exercises to instill skills that can be used immediately. Maria is an international professional speaker and welcomes the opportunity to speak throughout the globe.

Maria is well connected, and any event which she is a speaker for will be promoted through her email and social networking contacts with an international readership. She will also send notices to newspapers in the area she is to speak in, create flyers for the group and herself to hand out, and create a web page on her site for others to find. This brings potential members to groups and provides the organizations with extra exposure.

Want a discount? Ask Maria to speak at your conference a few times during its duration.

To request Maria as a speaker, complete our speaking form at:

www.ActNowSeminars.com/form.html

Here you will also find headshots, introductions for groups to use, additional bios, current engagements, and additional testimonials.

Pro Bono Speaking Requests

Maria also accepts quarterly engagements for *in-kind offerings*, within a comfortable driving distance of Poulsbo or Seattle, WA. Email Maria at OK@ElevatingYourBusiness.com for additional information. If you have already submitted a Speakers Request, look for another email with additional details.

Watch Videos

Once you get to the pages below, give permission (on the top of the page) for Microsoft Media Player to play.

Currently you can view our videos at http://www.MarketingWithIntegrity.com/ Click on the link for Audios/Videos.









About Maria Marsala



An irrepressible entrepreneur, Maria entered the business world at age 14, landed on Wall Street at age 17, and shattered the glass ceiling at age 21. Fiercely determined and keenly insightful, she became a bond trader when female executives were as rare as pink diamonds. Maria spent the next 20 years streamlining corporate operations and generating profits for her employers. Her penchant for dispensing valuable advice became evident as she mentored other women, transforming secretaries into traders.

In 1998, brimming with over 25 years of business experience, Maria founded Elevating Your Business, a business development company dedicated to helping high-achieving women who own professional service businesses. Maria customizes solutions to detect and overcome each client's unique obstacles, helping them create the business and lifestyle they only imagined possible.

When asked why they hire Maria, her clients consistently cite these three reasons:

- 1. Her ability to "give them their life back" by systemizing and simplifying the essential functions of business, which they hate doing, including: planning, administration, operations, and marketing.
- 2. Her insightful, kick-ass solutions to their business problems allow them to get "unstuck" faster, attract their ideal clients, and achieve more in a few months than they could after years of struggling.
- 3. Her focus on finances including budgeting, pricing, and creating products for their marketing funnel, that has increased their sales 25%-400% in 4 to 12 months!

Maria pioneered the "Business Checkup Assessment" a proprietary three-step process business owners use to determine which areas of their business they're stuck in and which areas get a "hurrah!" After many requests to share her insights on what small business owners can learn from bigger businesses, Maria created a step-by-step program called "Corporate Secrets Marketing™." Her concepts have been quoted regularly in prestigious media outlets including: Money magazine, Jim Cramer's "The Street", Women's









Day, Market Watch, Advisor Max, and The Bottom Line. Her strategies are mentioned in several books including: "Six Steps to Free Publicity" by Marcia Yudkin, "Streetwise Small Business Book of Lists" edited by Gene Marks, and "Find Your Inner Betty" by Tanner Stransky.

Maria will deliver fabulous commentary to you too! She has spoken internationally at more than 100 business and association meetings, retreats, and conferences, as well as on radio and TV shows. Maria is an Internet-marketing veteran, trained life coach, certified teleseminar leader, author, and former newspaper columnist.

A life-long volunteer, Maria tutored first-graders at age 10, and has been recognized with numerous awards for her work with teenagers and protecting the environment. She currently holds memberships at Washington Distributive Education Clubs of America (WA DECA), Eagle Harbor UCC, Make Mine a Million, National Association of Female Executives (NAFE), Seattle Philanthropic Advisors Network (SPAN), Columbia Tower Business Club, Women Impacting Public Policy, Women Wealth Book Club, Women Business Advisors Alliance and various social networking groups.

Maria is a very proud native New Yorker who lives near Seattle, Washington. She is currently single and enjoys playing cards and games, gardening, attending the theater, driving around the country, attending concerts, or perusing hardware and office supply stores.

