



# The Green Sheet

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## W.net set for Boot Camp

**W**omen Networking in Electronic Transactions (W.net), an organization dedicated to the personal and professional growth of women in electronic transactions, will host its first Designer BootCamp Career Development and Leadership Summit Oct. 23 to 24, 2008, in Chicago.

"What we wanted to create was a multiday event that provides an opportunity for women in the [payments] industry to network with other, highly successful women willing to share their skills and increase women's chances for success in this business," said Victoria Tobin, W.net's Managing Director since September 2007.

"We've put together a phenomenal program with three career development tracks that provide women with the tools they need to succeed," she added.

"We're doing some breakouts on financial statements, budgets and forecasts, strategic planning, and managing up, all the things you need to get you to that next level."

### Unique focus

The conference's career tracks cover leadership, financial management and professional development. "We're doing some things at the BootCamp that are different from the type of breakouts you might see at other industry events," Tobin said.

"We're also doing things like teaching you how to write a professional bio and professional etiquette. ... We'll even have

a photographer to take head shots and promote that professional image."

In addition to the career development sessions, entrepreneur Rochelle Moulton, the keynote speaker, will discuss personal branding and how this can generate more referrals and higher income.

### Payment divas

During luncheon Oct. 24, W.net will present four Driving Improvement Via Action (DIVA) awards to honor the achievements of individuals, companies and W.net members who demonstrate commitment to W.net and its mission to inspire and empower women in the payments processing industry.

"The first is our Stiletto award, which is our highest honor, going to an individual who works tirelessly to empower women for greater success and demonstrates a commitment to elevating the status of women in electronic transactions," Tobin said.

Other awards include the Diversity Champion, recognizing stellar corporate sponsorship; Spirit, honoring the W.net member who exemplifies exceptional leadership, as well as motivates others to participate in promoting the W.net brand; and Strongest LINC, which recognizes the W.net Local Interest Networking Circle for outstanding achievements in the past year.

Since its inception in 2005, W.net's membership has grown by 50 percent. "As we continue to do our outreach with our LINC meetings across the country, we just feel like W.net is only going to get stronger," Tobin said. "We want to get more women excited about the opportunities we have in networking and mentoring to get them more involved as we move forward." 