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ECONOMIC DOWNTURN EQUALS NEED FOR MORE BUSINESS IN LESS TIME Innovative Networking May Be the Solution

Pittsburgh, Pa. (September 22, 2009) – To teach business owners how to generate more business and diverse connections on the spot, international networking expert and President of JetNetting Connections Heshie Segal has been invited by the National Association of Women Business Owners to do a workshop at the Third Annual NAWBO day event on Friday, October 2, at the Greentree Radisson Hotel, at 1:30 p.m.

Entrepreneurs need time efficient, effective networking methods that can quickly increase sales in the midst of economic crisis. The Small Business Association reported that 595,600 businesses closed last year and 43,546 went bankrupt. Two-thirds of small business owners polled by the Opinion Research Corp. said they were feeling harm to their businesses due to the bad economy.

Through Heshie Segals' JetNetting process, business owners communicate their needs, wants, services or recommend other services to each other in minutes, ultimately building relationships and becoming valuable resources to each other. In this way, both parties can potentially give business and get business right then and there.

“You are able to produce extraordinary results with the speed of a jet in flight,” Says Heshie.

The President of JetNetting Connections since 1998, Heshie does professional speaking, training, consulting and executive coaching, in an array of venues- from corporations to small businesses, higher learning institutions to individuals. She has spent more than 14 years assessing, learning and teaching human relations.

A keynote speaker at the Third Annual NAWBO Day, Heshie is just part of the wisdom this event will bring to Entrepreneurs. NAWBO Day includes speakers, workshops, advocacy panel discussion and trade show, designed to inform business owners. Whether just starting or seeking growth, struggling or soaring, a large corporation or a consultant in any industry, this event is suited to equip Entrepreneurs.

“If you live in Pittsburgh or know a business owner who does, you owe it to them to get them to this event,” Says Segal.

The National Association of Women Business Owners provides support to and advocacy for women entrepreneurs. The Pittsburgh chapter is the 5th oldest in the nation and the only chapter that has a City Council and Mayor designated NAWBO Day.

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