

women2women

GROW · CONNECT · LEAD

Women2Women (W2W) is Greater Reading Chamber Alliance’s catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other through offering a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.

de mujer a mujer

ESTABLECIENDO CONEXIONES

De Mujer a Mujer, una iniciativa de W2W, continúa conectando a mujeres de diversos orígenes al ofrecer programación especializada en la noche y destacar a oradores de diversos orígenes.

To register for events & join Women2Women, visit www.berkswomen2women.com

APRIL

women2women the conference & expo

REGISTER TODAY!

WE ARE BACK IN PERSON!

Two years since our last in-person Conference + Expo and we can't wait to see you! Join us for our all-day schedule filled with two keynote speakers, breakout speakers and our 2022 ATHENA recipient. Also enjoy the always-anticipated Expo and engage with Women2Women sponsors, women-owned businesses, and local nonprofits. Develop your leadership skills, buy yourself something nice, and learn more about all the community has to offer.

DATE: WEDNESDAY, APRIL 20, 2022

Time: 7:30 a.m. – 3:45 p.m.

Venue: Santander Performing Arts Center

Price: \$90/All Day Conference | \$30/ATHENA Breakfast Only



**2022 ATHENA:
Christi Terefenko,
Co-Founder & Executive
Director - VOICEup Berks**

Women2Women is proud to host the ATHENA® Award Program – an award that celebrates the potential of all women/men as members and leaders of the community and recognizes those who support them. The ATHENA® Leadership Award is presented to a woman/man who is honored for professional excellence, community service and for actively assisting women in their attainment of professional excellence and leadership skills.

Presented to leaders across professional sectors, the ATHENA® Leadership Award's rich history, international scope and focus on mentorship distinguishes it as one of the most prestigious leadership awards one can receive.

Join us to celebrate Christi's accomplishment on 4/20/22.



MAY

INVESTING IN THE POTENTIAL OF WOMEN - THE CHLOE CAPITAL STORY

MYNECO RAMIREZ

*Chief Experience Officer,
Chloe Capital*



Join us virtually to hear from Myneco Ramirez, Chief Experience Officer of Chloe Capital, a female-founded venture capitalist firm investing in only female-run and owned businesses. Myneco will share the Chloe Capital story, starting with why the women came together to create a firm for women only and ending with how Myneco became involved. Get inspired with us!

DATE: THURSDAY, MAY 19, 2022

Time: 1:00 p.m. – 2:30 p.m.

Venue: Virtual Event

Price: \$15/GRCA Member | \$20 / Not Yet Member

DE MUJER A MUJER ACCEPTANCE & GOAL SETTING

DAYANA BLANDON

Human Resources Manager - DAK Americas LLC - An Alpek Business



One of the most important steps in growth and development may just be acceptance. Have you stopped to accept where and who you are before setting your goals and achievements? Pausing and resetting is critical to get you to the next level of success. Allow Dayana to share her story of how her life took a turn for the better when she had a real talk in front of the mirror.

Uno de los pasos más importantes en el crecimiento y desarrollo puede ser simplemente la aceptación. ¿Te has detenido a aceptar dónde y quién eres antes de fijarte tus metas y logros? Pausar y reiniciar es fundamental para llevarlo al siguiente nivel de éxito. Permítame que Dayana comparta su historia de cómo su vida mejoró cuando tuvo una conversación real frente al espejo.

DATE: THURSDAY, MAY 12, 2022

Time: 5:30 p.m. – 7:00 p.m.

Venue: To be determined (but yes, in person!)

Price: \$5/person



BACK TO SCHOOL NIGHT WITH ALVERNIA UNIVERSITY

Preferred tuition for W2W members!

The W2W + Alvernia partnership aims to assist in growing more women leaders and next generation family business leaders within the Greater Reading community through enabling W2W members to access adult and graduate education at Alvernia at a preferred tuition rate.

DATE: THURSDAY, MAY 26, 2022

Time: 5:30 p.m. – 6:30 p.m.

Venue: Alvernia University

Price: Free to attend! Pre-registration required!



JUNE



4TH ANNUAL DE MUJER A MUJER AWARDS & WORKSHOP: OVERCOMING STEREOTYPES IN THE WORKPLACE - HGSK LAWYERS

ANA AMARANTE-CRAIG, *Partner and Trial Attorney – HGSK*

BETH BOWERS, *Partner – HGSK*

As a celebration of impact to the LatinX community, De Mujer a Mujer hosts our annual awards ceremony honoring three women who are contributing to the success of others in Berks in categories Community Impact, Young Changemaker, and Small Business Owner. Join us to elevate these amazing recipients followed by an inspirational leadership story of two female lawyers in Berks and their workshop where we will be addressing female stereotypes within the professional realm and how to overcome those stereotypes. Leave with an action plan and steps!

de mujer a mujer
AWARDS

DATE: THURSDAY, JUNE 9, 2022

Time: 5:30 p.m. – 7:00 p.m.

Venue: To be determined (but yes, in person!)

Price: \$10/person (includes drinks & appetizers)

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JUNE



WOMEN'S GOLF CLINICS WITH MANOR GOLF CLUB

Preferred pricing to teach women the great game of golf!

DATES: JUNE 6, 13, 20, 27

Time: 6:00 p.m. – 7:00 p.m.

