



John R. Kasich
Governor

Christiane Schmenk
Director

For Immediate Release
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Blaze Your Own Trail Program Provides Business Development *Program educates women business owners on starting or growing a business*

COLUMBUS – The Ohio Department of Development is teaming up with partner organizations to hold a Blaze Your Own Trail seminar on Saturday, September 29, 2012 from 8:30 a.m. to 4:00 p.m. at Columbus State Community College Conference Center, located at 315 Cleveland Avenue. The Ohio Department of Development’s Small Business Development Centers (SBDC) and the U.S. Small Business Administration have sponsored Women Educating Women, Inc. for this seminar to provide women, who are interested in starting a business or who currently own a business, with information on how to grow or expand their enterprise, specifically through internet marketing and social media efforts.

“This program offers a great opportunity to women in the business world,” said Christiane Schmenk, Director of the Ohio Department of Development. “We are proud to team up with other organizations that are equally committed to helping these women achieve their goals as business owners.”

During the seminar, participants will customize a workbook to reflect the needs of their business. Workbooks will provide step-by-step instructions for accomplishing business goals; recommendations for financial success; and information on social media and utilizing the internet as well as social media marketing strategies.

“Ohio makes it possible for women business owners to succeed by supporting organizations and programs that educate, guide, and open doors to help women achieve success in their lives and careers,” said Connie Spruill, Founder and Executive Director of Women Educating Women, Inc. “Blaze Your Own Trail strives to meet this need, leaving the attendees ready to take on the business world with confidence.”

The morning session will showcase a “women with disabilities” panel where speakers will share stories about their business interactions. Information on programs and resources available to women with disabilities will also be available. The afternoon session will focus on social media and internet marketing as well as the WBE certification process, working to alleviate the anxiety related to these topics.

The keynote speaker will be Iris Cooper; co-founder of Glory Foods, Inc. Cooper will talk about her entrepreneurial experience and success. In addition to her work at Glory Foods, Cooper is the founder of ‘Just Ask Iris,’ a small business consulting and coaching firm.

The event will be held on: Saturday, September 29, 2012
8:30 a.m. – 4:00 p.m.
Columbus State Community College
Conference Center, 4th floor
315 Cleveland Avenue
Columbus, Ohio 43215

For more information on the Blaze Your Own Trial program and to register, contact:

Connie Spruill
Women Educating Women, Inc.
(614) 837-8370
info@womeneducatingwomen2day.org
<http://womeneducatingwomen2day.org>

Registration Cost: \$55 (seating is limited, please register early)

*The **Office of Business Assistance** leads the state's efforts to create, grow, and develop small- and minority-owned businesses resulting in job creation and a strengthened Ohio economy. The Office also provides customized services to increase the exports from Ohio companies. The Office oversees a variety of service programs including the state Small Business Develop Center network, Ohio Business Lending Clearinghouse, the Minority Business Assistance Centers, and more.*

*Working with our partners across business, state and local governments, academia, and the nonprofit sector, the **Ohio Department of Development** works to support business attraction and retention efforts by providing targeted investments that assist in job creation, as well as provides assistance and services to Ohio's communities and individuals. Engaged every day in marketing, innovating, investing, and collaborating, the **Ohio Department of Development** works to accelerate and support the teamwork that is necessary for success by providing financial, informational, and technical assistance to those making an investment in Ohio's future.*

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