

MEDIA RELEASE

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Connecting the Dots on the Job and at Home

Bend, OR – March 2, 2016 – ConnectW—an independent, non-profit organization founded to encourage and support self-directed business women—is all about mixing business networking and business marketing with professional and personal growth. Their program lineup this spring delivers on all fronts.

Do you sometimes feel that you're missing the boat—or at least a ton of opportunity—when it comes to social media? Molly Renner's "How to Build a Social Media Strategy" presentation in March will help. The owner of Sublime Creative Agency will discuss a step-by-step guide to coach you through the process of creating a social media plan to ensure that your online campaigns contribute to your brand's greater business objectives.

Then there's video. YouTube is quickly replacing Google as the most frequently used search engine. Today, one in three millennials will purchase a product directly as a result of watching a how-to video. By 2019, a Cisco study reports that 80 percent of the world's Internet traffic will be video. ConnectW's April program—"Secrets of Great Business Videos" featuring Wahoo Films' Michelle Alvarado—will discuss how businesses can use video successfully, the dos and don'ts when making a video, and how to get your video seen.

In May, holistic financial planner Barb Seaman of Bend's Cornerstone Financial Planning Group LLC will focus on financial independence for women. Barb specializes in helping women to plan and invest for their future at every stage of life. In her "Financial Planning for Women" presentation, she will explore many of the issues women face throughout life and share how to navigate a way to a successful retirement without giving up playtime today.

ConnectW's programming gets up close and personal in June with Emmy Eisenberg's "Mind over Matter: The Life-Changing Power of Hypnosis" presentation. Emmy, who began her career as an elite equestrian athlete and became a coach for the United States Equestrian Team, holds a Master's degree in Counseling Psychology and is a Certified Master Hypnotherapist. Through her work as a professional coach and later as a behavioral counselor, she discovered the importance of the mind-body connection and began using visualization techniques, conscious breathing and EFT (tapping) to improve performance.

Are you ready to improve your performance and wellbeing in all aspects of your work life and personal life? ConnectW has you covered. For more information, please contact ConnectW Marketing Chair Wendy Earthsong at Welcome@ConnectW.org or (541) 419-3998, check out www.connectw.org or come visit in person. ConnectW meets at 5 p.m. on the third Wednesday of the month. Tickets are available on the [website](#). You can attend without being a member, but ConnectW is pretty sure you'll want to join its organization. After all, where else are you going to find such a mix of business opportunities, networking, friendship and fun?