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BUSINESS



Networking women are featured at extravaganza

By David Burge / El Paso Times
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Women business owners and professionals will have a chance to network, shop and learn about the eWomenNetwork at the group's first local Holiday Extravaganza event on Thursday in Canutillo.

The event, from 4 to 9 p.m. at Salones La Mision, 700 Anthony Road, will combine two sessions of the national networking group's "accelerated networking" format with some holiday festivities, said Rosalie Sandoval, the new managing director for the El Paso chapter of the eWomenNetwork, which is based in Dallas.

"Our job is to help women-owned businesses, corporate professionals and entrepreneurs promote their businesses, make money and let people know they are here," Sandoval said. "We're a resource to jump-start your business and make new contacts."

The event will feature a catered dinner by El Paso company Aida S Cuisine, a fashion show by women's clothing company Juliana Collezione and 20 display tables featuring products and services from local women-owned businesses, Sandoval said.

Susan Eisen, president and designer for Susan Eisen Fine Jewelry & Watches, will be the guest speaker. Eisen will talk about her new book, "Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry."

She will also talk about how to network and communicate more effectively, be more confident and expand your business in different directions.

"In my industry, men or couples have traditionally been the owners in the jewelry industry," Eisen said. "In order to be a success, you

need to be a step ahead."

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Melissa K. Rodriguez, owner of Kern Place hearing-care center Hear On Earth, has been a charter member of the eWomenNetwork's El Paso chapter since it formed in spring 2006 and plans to attend Thursday's event.

"For me, these networking events are wonderful to make connections with other women in business," she said. "As a woman business owner, you sometimes feel like you're the only one. Once I started making friends with other women business owners, I found it to be enjoyable and empowering."

eWomenNetwork has about 35,000 members worldwide and is designed to give women networking opportunities and build concrete business relationships, Sandoval said. "It's not just about getting business cards."

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Make plans

- What: El Paso chapter of the eWomenNetwork's monthly meeting and Holiday Extravaganza.
- Where, when: 4 to 9 p.m. Thursday at Salones La Mision, 700 Anthony Road, in Canutillo.
- Who: Geared toward women business owners, corporate professionals and entrepreneurs, but anyone can attend.
- Cost: \$45 for members, \$65 for nonmembers, \$100 for display tables. Includes catered dinner.
- Information: 433-0098.



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