

Chamber of Commerce

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Chamber Starts *Women In Business* Committee

If the Santa Cruz Area Chamber of Commerce is any barometer, the presence of women in the business world is steadily increasing. The chamber has added significant numbers of women-owned businesses to its rosters this year and featured more than 30 local business women in the March issue of *Business Santa Cruz*. The chamber also helped orchestrate the "Success Factors" seminar in March, which attracted more than 80 women attendees.

Seeing this increase, 10 women who own or work for member-businesses have, under the sponsorship of the chamber, organized "Women in Business," a networking, education and support group. Its first general meeting is scheduled for 11:30 a.m. on July 14 at Peachwoods in the Pasatiempo Inn, Santa Cruz., with subsequent meetings slated for the second Tuesday of each month, same place and time.

Meetings will be formatted to include a structured networking session, a guest speaker and meal. The networking session is designed to allow even the business newcomer to comfortably make business contacts.



Women in Business is for entrepreneurs, management personnel, corporate employees and people involved in all

aspects of business. Brenda Donath, Senior Vice President and County Manager for Founders Title and 1991 Capi-

tola Chamber of Commerce Women of the Year, will speak on "Adding Value to Your Greatest Resource—Your Time—Building a valuable Network that Works for You." Future topics will include marketing, public relations, advertising, making high quality decisions, handling conflict in the workplace, business etiquette and how to delegate.

Reservations are required and may be made by calling 423-111. The cost is \$15 for members of the Santa Cruz Area Chamber of Commerce and \$20 for non-members. 