

WHO WE ARE

The Women's Enterprise Initiative, WEI, is a self-contained volunteer organization operating under the umbrella of the City of Newton.

The City of Newton Department of Planning and Development fosters activities that maintain and expand the City's economic base and advises on development policy. The Newton Business Loan Programs provide low-interest loans and/or technical assistance to small businesses throughout the City.
www.ci.newton.ma.us/planning

WEI EXECUTIVE BOARD

Danielle Bailey, Community Development Planner
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Elizabeth Brown, M.Ed., President and Founder
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WEI
P.O. Box 67082
Chestnut Hill, MA 02467

OUR 14th YEAR!

WOMEN'S ENTERPRISE FORUM



MAY 4, 2010

Presenter

JUSTINE WILTSHIRE COHEN

Owner, Down Under Yoga
Newton, MA

Will present her
business plan

Moderator

KELLEY TUTHILL

WCVB Investigative Reporter/Anchor
Author, *You Can Do This,*
Surviving Breast Cancer without Losing
Your Sanity or Style

Books available at the forum

GOAL OF THE FORUM

The Women's Enterprise Initiative (WEI) assists women in developing successful businesses. The forums provide women with the opportunity to have their business plans critiqued and prepare them to launch a business idea or expand upon an existing one.

Recognizing the wide range of values and lifestyle choices, we honor each woman's definition of success. All women, regardless of the type of business or level of success they envision for themselves, are welcome to submit their business plans for review.

HOW THE FORUM WORKS

The presenter, a woman entrepreneur, selected through a screening process, is coached to prepare for the forum.

At the forum, the entrepreneur presents her business plan for evaluation by a panel of financial, legal, and marketing experts. The audience, comprised of business people and consumers, is invited to give feedback and pose questions to the panel.

The aim of the forum is to promote the presenter's company and to serve as an educational and networking event for those who attend.

For more information call our administrator,
Barbara Cohen, at CompuWord
(617) 277-9162

REGISTER AT

www.ci.newton.ma.us/wei

THE PANEL MEMBERS

A panel of business experts, having studied Justine's business plan, will offer her advice.

Derek Beckwith
Beckwith PR Group, Prides Crossing
Public Relations

Jim Fisher
OneAccord Partners, Boston
Strategic Growth

Angela Rutzick
A-Type Marketing & Design, Newton
Social Media/Marketing

Newton Free Library
330 Homer Street
Newton Centre, MA

NETWORKING AND REFRESHMENTS

6:15 - 6:45 p.m.

BUSINESS PLAN PRESENTATION WITH PANEL AND AUDIENCE FEEDBACK

6:45 - 9:00 p.m.

Free and open to the public
courtesy of our generous supporters

REFRESHMENTS DONATED BY
Roche Brothers

SOME OF THE BUSINESSES FEATURED AT PAST FORUMS

AaLOK, Waltham
Bella Santé Spas, Boston & Lexington
Bethel Botanicals, Newton
Boston Pedorthic, Brighton
Bread Song Bakery, Newton
Buyindies.com, Boston
Communications Resources, Needham
Damianos Photography, Framingham
DesignerShoes.com, Boston
Law Offices of Andrea Goldman, Newton
Homebuyhq, Boston
Indie Owned LLC, Brookline
Interactive Cuisine, Boston
MatchGoneWrong.com, Concord
Parents in a Pinch, Brookline
Passaretti Photography by Denise, Watertown
Sales Management Services, Belmont
Sara Campbell Ltd., Boston
Spark Craft Studios, Somerville
Spirited Sisters, Bridgewater
Susan Shulman Interiors, Newton
The Cabinetry, Hanover
The Cooking Coach, Billerica
Tiffanie Williams & Company, Quincy
Zoe Foods, Needham

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WOMEN'S ENTERPRISE INITIATIVE