Course: Manor Golf Club (Sinking Spring)

Cost: Sign up at www.themanorgolfclub.com under "Get Golf Ready" or call 610-334-8690



LOVE YOURSELF AS MUCH AS YOU LOVE CHOCOLATE

KIM HOWIE, *Founder & Health Coach*

NANCY WERTEEN, *Nancy Werteen, Founder*

The concept of self-love is simple, but the practice is certainly not easy. Why is self-love so important? Because ALL love begins with self love. We can't truly love others until we love ourselves. And how we feel about ourselves clouds our perception of how others feel about us, and this act of projecting our feelings of inadequacy onto others impacts every aspect of our lives. In this workshop we will provide tools and experiential exercises to help cultivate self-love, resulting in improved relationships with others and with ourselves.

DATE: TUESDAY, JUNE 14, 2022

Time: 11:30 a.m. – 1:00 p.m.

Venue: Alvernia University (Francis Hall Theatre, Atrium & Amphitheatre)

Price: \$25/GRCA Member | \$30/Not Yet Member



CHAMBER
BUSINESS
WOMAN



Women's Business
Center Organization

NETWORKING EXPERIENCE

Regional Women's Networking Event

Lancaster Chamber's Women in Business, York County Economic Alliance's Women's Business Center Organization, and Harrisburg Regional Chamber Business Women

This is the perfect place to meet women within and outside of Berks County to grow your networks! Appetizers and a cash bar will be provided. Network with us and connect with new women who are making positive impacts in their communities.

DATE: THURSDAY, JUNE 30, 2022

Time: 4:30 p.m. – 6:30 p.m.

Venue: Eden Resort & Suites (Lancaster)

Pre-registration required!



SAVE THE DATE!

WOMEN2WOMEN LOBSTERFEST

Celebrate summer with us at our annual seafood-lovers-fest! Join us at the NEW VENUE Go Fish! a woman-owned business! Keep an eye out for more details in May 2022.

DATE: THURSDAY, JUNE 23, 2022

Time: 5:30 p.m. – 8:00 p.m.

NEW SITE at Women-owned Business

Go Fish! Seafood Restaurant (Sinking Spring)

GRCA

GREATER READING
Chamber Alliance

GRCA's mission is to be Berks County's leading resource for building a healthy, competitive business community by assisting companies to retain, expand and grow their operations and employment while also attracting new business to Berks County.

Greater Possibilities Start Here. Visit greaterreading.org for resources we can offer your business, or connect with us directly with any questions you may have at info@GreaterReading.org or call 610-376-6766.

women2women

PROGRAM SPEAKER PROFILES



Myneco Ramirez
Chief Experience Officer
Company: Chloe Capital

Myneco Ramirez is an entrepreneur, technologist, mother, and goals-driven professional who serves as the Chief Experience Officer at Chloe Capital. After obtaining her IT degree from RIT, she kicked off her career working for the largest employer

in Rochester, NY where she supported their entire network infrastructure across all of UR medical centers in the region. While still working in the IT industry, Myneco set out on a self-assigned mission to connect tech entrepreneurs with the local resources available in Upstate New York to help grow their companies through large conferences. This led to the start of her third business, an international corporate events consulting firm. Myneco's firm was hired to help both national and international tech corporations break into new markets in North America. Through this work is where Myneco met the founders of Chloe Capital and was recruited to join the team. Myneco oversees Chloe Capital's signature programs for the #InvestInWomen tour and manages processes and the firm's software infrastructure.

Kim Howie, Health Coach who holds a master's degree in Positive Psychology, and **Nancy Werteen**, reporter with WFMZ-TV69, created The Wisdom Coalition to show people how to propel their mindset so



they can find more joy in their lives. Kim and Nancy use tools from positive psychology to help people understand the control they have over their own lives, their successes and their levels of joy and happiness. They deliver their uplifting message in a number of ways:

- mindset management workshops in the corporate environment, for groups and nonprofits
- on-line self development programs
- a weekly podcast called The Wisdom Coalition Well Of Wisdom podcast (on 10 platforms)
- 2 books, *The Power Of A Pivot, How Changing Your Mindset Can Bring You More Joy In Every Aspect Of Your Life* and *The Power Of A Pause, How Turning Inward Is The Catalyst You Need To Find More Joy*
- an Emmy nominated television show on WFMZ-TV
- retreats



Dayana Blandon
Alpek Polyester,
Human Resources Manager

Born in South America, growing up in New York City, and a graduate from CUNY University with a Cultural Anthropology degree, Dayana Blandon has spent her adult life immersed in



Lisa Tiger has had a stellar year assisting her clients, with over \$42 Million Sold in 2021 alone! She is the #1 CENTURY 21 agent for production in Pennsylvania a position held since 2012 and she is the top-producing REALTOR in Berks County as well. Lisa has earned a reputation for making her clients' priorities her own and for her tenacious dedication to meeting their goals. Buyers and sellers will tell you that she is reachable, connected and straightforward and her client's needs always come first.

With the current market trends, her skills and ability to move quickly are more desired than ever. Lisa loves Berks County and has a passion for her community. She uses her success to give back and is actively involved in supporting many local organizations at the heart of Berks County.

Lisa's focus on marketing, networking, community involvement, commitment to her clients and dedication to family are just a few of the values that make her the right choice to be your REALTOR in 2022.

Team up with the TIGER!

21
CENTURY 21
FINE HOMES
& ESTATES
Gold

Lisa Tiger



Direct: 610-207-6186 Office: 610-779-2500

LisaTigerHomes.com

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