

"I've been fortunate to have many mentors who had an entrepreneurial spirit, which has been invaluable to me both personally and professionally. I feel strongly that my mentors have been instrumental in my success and it's important to me personally to assist where I can."

*Shelley Yim  
AON Risk Services*

"I think it's important to be involved in the communities you do business in. The Women's Initiative graduates do amazing things and develop socially responsible businesses. Being a Connector allows me to assist incredible women who improve their communities."

*Kathryn Lovell  
KKL Image  
Consulting*

## Quarterly Connect Events

**Connect Events** are held every quarter. At these events, a "get connected" session is held and information networking. Each event presents a different theme. The first theme is marketing; the second theme is motivation; the third theme is networking and the fourth is a combined theme at the business conference. The get connected sessions are a great opportunity for Women Initiative's graduates to receive tips, recommendations and direct feedback that will set their businesses up for success. In these sessions, Women's Initiative pairs the Business Connector, with a small group of graduates from our program.

### **Business Connector's Role**

The role of the Business Connector at the Connect Event is a mentor who advises our clients during the hour Get Connected Session. The connector will facilitate a small group of graduates on issues relating to their business. The business connector will network with the graduates during this the sessions and explain their business and area of expertise. They will provide information to which it relates. The Business Connector will share their best practices in the professional environment.

### **Time Commitment**

1-4 hours

These networking events are held every quarter. The Get Connected Sessions are forty minutes. The time commitment ranges anywhere from 1 hour to 4 hours, depending on how many networking events the Business Connector attends.

### **How to Register**

The location and day for the networking events change each quarter. To apply for the next event, the business connector fills out an application indicating their interest in attending the networking events. If the business connector has filled out an application, and has not received current information about the networking events, contact Kelly McKae at 415-320-5936 or by email at [kmckae@womensinitiative.org](mailto:kmckae@womensinitiative.org).