



**NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS**

Baltimore Regional

Business Growth

Advocacy

Networking

Media Kit

Education

Community

Mentoring



NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

Baltimore Regional

Leadership

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EDUCATION CHAIR	Position waiting to be filled	
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PUBLIC POLICY CHAIR	Pamela M. Kasemeyer	Schwartz, Metz & Wise, PA
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MEMBER AT LARGE	Alice Roberts	Ree Roberts & Associates
MEMBERSHIP CO-CHAIR	Karin Schwartz	Schwartz & Associates

To view board members bio's please visit our web site at: www.nawbobrc.org



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A message from our President...

No busy entrepreneur is willing to commit her precious time and financial resources to an undertaking unless she perceives that the value to her is at least as great as what she gives up.

Thousands of women business owners nationwide have seen the value in their NAWBO memberships. That value may be measured in terms of opportunities for business development, networking, leadership roles, or comparing notes with peers.

Some find that the value lies in the timeliness and applicability of the monthly dinner meeting programs and the quality of the educational seminars. Others find enrichment from their involvement in scholarship awards, public policy issues, or outreach to build the diversity of the membership.



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L. Content McLaughlin, Esq.
President
www.tydingslaw.com



Anne O'Hare, CPA
Immediate Past President
www.tringalicpa.com



Caity Lovett
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www.shadesofshamrock.com



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www.mycity4her.com

Position
Waiting to be
filled

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Veronica Cool
Diversity Chair
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Alice Roberts
Member at Large News Editor
www.reeroberts.com



Karin Schwartz
Membership Co-Chair
www.schwartzassociates.com



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FACT SHEET

About NAWBO BRC

NAWBO BRC is the Baltimore regional chapter of the National Association of Women Business Owners (the only Maryland chapter). The chapter was founded in the '70's by a core group of Baltimore area businesswomen who wanted to give others such as themselves a place to connect, gain resources & network with one another.

NAWBO is an organization which works to:

- STRENGTHEN the wealth-creating capacity of our members and promote economic development
- CREATE innovative and effective changes in the business culture
- BUILD strategic alliances, coalitions, and affiliations
- TRANSFORM public policy and influence opinion

About NAWBO BRC Members

Our Chapter is comprised of a wide variety of women business owners & professionals representing dozens of industries from Accounting to Yoga studios.

Some of the programs and benefits NAWBO BRC offers its members and the community

NAWBO BRC is dedicated to being an active part of the community. Through our various initiatives and programs we strive to help strengthen the business community and help make our region a better place.

Some of our initiatives include:

- **A Speakers Bureau** where the community can have access to expert speakers in a range of topics relevant to business and other areas of expertise.
- Our **Scholarship program** which awards & supports promising teenage female entrepreneurs for their potential & innovation. innovative and effective changes in the business culture
- Our **Executive Forum** which provides our members with mentorship, education & business development advocacy.
- Our **"Ask the Expert"** program which puts our members in contact with a wide range of experts to assist in helping with potential queries or challenges their business may be experiencing.
- **Lunch & Learn** programs that provide our members (and non-members for a slightly higher fee) with educational opportunities specifically chosen & planned to offer to the point, effective training in a range of topics that can help grow their business. Past seminars have included accounting clinics, social networking training & more.

For additional media related information please contact:

The Chapter's PR/Marketing Chair – Monyka Berrocosa by phone at: 410-746-3469 or by email at:

grapeventures@gmail.com



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Web Site: www.nawbobrc.org & www.nawbomaryland.org

NAWBO BRC President: L. Content McLaughlin
Contact Phone 410-279-5663
Contact Email: cmclaughlin@tydingslaw.com
Web Site: www.nawbobrc.org &
www.nawbomaryland.org

MEDIA ALERT

Back to Basics: Perfecting the 4 P's of Marketing

*Guest Speaker: **Frank Andrew**, Director of Global Product Marketing for Black & Decker*

Tuesday, November 17, 2009
7:30 a.m. - 9:30 a.m.
\$25 Member / \$40 Non-Member

Description:

Join us as we welcome Frank Andrew, Director of Global Product Marketing with Black & Decker. Mr. Andrew will be taking us back to basics as he walks us through how he incorporates the Marketing Mix - the Product, Price, Promotion and Placement - into Black & Decker's tools and equipment worldwide marketing. Come refresh your memory and learn how to apply the Marketing Mix to your business!

About Frank Andrew

Frank Andrew started with Black and Decker in 1997. He has held a number of marketing roles, both in industrial and consumer tool divisions, including product development and marketing, channel management, and service marketing. Currently he serves as Director of Global Product Marketing, leading the strategic direction of the B&D Tradesman Power Tool Group as the company moves into the segment of serving light duty professional tools in both developed and emerging markets.



7:30 a.m. - 8:00 a.m. Registration & Networking
8:00 a.m. - 8:30 a.m. NAWBO Welcome & Breakfast
8:30 a.m. - 9:15 a.m. Speaker Presentation & Questions
9:15 a.m. - 9:30 a.m. Wrap Up

Breakfast Menu:

Assorted Breakfast Breads
Fresh Seasonal Fruits
Scrambled Eggs con Queso
Home Fried Potatoes
Bacon & Sausage
Assorted Juices, Coffee, and Herbal Teas.

Location:

Rolling Road Golf Club
814 Hilltop Road
Catonsville, MD 21228
410-747-5196
www.rollingroadgdc.org
Complimentary Parking

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