



Dear Community Partner,

I write to you with great pride and honest amazement as we release our upcoming events for 2009. Pittsburgh Professional Women began in November 2004 as an online chat group for local businesswomen to keep in touch with one another, share good news about their businesses, and to let one another know about networking meetings and other business opportunities.

We launched as an official organization in April, 2008 and my goal was to grow to 35 members. I am thrilled to report that just ten months later we enjoy a strong and vital membership of 155 business women. We have enjoyed 4 large workshops, 8 networking meetings, two business workshops and 2 successful fundraisers.

Our members are sophisticated, college educated businesswomen who enjoy their membership benefits because they enjoy being able to attend workshops where they learn practical business tips and have the opportunity to network with other professional women.

I hope you will consider partnering with us in 2009 and 2010 as a sponsor and help Pittsburgh Professional Women to bring quality and affordable programming to businesswomen in Western Pennsylvania. A complete schedule and sponsorship information is enclosed.

I look forward to our partnership,

A handwritten signature in red ink that reads "Beth Caldwell".

Beth Caldwell
Executive Director
Pittsburgh Professional Women

ABOUT OUR MEMBERS

Our membership is comprised of a diverse group of professional business women in the Western Pennsylvania Region. Members benefit from business exposure, doing business with one another, classes and workshops specifically designed to support women business owners, and from our unique networking meetings called **Clever Connections™**, a small structured group of women who are intentionally brought together because their businesses are complimentary, not competitive.

55% of our members are business owners. 100% of our members own a computer. The average age of our membership is 42 years old and over 90% of our members are college educated.

READ WHAT PITTSBURGHER'S HAVE TO SAY ABOUT OUR WORKSHOPS:

Beth...thank you for all you did to make today's workshop a tremendous success for all who attended. As a business owner, I don't like to waste time since I have client obligations to meet. I have attended numerous professional meetings and can honestly say your workshop was time well spent! Susan Bluemling, Certified Webmaster, Web-Makeovers, Inc.

Beth—Today's event far FAR exceeded my expectations. Your panel was a perfect mix of and VERY interesting to hear all the different perspectives from your panel. David Groh, Automotive Consultant.

Today's workshop was time well spent. Not only did I learn from the presenter, I was sitting with a dynamic group of women at my table. Today was a gift, and I look forward to future PPW Events. Belinda Flick, Dr. Flick's Wellspring.

Beth, I wanted to take a minute to thank you for all the valuable information contained in the Publicity Seminar. It's nice to know that we have experts in our organization to come to when we need information to help with business growth. I look forward to future seminars. Thanks again, Sincerely, Eileen Marzullo, Agel Enterprises.

ABOUT OUR 2009 EVENTS

The workshops and events provided by Pittsburgh Professional Women are designed to keep small business professionals up to date with business tools as well as provide practical, affordable and informative workshops. Our members are women business owners, executives, managers, mentors and employees from Western PA. Workshop attendees include small business owners, sole proprietors, consultants, and middle management staff, usually women, but all programs are open to professional men and women.

March 10th, 2009

Social Networking for Business: Should I be LinkedIn?

Professionals are overwhelmed with Facebook, Twitter, LinkedIn, Plaxo, You Tube and MySpace. This informative workshop will help you navigate the web of social networking. It's designed to help professionals decide how and where to find the best place online to promote your business, and how to maximize your exposure.

April 7th, 2009

Yes You CAN Write a Book!

Have you been thinking of writing a book, articles, or workbook for life or business? This inspiring workshop will get you going! Meet our dynamic panel of Professional Women from Pittsburgh who have already become published: Jennifer Antkowiak, Gina Mazza-Hillier, Dr. Nancy Mramor, Carole Obley, Mary Jo Rulnick, and Eleanor Schano. The panel will be sharing their experiences and tips to help YOU! If you are NOT interested in writing a book, come anyway..this is a fantastic opportunity to meet and rub elbows with Pittsburgh's finest and most accomplished business women.

May 13, 2009

How to Thrive in Today's Economy<http://www.zingronebuildingsolutions.com>

This conference is for business owners, CEO's, managers and professionals who have control over their sales and business strategy. The workshop is targeted toward people who are concerned about the economic crisis, its effect on local business and those who would like to prosper during the economic downturn. Attendees will learn how to trim costs and still grow, key strategies for team building and success, repositioning ideas to fit today's market, how to retain key clients and how to market within your new budget. Public Officials are encouraged to attend.

