



# The Green Sheet

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## Women Networking in Electronic Transactions (W.net)

Web site: [www.w-net.biz](http://www.w-net.biz)

W.net was founded in 2005 by Holli Targan, Partner in law firm Jaffe, Raitt, Heuer & Weiss; Mary Gerdts, Chief Executive Officer and President of both POST Integrations, Inc. and EboCom LLC; Linda Perry, Vice President and Regional Manager of Member Relations at Visa Inc.; and Diane Vogt, President of National Merchant Services for First Data Commercial Services.

These women decided there was a need for a woman's networking and mentoring organization in the payments industry. The founders have a combined 100 years of experience in electronic transactions.

The organization's mission is to inspire and empower women in the industry to maximize their individual potential and position themselves for greater personal success.

Members consist of chief executive officers, presidents, senior management and other positions in the payments industry.

W.net focuses on:

- Professional and leadership development
- Networking opportunities
- Peer support


- Educational programs
- Leadership seminars

**Benefits:** One of the most important benefits is members get access to top women in the industry. Members reap many rewards, such as:

- Awards and recognition program
- Career center
- Forum
- Membership directory
- Gateway to Success mentoring program
- Newsletter
- Speakers bureau

**On the horizon:** "We're just really excited about the new things going on this year," said W.net Managing Director Victoria Tobin. W.net is gearing up for its annual Designer Bootcamp Career Development and Leadership Summit to take place Oct. 23 to 24, 2008, in Chicago. At the event, the organization will host an awards ceremony.

Also, for the first time, W.net is taking the show on the road with its Local Interest Networking Circle (LINC) meetings. The most recent LINC meeting was held in conjunction with the Electronic Transactions Association Annual Meeting & Expo in April 2008.

The next LINC meeting will take place June 19, 2008, in Atlanta. Upcoming Chicago and Denver events are in the planning stages. 

★ **Mark your calendars**

W.net's next meeting will offer women in the industry a chance to learn more about the organization's mentoring program and other activities. It will feature speaker Martha Lanier, who will give a presentation entitled "Staging Yourself for Success: Powerful Public Speaking."

The event will occur just before the ETA Annual Meeting and Expo on Tuesday, April 17, 2 to 4 p.m. at the Mandalay Bay Convention Center North in Las Vegas. For more details, visit [www.w-net.biz](http://www.w-net.biz).

***"As a mentor ... when else do you  
get time to reflect on where you have  
been and what you have done?"***

- Jan McGrath