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## SCORE's 'By Women! For Women!' targets business owners

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We've been watching women do it for themselves for a while, but why are they doing it by themselves? [SCORE Naples](#) aims to help female entrepreneurs get to the bottom of their business growth fears and obstacles with "inSights into Successful Growth Strategies: By Women! For Women!" The seminar is set for 8:30 a.m. to 1 p.m. Saturday, May 20, at [Pelican Marsh Golf Club](#).

[Angela Bruckner](#), a SCORE volunteer who is organizing the event, says SCORE has found that local female-owned businesses are often one-woman operations. "This is geared for women who want to be encouraged and want to collaborate with women who want to grow their business," Ms. Bruckner says. "What's it going to take for you to take that leap of faith and take that risk?"

Unlike other seminars where panelists sign on for the opportunity to market their services to guests, the women who will advise inSights attendees have overcome crossroads and challenges in their own businesses and will share what that worked for them.

"One of the things we ask our panelists to be is very transparent ... to communicate that they hit a wall at some point in the growth of their business and how they overcame that challenge," Ms. Bruckner says.



CAINE Panelists will also work with participants in small groups and one-on-one sessions to directly address each person's unique situation. One of the best parts, she adds, is that business owners will see they are often not the only person dealing with a particular problem or obstacles. Gauging what to improve,

where to grow or even whether there's room in their life to accommodate a booming business is difficult for some women.

"We are our own worst coaches when it comes to taking risks and putting ourselves out there," she says. "There's also a fear factor of, 'What if my business just exploded out the roof? What would I have to sacrifice?'"



DORISME Naples marketing/public relations consultant [Sue Huff](#) will facilitate a discussion among panelists [Sylvia Dorisme](#) of Southwestern Vocational Training, [Heather Caine](#) of Caine [Premier Properties](#) and Ann Marie Gomez of Argent Medical Management.

Tickets for \$25 can be purchased at [www.scorenaples.org](http://www.scorenaples.org). For more information, visit the website or call 430-0081. |



HUFF



GOMEZ