For speaker introductions or shorter bios please visit

http://www.ActNowSeminars.com/kit/









References

Nancy Blackman

Title: Executive Director

Reference Company: Triangle South Enterprise Center

Email: njblackman@embargmail.com

Phone: 910-892-8334

Tina Polf, CPA Title: CPA

Reference Company: Association of Women Accountants

Email: TinaPolf@aol.com Phone: 425-226-1500

Mary Stursa Title: Founder

Reference Company: The Columbia Tower Club

Email: <u>biz@noblefurs.com</u> Phone: 206-524-8006









Testimonials

Client feedback from virtual seminars, webinars, and teleseminars to meetings, workshops, and conferences.

"Maria was a guest speaker at our Stress Management seminars and because of her computer knowledge she taught computer, Internet, and several software applications courses. And she taught remote business classes to owners through the state's Technical Development authority. She received positive and unsolicited comments from those who attended."

Nancy Blackman, Executive Director, Triangle South Enterprise Center, Dunn, NC

"After completing our plan, I've had success using the methodology at a board retreat. It helped me focus on what we needed to be doing. And I've used the planning exercise for a number of little projects and found it a time saver."

Susan Trapnell, Seattle, WA Managing Director, ACT Theatre www.ActTheatre.org

"I am greatly pleased in how our staff and board are discussing core issues for SCAN's future. In one day you've given us enough to keep us busy for a year. You are a great resource of ideas, suggestions and connection to other helpful resources. I look forward to other ways for us to collaborate."

Marshall Parker, Executive Director, SCAN TV, Seattle, WA www.ScanTV.org

"I attended your One-page Business Plan workshop. After the event several members and I turned our lengthy Strategic Plan into a one-page document using your materials. We had the opportunity to share our plan with our Ukrainian counterparts who were looking to start an accounting organization."

Jana Helmuth, Past President, America Society of Women Accountants, ASWA, Seattle, WA

"Wow, I am so impressed with your professionalism, the professional flyer you sent us and promptness. Oh my goodness, I am not used to this kind of action. Thank you so much!"

Jeanette Harem, President, Tacoma Business & Professional Women

"Thanks you so much for your wonderful presentation to the Chamber. Your presentation on business and marketing planning was informative, professional, fun and a must for all business owners."

Peggy Kahler, Vice President Duvall Chamber of Commerce, http://www.duvalchamber.org









"From the very start, you took an interest in every student and showed each one how to use the material in their business. Your presentation skills included the right balance of firmness of accountability for results and understanding of how much the business owner can take on in their current situation - and you provided excellent materials and online follow-up resources they'll use in the year to come."

Jennifer Shelton, Center Director, Certified Business Advisor

Washington Small Business Development Center at Edmonds Community College

"Maria not only gave us all we needed to publish an ezine from the absolute beginning. She also gave us a huge wealth of sources of information, a variety of choices and the knowledge of ongoing support." Bronwyn Ritchie, President, Australia, International Training in Communication

"Maria presented an informative overview of the process, had the participants create their vision statement, provided good insights as she answered a multitude of marketing and business questions." Rajashree Varmam, Business Manager, TIE Seattle, www.TIE-Seattle.org

"Maria delivered an outstanding interview for my listeners. She was real, energetic, fun, and passionate about business; sharing freely of her expertise to my listeners. Her interview was extremely popular with my listeners I highly recommend Maria as a guest for any show that centers on small business, sales, or empowering women to achieve their dreams."

Lynne Klippel, Executive Producer/Host, Web Sorority Talk Radio

"After taking your ezine class, we were quickly able to go from two ezines with manually maintained mailing lists to using a company's services that automated the management. The look of both our newsletters will be different, too."

Cynthia Wingren, Dir. Of Operations, Poulsbo, WA, Kitsap Visitor & Convention Bureau

"Maria tells it like it is in straightforward, no-nonsense language. She's so personable, that when you listen to her seminars, you feel like you're being helped by a long-time friend."

