



of Montgomery County  
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*Women Connecting for Success*

## **PRESS RELEASE**

### **For Immediate Release**

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### **“These Montco Women Mean Business”**

#### **Networking for Success**

It's not what you know, it's who you know. The increasing popularity of networking websites such as LinkedIn and Friendster prove that networking really works for finding new and exciting jobs, increasing sales, finding suppliers, making new friends, and opening doors of opportunity. On the local level, the Women's Referral Network (WRN) of Montgomery County helps both entrepreneurs and employees achieve their goals through connections.

Monthly luncheon meetings at the Bay Pony Inn in Lederach, kick off with a lively buzz of conversations. WRN's philosophy is "Give to Gain." Instead of assaulting others with a "sales pitch," WRN ladies focus on getting to know their fellow members and their businesses. "Once you have a good understanding of someone else's business, then when you come across a friend or colleague needing that product or service you can help both parties by making a referral. It's matchmaking for business!" says Laura Edwards of Infusion Marketing, member for eight years and former president. She adds that this takes the pressure off for those not comfortable talking about themselves.

"One of the things that I find most important is that this is a non-threatening place for women to get support," said WRN Montco President Cher Frederick of Mary Kay Cosmetics. This unique environment is an excellent resource to bounce ideas off of others and get advice from colleagues who have "been there."

This wealth of knowledge is further enhanced by educational presentations at each meeting. Past topics have included, "Masterful Communications Skills for Women Leaders," "When to Hire a Lawyer," "Computer Safety," and more. WRN also runs an annual health fair, business fair, and holds events like business card exchanges.

Giving back to the community is important to the group. WRN awards a \$500 scholarship annually to a mature women returning to college. WRN also works with groups like Laurel House, a women's shelter, by hosting a "Bring A Bra Luncheon" in December, the Career Wardrobe, and other activities.

For more information on this dynamic group, please visit [www.wrnmontco.com](http://www.wrnmontco.com)

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