

Calling All Female Entrepreneurs!  
Rothman Ink  
Autumn, 2001

## Calling All Female Entrepreneurs!

Female entrepreneurs in the USA now number nearly 38% of all US businesses, according to US Small Business Administration statistics. This percentage is expected to increase; yet female entrepreneurs often tend to work in isolation, particularly at the start-up stage, and do not readily have access to more established supportive networks such as those available to their male counterparts.

The Rothman Institute wants to reach out to these entrepreneurs. To this end the center has embarked on hosting a series of seminars aimed at female entrepreneurs in New Jersey. "The main objective is to provide a location where female entrepreneurs in the Morris County area will find an avenue to network amongst themselves, providing both professional and emotional support," said Dr. Ethné Swartz, a professor at the Institute and founder of the program.

A secondary aim of the initiative is to provide such entrepreneurs with the opportunity to access speakers on issues affecting business in general, and female entrepreneurship specifically. The Female Entrepreneurs' Networking Group will provide a basis for females to explore access to useful resources surrounding them.

A very informative session was held

on October 3<sup>rd</sup> at the Rothman Forum. This first seminar on 'Financial Fitness' was led by Marnie Aznar, MBA, CFP, an adjunct faculty member in Finance. The seminar considered issues such as how to do an audit of your financial situation and how to set financial goals, how to gain control over debt, how to monitor your credit history and how to set a budget and achieve savings goals.

### Future Seminars

Seminars will be held on Wednesday evenings, commencing at 6 pm in the Rothman Forum. As the 2002 seminar series is being planned, much audience input is being sought. "We will address the topics that female entrepreneurs or women considering self-employment feel they need," said Dr. Swartz. "We are interested in hearing from readers of Rothman Ink about how we could make these seminars most appealing."

Please take a few minutes to review the list of topics that follows and add any activities that you think have been overlooked. You may send your response to Fairleigh Dickinson University, The Rothman Institute, 285 Madison Avenue, Madison, NJ 07940, or fax it to (973) 443-8847. ♣

For questions, comments or more information about this program, please contact Dr. Ethné Swartz at (973) 443-8697 or email [swartz@fd.edu](mailto:swartz@fd.edu) or Linda Wellbrock at (973) 443-8842.

### SEMINAR TOPICS

Please mark an X next to the topics that are of interest:

— *Developing the Confidence to "Go it Alone!"*

— *Organizing Your Personal Finances*

— *Networking "Getting Business, Growing Business, Keeping Business"*

— *Market Research for Business Success "How to Keep Your Clients Coming Back!"*

— *Affordable, Home-based Franchising Options*

— *Protecting Your Intellectual Property*

— *Obtaining Bank Financing*

— *Obtaining Venture Capital Funding*

FURTHER SUGGESTIONS: