



## W.net Press Release

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### Contact Info:

Sarah Owen and Heidi Goff  
Co-Chairs, W.net Mentoring Committee  
mentoring@w-net.biz

### **W.net's formal launch of its Mentoring Program is "Empowering success -- one woman at a time"!**

Riding on a wave of success and momentum from its pilot effort, the W.net Mentoring Program will formally launch immediately following the W.net Spring meeting in Las Vegas, April 17 at 4:30pm, at the Mandalay Bay Convention Center North.

"Our pilot effort was tremendously successful," said Sarah Owen, W.net Mentoring Committee Co-Chair. "We learned what works, and in some cases, what doesn't work. We refined and designed the W.net Mentoring Program to empower women to reach their potential, professionally and personally." Adds, Heidi Goff, W.net Mentoring Committee Co-Chair, "The outstanding results we realized during the pilot have provided us with traction to substantially expand the Mentoring Program. Our committee of experienced industry veterans are working toward a goal of 50% participation within W.net membership, creating opportunities for more women in the industry to have access to this valuable program."

Lack of role models is often cited as a barrier to success for many women.\* W.net's Mentoring Program provides protégés access and exposure to a network of high achievers and industry role models. The mentor greatly benefits from their participation in the program by broadening their horizons through leadership skills, exposure to alternative corporate cultures, and the pride of mentoring an emerging industry leader.

As the first initiative of its kind in the electronic transactions industry, the W.net Mentoring Program matches mentors and protégés willing to commit to a six-month mentoring relationship. Proven and effective mentoring tools provide guidelines to set expectations and work on common goals. Applications for mentor and protégé participation will be accepted on the W.net website, [www.w-net.biz](http://www.w-net.biz), through May 15, 2007, and the program will officially launch June 1.

For more information about W.net and the upcoming Spring meeting, visit [www.w-net.biz](http://www.w-net.biz).

### **About W.net ([www.w-net.biz](http://www.w-net.biz))**

Women Networking in Electronic Transactions (W.net) was founded in 2005 with the mission of providing a forum to inspire and empower women in the electronic transactions industry to maximize their potential and position themselves for greater success through networking opportunities, mentoring programs, and the overall promotion of women in the industry.

\* source Catalyst Inc.