

## 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](http://www.ci.newton.ma.us/planning)

## WEI EXECUTIVE BOARD

Danielle Bailey, Community Development Planner  
City of Newton  
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WEI  
P.O. Box 67082  
Chestnut Hill, MA 02467

**OUR 14th YEAR!**

WOMEN'S ENTERPRISE FORUM



**FEBRUARY 10, 2010**

Presenter

**BARBARA DOVE**

Founder, Dove Help Desk  
A US-based Computer Support Company  
Lexington, MA

Will present her  
business plan

Moderator

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**GAIL F. GOODMAN**

Chairman, President  
and Chief Executive Officer,  
Constant Contact, Inc.  
Waltham, MA

## 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](http://www.ci.newton.ma.us/wei)

## THE PANEL MEMBERS

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

Gail Goodman,  
Constant Contact, Inc., Waltham  
*Effective Marketing*

Dolly Di Pesa,  
Di Pesa & Co., CPA's, Quincy  
*Financial Planning*

Renate Rooney,  
RCR Associates, Harvard  
*Business Planning & Strategy*

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

## GOLD SPONSOR

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WOMEN'S ENTERPRISE INITIATIVE