June 9, 2009

I Wish I'd Known That!! Secrets to Success in Business

Presented by Beth Caldwell, author of the book, *I Wish I'd Known That! Secrets to Success in Business from Women Who've Been There*. Learn from the experiences of other business owners... there is no need to repeat common mistakes! In this fun and interactive workshop, Beth Caldwell shares tips on the 10 crucial areas where most business owners make mistakes. Workshop includes a light lunch and workbook.

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July 10th, 2009

Pittsburgh Leadership Initiative with Leadership International. This local full day leadership conference will build and reenergize local leaders. Leadership belongs to everyone in our region, and this fast paced full day workshop will help our current leaders to inspire positive change, lead breakthroughs, and become transformational leaders. For the up and coming leader, you'll learn how to discover the leader within, explore your potential and build your leadership capabilities. (different sponsorship package applies, ask for more details)

August 11, 2009

Million Dollar Marketing Makeover ½ Day Workshop

Attendees will learn website, brochure, business card, and networking makeover strategies with two bonus breakout sessions on search engine optimization and how to create your own bio. Experts will be on location and attendees will leave with marketing ideas and strategies that make them look like a million dollar business. This workshop includes mini-workshops back by popular demand: Creating an Email Newsletter, I Wish I'd Known That! and Creating a Publicity Plan for Your Business.

September 15th, 2009

Meet The Press!

Have you ever wondered what it takes to be featured in the media? How do you make those connections with newspaper, TV and radio personnel? This informative workshop will put you face to face with Pittsburgh reporters and producers; learn what they are looking for and how to get yourself in the press.

October 16th, 2009

WEDO Women's Economic Development Outreach with National City, now a part of PNC Bank. WEDO®, Women's Economic Development Outreach, is a coalition of business experts working in collaboration to provide focused resources that help women owned and managed businesses flourish. (different sponsorship package applies, ask for more details)

November 10th, 2009

Client Attraction for Small Business and Entrepreneurs

If you are a service-oriented business, then you know what a struggle it is to keep up with marketing and work with established clients. Many service-oriented businesses have limited time and need to use that time to work with existing clients. This workshop will teach you to determine your ideal client, and use targeted and consistent marketing tools to bring you a stream of new business and fill your datebook.

December 7th, 2009

Women of Integrity Awards Luncheon

Our 2nd Annual event, the Ann T. Oliver Women of Integrity Awards luncheon is a holiday treat that will leave you feeling uplifted and re-energized. Each year we honor 3 businesswomen from Western PA who have operated their business with integrity and have impacted their community. Nominations begin in May, 2009. This popular luncheon attracted 200 local business women in 2008.

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Your sponsorship and support can help Pittsburgh Professional Women to continue to provide quality workshops at affordable prices for local businesses. Our mission is to Support and Empower ALL small business owners. I hope you will consider partnering with us. The following page includes a breakdown of our different sponsorship levels. We are also open to other forms of support, including in-kind donations. Please note that the Pittsburgh Leadership Summit and the WEDO conference have different sponsorship levels and will need to be arranged separately.

I look forward to working together!



Beth Caldwell
Executive Director
Pittsburgh Professional Women

PITTSBURGH PROFESSIONAL WOMEN 2009 SPONSORSHIP LEVELS

\$500 PRESENTING SPONSORSHIP

Company Logo on Invitation, Website and all Correspondence
 Full Page Program Ad
 Vendor table & Speaking Opportunity at the Event
 2 complimentary tickets

\$300 PARTNERSHIP SPONSORSHIP

Company Logo on Website
 Full page Program Ad
 Vendor Table at the Event
 2 complimentary tickets

\$200 SUPPORTING SPONSORSHIP

Full Page Program Ad
 Vendor Table at the Event
 1 complimentary ticket

\$100 RECOGNITION SPONSORSHIP

Full Page Program Ad

Circle the Dates of the Workshops and the level that you want to sponsor:

March 10 April 7 May 13 June 9 August 11
 September 15 November 10 December 7

\$500 Presenting Sponsor \$300 Partnership Sponsor
 \$200 Supporting Sponsor \$100 Recognition Sponsor

Company Name _____

Contact Person _____

Address _____

Phone _____ Fax _____ Email _____

Card # _____ Expiration Date _____

Signature _____

Check Enclosed (mail to address below)

Credit Card Orders Return this form by Fax to (412) 928.4951 Attn: Beth Caldwell

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