Carma Spence-Pothitt, CEO, Phoenix, Arizona

Women's Business Gallery, http://www.womens-business-gallery.com

"You did a great job of creating a course around the questions we offered." Mary Cotton, Sales Director, Independent Beauty Consultant, Mary Kay

"Everything was great; handouts and resources were more than expected." Wynn Krasley, Programmer, Durham, NC, Triangle Tech, LLC

For even more testimonials, please visit http://www.ElevatingYourBusiness.com/success/









Interviews

You'll find a few of the interviews online here.

"SELLFF Talk" hosted by Susan Cristini on WKXL (1450AM and 107.7FM) Concord, NH

Word to the Wise (1400 am) Bremerton, WA

Thursday Night Enlightenment, hosted by Greg Moore, (1400 AM) Pt. Orchard, WA

Women In Business Today, Radio Show, Montvale, NJ

Elizabeth Gordon, Flourishing Radio, Atlanta, GA.

I'm Thankful Radio 1150am

That Marketing Show, with Rodger Roeser, APR

The National Networker With Adam K

Fitness Business Radio, With Tom Parkins

Greg Moore's Radio Show, 1400 WKITZ

Lynne Klippel's Web Sorority Radio

Jane Carroll's Loving Life Radio

Annie Jennings PR Radio

Raven Blair Davis - Women Power Radio

Chris Curtis - Web Business Owners

Willie Crawford's Blog Radio

Business and Professional Women/USA National Webinar

Andrea Blackwood-Harriott, Mentoring To Mastery

Anita Campbell, of Small Business Trends

Suzanne Holman, Living YOUR Million Dollar Life TeleSummit

Heidi Mooney's Grow a Million Dollar Business.

Michael Beck's Referral Expo

Jack Sims, Business Growth Show

Big at Think Big Radio

Susan Levine at Speaker Services

Dancing Elephant Sales Webinar

B2B Networking Webinar









Quoted Online

Jim Cramer's "The Street" Marketing Profs Marketing Sherpa Advisor Max Market Watch

Television

NY1 News - NYC
Staten Island Cable (various)
Nutmeg Television, Connecticut, Brian Judd's "Author's Series," 2001.
Elaine Smitha's Evolving Ideas, Olympia, Washington
Accidental Business Owner, host, Bremerton Cable TV
Northwest Afternoon, PSA

Magazine

Practical Internet – UK

ADDvance Magazine
Chiropractic Economist
Electric Realtor
Forbes Women
Spiral Journey
Careers Today, Washington & Michigan
Woman's Day, March 2005
Seattle New Times, Columnist, 3 years

Northwest Woman

Limousine & Chauffeured Transportation Columnist

Money Magazine, July 2006

Massage Therapy Journal, American Massage Therapist Association

The Bottom Line, Dec. 2006

NY Enterprise Report. March 2009

PC World Magazine UK, 2000

Painters & Decorating Magazine January 2009









Community Awards

Lynne Steinman Community Service Award

14 Certificates of Recognition from the NYC Parks Department

Community Service Award sponsored by former NYS Senator Robert Strainere

Harnett County, Master Gardener Volunteer of the Year Award, North Carolina

Workbooks

Stop Working With Jerks: Attract Better Clients

Pricing Your Services "Just Right"

Power Networking: Create Your USP and Elevator Speech

Marketing With Articles(See bio for additional books we've been quoted in.)

