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FOR IMMEDIATE RELEASE

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Women in Business Alliance Announces New Jersey Conference for Women
Largest Conference for Women in Central Jersey

Princeton, NJ – August 18, 2015 – The Princeton Regional Chamber of Commerce’s Women in Business Alliance is excited to launch the NJ Conference for Women (previously the Women in Business Alliance Women’s Conference), the states premiere networking and educational event for women. This event is designed to engage, enlighten and empower attendees from across the state and New Jersey’s Lt. Governor Kim Guadagno is scheduled to welcome over 500 women to this landmark event. The conference will take place on Friday, October 16th from 7:30 a.m. – 2:00 p.m. at The Westin Princeton at Forrestal Village. The event will feature keynote addresses from Karen Finerman from *CNBC’s Fast Money* and Nancy Armstrong, Producer and Founding Member of MAKERS – Women Who Make America.

“The NJ Conference for Women will share the success stories of the dynamic, prosperous, women in our community and educate attendees on the knowledge and resources they need to attain the next level of their careers success. This ½ day conference is inspirational and uplifting and has become the go to event of season!” said Lorraine Holcombe, Managing Director of the Princeton Regional Chamber of Commerce’s Women in Business Alliance.

The Conference will feature a workshop by Erika Jacoby, Enterprise Account Executive with LinkedIn. Her session will help attendees learn the ways to transform their LinkedIn profile to help them network better in the digital age. Breakout Sessions will feature Carol Doscher, President & CEO of Graceworks; Sarah Cirelli, Senior Marketing, Social Media Strategist and Interactive Marketing Guru, WithumSmith+Brown; Marguerite L. Mount, Managing Director, The Mercadien Group and Dr. Sarah Wistreich, Capital Health Center for Women’s Health.

Sponsors for this year’s event include Title Sponsor Fidelity Bank; Supporting Sponsors Capital Health, HBK CPAs & Consultants and Investors Bank; Wellness Sponsor or General Session Sponsors ETS and Novo Nordisk; Lunch Sponsors Wells Fargo and Rider University; Journal/Book Sponsors Fox Rothschild and The Mercadien Group; Breakfast or Dessert Sponsors TD Bank, WithumSmith+Brown and Springpoint Senior Living; Workshop Sponsor BlackRock and Non Profit Ticket Sponsor Farmers Insurance.

The NJ Conference for Women will take place at The Westin Princeton at Forresteral Village from 7:30 a.m. – 2:00 p.m. and tickets are \$125 for Chamber members and \$150 for future members. Tickets are available at www.njconferenceforwomen.com.

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The Princeton Regional Chamber of Commerce – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 3,000 individual contacts and more than 1,100 Member companies, the Princeton Regional Chamber of Commerce membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonchamber.org.