

Please join us for the first event in the

*Telling Your Story Series**

Communication 101: Networking

with

Susan Baker

Creative Career Consultant and Founder, Escape Hatcher

DATE: Wednesday, October 6, 2010

TIME: Noon to 1:00 p.m.

PLACE: Doheny Memorial Library (DML 307)

COST: Free. Please feel welcome to bring your lunch.



Susan M. Baker is a former entertainment executive & producer who built her business somewhere between taking the red eye at a moment's notice to do a story on the future Vice President and covering an ER trauma doctor's every move for an original series.

For years she helped the unhappily employed figure out other avenues of prosperity, just for fun, until she finally figured out a lot more people might need her help and she turned it into a business.

Now she helps aspiring and established solopreneurs see the boundless possibilities by brainstorming, monetizing and marketing their business ideas. She also helps creatives take more control of their professional lives by helping them develop an entrepreneurial mindset, strategies for branding themselves and tapping into direct to fan-base possibilities.

Susan truly believes that if you can imagine it you can do it and to prove it she's helping people eradicate their Sunday night blues by helping them hatch their escape plans one dream at a time.

*About the *Tell Your Story* series: Women In Management (WIM) Professional Development is excited to provide a holistic approach to help enhance the communication skills of our members. So whether it is finding one's voice, making a powerful presentation or pitching an idea, this series is designed to assist the WIM professional expand her influence. We look forward to an energetic and exciting year of professional growth!

Future dates and topics:

- November 3, 2010: Find and Cultivate Your Voice: Creating Your Biography
- January 26, 2011: Transforming PowerPoint Presentations
- February 16, 2011: Writing a Short, Persuasive Request/Proposal
- Wednesday, March 30, 2011: Crafting an Executive Email
- Wednesday, June 1, 2011: Leveraging Linked-in