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MEDIA ALERT

606 Court Street
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Berks W2W to host 14th Annual Conference & Expo

Reading, Pa. – Berks Women2Women, a special program of the Greater Reading Chamber Alliance (GRCA), invites you to its 14th Annual Conference & Expo from 8 a.m. to 3:30 p.m., Wednesday, April 16, at the DoubleTree by Hilton Reading. Attendees will have the opportunity to network with other women engaged in community and mentorship and explore many women-owned, Greater Reading businesses. The keynote speaker, Jane Winchester Paradis, Owner & Founder, Jane Win Jewelry, will share “From Passion to Prosperity: The Journey of an Entrepreneur.” Jackie Stiles, Vice President of Business Development & Special Programs, GRCA, will sit down with Winchester Paradis and dive into her entrepreneurial journey—one fueled by resilience, reinvention and an unwavering passion for her craft.

The event also will honor the 2025 ATHENA Award recipient as well as the new-this-year EmpowHER Award recipient. Applications for these awards are being accepted until March 14. Visit greaterreading.org/annual-awards-recognition to download forms for both awards.

Additionally, attendees will be able to choose two of the three breakout sessions featuring different speakers.

- **Audrey Simmons**, Founder of Team of Greats LLC, will present “Communicating with Clarity and Care” in which attendees will learn principle-based strategies to ensure feedback is fair and effective while maintaining trust and connection.
- **Stephanie Rado Taormina**, Founder & CEO of Have Some Fun Today, will offer “Finding Your Purpose” in a sit-down conversation with friend and colleague Jessica Prutzman, Marketing and Communications Consultant at Penn State Health. Together, they’ll explore how to define your purpose and turn it into a business.
- **Regina Rinehimer**, Partner & Wealth Manager at Kingsview Partners Wealth Management, will present “Love, Sex & Money,” which will address the intersection of love, financial well-being and personal empowerment.

WHO: Berks Women2Women
WHAT: 14th Annual Women2Women Conference & Expo
WHEN: Wednesday, April 16, 8 a.m. to 3:30 p.m.
WHERE: DoubleTree by Hilton Reading
701 Penn St., Reading

VENDORS WANTED

If you are a non-profit or woman-owned business, you can get in front of 300+ people as a part of the Expo. Registrations are on a first-come basis, and only one company per industry can be represented. GRCA members: \$185; future GRCA members: \$260. **Contact Katie Johnsen, Events Coordinator, GRCA, at KJohnsen@greaterreading.org to register.**

ADDITIONAL INFORMATION

Registration required. GRCA members: \$115 for all-day pass, which includes coffee and lunch; future GRCA members: \$130, which includes coffee and lunch; Keynote and coffee only: \$50; Afternoon ATHENA Celebration and lunch only: \$50. Register at greaterreading.org/expo25. **Media is invited to attend free of charge; RSVP with Leah.**

EDITORS/PRODUCERS

Please consider covering the event with a reporter and photographer/videographer. Contact Leah Fassnacht, lfassnacht@GreaterReading.org or 610.898.7780 if you plan to attend or if you have any questions.

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ABOUT THE GREATER READING CHAMBER ALLIANCE: *Our mission is, with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.*

ABOUT BERKS WOMEN2WOMEN: *Women2Women is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas and mentor each other. Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.*