Newspapers

Staten Island Advance, NY
New York Daily News
Kitsap Business Journal Guest Columnist
North Kitsap Herald, Poulsbo, WA
Bremerton Sun
Central Kitsap Reporter
Career Today (Seattle, Detroit)
La Tercera - Chile, So. America

Trade Association Newsletters

Society For Technical Communications <u>July 2003</u>
Italian American Women's Center, NY <u>www.geocities.com/iawcinc/</u>
Business and Professional Women's, Silverdale
National Association of Female Executives
National Association of Women Business Owners









Speaking, Leadership, and Training Clients

24-7 Coaching.com

Alliance of Women in Technology, Bellevue, WA

American Payroll Association, Rainier Chapter, WA

American Society of Women Accountants, Bellevue, WA

American Society of Women Accountants, Seattle, WA

American Society of Women Accountants, Tacoma, WA

Annie Jennings PR TeleSeminar

Antioch University, Seattle

Blog Talk Radio (numerous programs)

Business Builders Networking Group, Silverdale, WA

Business and Professional Women, District Meeting, Redmond

Business and Professional Women, State Convention, Gig Harbor

Business and Professional Women, Tacoma, WA

Business and Professional Women, Seattle, WA

Business and Professional Women/USA Webinar

BYU Management Society, Tacoma

Coach U, EPublishing SIG

Coach U, 21 Century Business SIG

Coach U, Change Agent SIG

Coach U, EPublishing SIG

Coda Conference Speaker, Lacey and Tacoma

Columbia Tower Club Business Forum

Communications Arts & Media Professionals of Seattle

Coachville School of Coaching

Discover U - Seattle 2000-2008

Duvall Chamber of Commerce

EEN, North Carolina Technological Development Authority, Raleigh NC.

EO (Entrepreneur Organization) Network, N. California

Fife Regional Chamber of Commerce, Washington

Fitness Business Radio

Greater Seattle Jewish Business Network

Guaranty Mortgage Company, Bremerton, WA

Heavenly Choices, Poulsbo, WA

HomeStone Mortgage, Seattle, WA









International Training In Communication, Regional Conference, Victoria, BC, Canada

International Society of Event Planners

IAAP - Seattle and Renton Chapters

Italian Club of Seattle

Jack Sims Radio Show

John L. Scott, Mercer Island and Belfair Offices

Key Bank, Northgate Mall, Seattle

Kitsap Business Connections, Poulsbo

Kitsap County Parks Departments Continue Ed, WA.

Lunch N Leads Networking Group, Silverdale, WA

Mary Kay Success Group, Sequim, WA

National Association of Women Writers

Non-Profit Network, Seattle - Tess.org

Northgate Chamber of Commerce, Seattle

NYC Police Officers, Staten Island, NY

Olympic College, Business Center

American Payroll Association, Rainier Chapter, WA

Pierce County Hispanic Chamber of Commerce

Poulsbo Chamber of Commerce Breakfast Meeting

Pinnacle Business Connections, Poulsbo, WA

Positive Radio, Seattle and Phoenix

Rotary-Bainbridge Island

Rotary- International- Seattle

Rotary- Lakewood- Spanaway

Rotary-N.Mason County

Rotary- Pullayup

SBA Women's Network For Entrepreneurial Training, Bremerton, WA

SafeCo's Neighborhood Program

Sam's Club, Seattle

Skiff Point B and B, Bainbridge Island

Small Business U TeleSeminar

Seattle International District Rotary

Small Business Trends Radio

Speakers Net TeleSeminar

Speakers Match Podcast

South Sound Connections, Pt. Orchard









TESS - Non-profit Clearing House, Seattle

T. Harv Eker's SuccessTracs Featured Expert (Twice)

Travel Meet, Mill Creek

The Professional Women of Color Network, Seattle

TIE Seattle

Triangle South Enterprise Center, Dunn, NC

Variety of Public & Private Schools, Staten Island, NY.

Various civic-minded meetings, Staten Island

Whatcom Women in Business

Whatcom Community College

Women of Wisdom Conference

Women CEO Magazine TeleSeminar

Women's Professional Network, Bellingham, WA

Washington Society of Association Executives

Washington State BizFair, Renton

Washington State Chapter of the National Guild of Hypnotists

Washington Trial Lawyers Association, Everett

Women's Business Center, Seattle

Washington Employers Training Programs

Washington SBA - WNET Event

Windermere Real Estate, Silverdale, WA

Washington Cash, Seattle

Zino Society, Seattle