

Grow Your Business and Forge Valuable Connections Through the American Business Women's Association

- Bucks County Business Women's Chapter



Networking is one of the most trusted methods business owners use for expanding their businesses. It helps create mutually beneficial relationships by fostering collaboration between knowledgeable professionals and potential clients. The American Business Women's Association - Bucks County Business Women's Chapter provides access to a shared knowledge base through connections with driven entrepreneurs and business professionals. Through this association, we have created an environment that is dedicated to promoting each member's

business knowledge, amplifying their chances for growth and success. Whether you are an established business owner or professional or just starting a new endeavor, we encourage you to consider the advantages of becoming a member of the American Business Women's Association - Bucks County Business Women's Chapter.

Established in 1949, during a time when women were being told that their responsibilities should be the home and their families and it was socially unacceptable for them to pursue full-time careers, four determined women worked to incorporate the American Business Women's Association (ABWA). This broke barriers for women, on behalf of women. The mission of ABWA is to bring together business women of diverse occupations and backgrounds and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

Susan Allen, Senior Partner at the financial planning firm The Capital Legacy, LLC in Newtown, inspired by this message and knowing the vast talent of businesswomen in this area, felt the need to establish an ABWA chapter for Bucks County. As President of the chapter, Susan instills the principle of "when a business opportunity presents itself, we look to each other first" to members. She envisions the Bucks County Business Women's Chapter to be an environment built on authenticity and trust, where true connections can be made.

Meetings are conducted every third Friday of the month at 11am, and they are orchestrated by Allen and the chapter's board members Anna Steinberg, Founder & Chief Encouragement Officer of THRIVE, An Acton Academy in Newtown; Laura Heflin of Affordable Long Term Care, LLC in Newtown; and Liz Shivers, CEO of MILSPRAY Military Technologies in New Jersey. Each monthly meeting contains a networking and educational component intended to help members increase their business's exposure within the community and inspire new ideas and opportunities.

Due to the current environment, meetings are being held virtually and consist of commercial introductions where you can promote yourself, your business, and your ideal client to all attendees and a presentation

by our monthly expert with time to ask any questions you may have regarding his or her presentation or expertise. The goal of each meeting is to inspire and motivate members with new ideas and business opportunities, provide content that will contribute to professional or personal development, and facilitate networking in a way that creates valuable connections. When we are able to meet again in person, Bucks County Business Women's Chapter is looking forward to helping the hospitality industry in our area by spotlighting different restaurants to host our monthly meetings and offer a lunch with our networking segment.

There are many advantages offered to Bucks County Business Women's Chapter members on both the local and national level. Locally, you will be able to increase awareness of your business to your community and find new ways to connect with driven professionals in your area. Nationally, member benefits include access to online courses, training, discounts, scholarship opportunities, conferences, and a national network of working women and women business owners!

We are always welcoming new members, and joining is easy. We encourage you to visit our website to learn more: <https://www.abwabuckscounty.org/>. There, you will find step-by-step instructions on how you can become a member of the ABWA - Bucks County Business Women's Chapter. You will also find event information on our monthly meetings and brief descriptions of our educational experts. Feel free to attend a Bucks County Business Women's Chapter meeting at a non-member rate prior to becoming an official member and experience a few of the membership advantages for yourself.

We invite you to join us for our April Symposium! Bucks County Business Women's Chapter will be hosting Kathy Van Tassell and Chrissy Holt, Managing Partners of Castle Consulting Partners. In October 2020 during a global pandemic, Kathy and Chrissy came together to build a new company after the Disney Institute of The Walt Disney Company eliminated approximately 145 of the 170 positions. With shared entrepreneurial drive, creative spirit, and business experience, they created Castle Consulting Partners. Through collective knowledge and expertise, the Castle consultants have created a system of information and learning to assist clients in achieving their organizational goals in customer service, leadership, and employee engagement. This will be a lively event you won't want to miss!

Invest in your business with a Bucks County Business Women's Chapter membership to collaborate with others and spread your brand message. **Experience the advantages of joining a network of successful women who can facilitate introductions that can lead to your business growth today!**



Visit Our Website To Learn More: <https://www.abwabuckscounty.org/>