

professional women's network

PWVN
st. croix valley



together we can achieve more.

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Mary Jo Sherwood presents Social Capital...Turning Likeability into Profitability at the March 5th St. Croix Professional Women's Network(PWN) meeting.

All things being equal, people do business with people they like. Likeability is the foundation of building social capital. Whatever you are looking to expand upon, it is your social capital that is going to make it happen for you.

In this session you will learn:

1. The importance of developing a Social Capital Portfolio
2. Five keys to using networking to create social capital
3. How to open doors through a strategically designed networking plan



Mary Jo Sherwood is the Founder and CEO of Sherwood Concepts, a training and development company specializing in educating organizations of all sizes on translating social capital into capital gains. She is the Twin Cities Managing Director for eWomenNetwork and a former Director for BNI, two of the world's largest business networking organizations.

PWN now meets at The Hudson House/Best Western in the Hearth Room. Registration and networking begin at 6:00. Guests are welcome – be sure to bring business cards! Professional Women's Network – St. Croix Valley fosters the personal and professional efforts of area career women through an exchange of knowledge, ideas, resources, experiences and friendship. Together we can achieve more. Register for the meeting at www.pwnscv.com. For more information, contact Tina Bailey at 715 441-1008.