



For Immediate Release

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Noted Author to Give Keynote Address to Greater Philadelphia Chapter of National Association of Women Business Owners Annual Meeting June 15

(Philadelphia, PA) May 10, 2011 – The Greater Philadelphia Chapter of the National Association of Women Business Owners (NAWBO) invites business owners to its annual meeting to induct new officers and to hear an empowering keynote talk by Debra Snider, author of three books, including the novel, *A Merger of Equals*, a love story set against the backdrop of the business world.

The title of Snider’s June 15th talk is “Suit Yourself: Success Strategies for Professional and Business Women.”

“Women often make the business world much harder than it needs to be,” said Snider. “Yes, the rules of the game are largely written by and for men, but we can make them work for us.”

Snider will discuss the rewards of approaching and managing your career with passion and an unswerving focus on what matters most. Drawing on examples from her legal and corporate experience, her books and her life, she will also offer proven strategies and tactics for:

- * Developing career self-awareness
- * Articulating priorities and getting comfortable with choices
- * Offering unique value and making a positive difference
- * Succeeding in the only way that matters: the way that satisfies you

“Conversations with other career women keep us sane, grounded and focused,” said Snider. “Girlfriends *are* a success strategy. I applaud NAWBO for supporting and nurturing professional and business women by providing dynamic communities where these discussions can take place.”

Where and When:

A dinner, to be held in Fort Washington, honoring Debra Snider will be hosted on Tuesday, June 14 from 6:30 pm - 8:30 pm. The cost is \$89 per person (member/non-member). All dinner attendees will receive on-screen logo recognition at the program on June 15th. (If you will not be attending the dinner, but would like to promote your business with on-screen logo recognition, you can sign up to do so for \$29).

Keynote Address sponsored by Hamilton Law and Hollister Creative

Wednesday, June 15, 2011

8:30 am – 11:30 am

The cost is \$35 for members and \$45 for non-members

Holiday Inn

432 Pennsylvania Avenue

Fort Washington, PA 19034

(215) 643-3000

Register at <http://www.gonawbophilly.org>

About the book:

A Merger of Equals - To quote one five-star review, “*A Merger of Equals*, at its heart, is the story of the challenges faced in our highly competitive business world, particularly for women.” As it reveals the business world in all its sexist and illogical glory, this fun, fast-paced novel illustrates and inspires on issues of enormous importance. If you would like to purchase *A Merger of Equals* to read prior to the program and have available for Debra to sign on June 15th, go to her website at www.debrasnider.com and click on the “Order” tab.

About NAWBO:

NAWBO is a network of women entrepreneurs who provide each other with valuable information, resources, referrals and more. Local, regional and national meetings and seminars provide members with face-to-face business connections for new clients, vendors, mentors and friends. NAWBO's national online database connects members across the United States and in 35 countries through its affiliation with Les Femmes Chefs d' Enterprises Mondiales (World Association of Women Entrepreneurs). For more information go to www.gonawbophilly.org.

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