

# Lunch N Learn helps business women to stay informed

## HEREABOUTS

PAMELA DILLON



The economic meltdown is a very hot topic

these days. Jeanne Porter, founder of Women in Business Networking, has a suggestion for area businesswomen – attend WiBN's next Lunch N Learn.

Lance Bradstreet of Bradstreet CPA will be the guest speaker during the 11:30 a.m. to 1 p.m. luncheon Tuesday, March 24, at the Dayton Woman's Club, 225 N. Ludlow St., downtown. He will talk about "Business Survival, Thriving in an Economic Downturn."

Porter created WiBN as a way of helping women network their businesses. What she initially thought would be a small venture has become much more, with an average of 30 women attending the monthly



Jeanne Porter

meetings. "Women wear many hats these days, balancing both work and family. They need the

support of other women to keep them encouraged and motivated in the business world as well as in their personal life," said Porter, a Springboro resident. "We look beyond the business card and see each other as a 'personal self.'"

WiBN has a Lunch N Learn every fourth Tuesday of the month. Along with a delicious meal and a guest speaker, there are individual introductions, roundtable discussions and one-on-one networking time.

"We welcome all women at any stage of their business career. Whether you are in the corporate world, self-employed, or serve a nonprofit, all are very dif-

ferent; but each needs to network and experience personal growth in whatever career she chooses," Porter said.

This year WiBN is introducing Hot Topics Koffee Talks, and a quarterly workshop known as the WiBN Winstitute Leadership Program. Also new this year is a listing of "25 Women to Watch in 2009," a cross-section of movers and shakers across the Miami Valley. "The Connection News" is a WiBN newsletter distributed each month that presents strategies for being effective in your business, creating contacts, building relationships, and realizing the benefits of networking practices.

Members of WiBN attribute the group's growth to a number of factors.

"I think it is the quality of the women that are attending. We are certainly a networking group where women can open up and be authentic," said Jane Grein-

er, a retired WSU professor and small business owner.

According to Rita James, administrator for Debra's Designs, "There is a spirit of encouragement and enthusiasm, as well as a bond among the women who attend."

The cost for Lunch N Learn is \$20, including tax and gratuity. Registration is required. For more information, visit [www.womeninbusinessnetworking.com](http://www.womeninbusinessnetworking.com), or call Porter at (937) 470-4398.

"Networking is the best way for prospective clients and referrals to get a sense of who we are and what we can offer," Porter said. "Women tend to make business decisions based primarily on the relationships they have built. Networking will provide you with the connections, ideas, and inspiration needed to move forward or to the next level."

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