



we WOMEN EMPOWERED

Women Entrepreneurs: The Power of Global Connectivity-Forging and Nurturing Social Connections During Physical Distancing

Are you a female business owner whose entrepreneurial vision is borderless? How are you maintaining your professional connections during the pandemic? Are you doing sister checks, sending congrats on LinkedIn, texting useful insights and information, researching the need for what you offer, building networks through online searches? Though the internet doesn't take the place of face-to-face, there are online ways to broaden awareness of your services while navigating our current normal.

Tap into the power of womanpower! Join a webinar hosted by WE Women Empowered, a Gettysburg, PA group that supports, honors, and celebrates seasoned and emerging professional women living or working in Adams and neighboring counties.

Wednesday, September 30, 2020 | Noon - 1:30 p.m. EDT
Post Webinar Q&A and Networking 1:45 p.m. - 3:00 p.m. EDT
Registration deadline is September 28th

For more details and to register visit: wewomenempoweredpro.org
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Be informed by Glenna Crooks, PhD, and Dr. Yvonne Thompson, CBE, two leading experts from two different parts of the world: the US and UK. They know how to take a business to the top and bring other women along through the power of connectivity. Both have strong on and offline presence as major influencers in their industries. Leave the webinar with tactics that can broaden your reach and revenue, even during a pandemic. This is the perfect virtual forum for female entrepreneurs, small business owners, academicians, and more.

Meet the Experts



Glenna Crooks, PhD, is one of the most sought-out health policy advisors in both public and private sectors for those who want wise, confidential counsel. Dr. Crooks uses her vast experience, research, and original approaches such as the Centricity Principle™ to turn unsolvable problems into actionable solutions.

Academically trained as a social scientist, Dr. Crooks has served as a Public Health policy advisor to three US Presidents, officials of other nations, and global organizations. While at Merck, during its “Most Admired Corporation” years, she led the policy group and then, as Global Vice President of the newly formed Vaccine Business, she grew sales from \$400 million to \$1 billion within three years.

Her newest venture—the CogentSage Group—helps individuals, families, and businesses optimize the human capital available to them to achieve their goals. This is based on more than a decade of research which is described in her book, *The Networksage: Realize Your Network Superpower*.

Dr. Crooks is interested in all aspects of health and healthcare, especially related to the value of health as a determinant of prosperity. She is the author of various books, three benchmarking studies in policy operations, and has served as adjunct professor at the University of the Sciences and at Drexel University in Philadelphia.

As a philanthropist, Dr. Crooks played a key role in creating several foundations and donated proceeds from her books to improve the health of women and children in the developing world. She is a Zen *Mushin* artist, donating her art to fundraisers for children with special needs. Dr. Crooks will address the importance of understanding people in the eight networks that support working adults and how to engage them in supporting personal wellness during challenging times.



London author and entrepreneur, **Dr. Yvonne Thompson, CBE**, has championed and mentored women in business and women working within corporate structures for more than 30 years. She is a global influencer and sought after speaker.

Frequently referenced as Britain’s first black woman self-made millionaire, Dr. Thompson has

other firsts. She was the first black woman to own a UK PR agency, ASAP Communications. Dr. Thompson also founded the European Federation of Women Business Owners, with affiliates in the UK, Holland, France, Germany, and US linkages. Her book, *7 Traits of Highly Successful Women on Boards*, is an essential read for women on boards, and those aspiring to get there, not only in the private, but also public, charity, and SME sectors.

Dr. Thompson’s unwavering commitment to champion the growth of women entrepreneurs is evidenced through her global network of over 20,000 women. Having hosted business delegations for women desiring teaming relationships with UK women in business, Dr. Thompson launched WinTrade Global. The weeklong event, held in London, equips women with key insights on how to take their businesses, or other professional pursuits, to the next level. Seminars, keynotes, visits to the offices of WinTrade corporate and governmental partners, and an awards gala are some of the week’s highlights.

Dr. Thompson will share strategies for tapping into networks of professional women beyond country borders. She understands world markets and knows the significance of women-led businesses to the world economy. Supporting women-led businesses is good business and access to networks, from financing to training, critical to success. Gain additional knowledge from Dr. Thompson via her WinTrade Global Talks with global experts, free of charge, every Thursday in the following London and US time zones: 12:30 pm London - 7:30 a.m. US EDT - 6:30 a.m. US CDT - 5:30 a.m. US MDT - 4:30 a.m. US PDT

Co-emcees: Stacey Rice, M.Ed, WE Co-Founder, and Kylee Myers, WE Founding Member

Co-moderators: Lori White Hockley, DM, WE Co-Founder and Patricia Green, MSW, MSPR, WE Founding Member

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