



## Staten Island Advance

### Women entrepreneurs to network

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#### ADVANCE STAFF WRITER

STATEN ISLAND, N.Y. – Serious-minded women entrepreneurs can take advantage of a convenient and informative networking opportunity during the fourth annual "21st Century Business Woman" conference.

The event, scheduled for Sept. 9, will be held from 8:30 a.m. to 2 p.m. in the Staten Island Hotel, 1415 Richmond Ave., Graniteville.

The gathering, presented by the Business Outreach Center (BOC) Women's Business Center, a program of the West Brighton Local Development Corp., will begin with a continental breakfast, followed by a dynamic presentation, breakout sessions and a luncheon.

The breakfast speaker will be Michael Pappas, regional administrator of Region II of the U.S. Small Business Administration. Pappas' venue includes New York, New Jersey, Puerto Rico and the Virgin Islands.

Diane DiResta, founder and president of Manhattan-based DiResta Communications, will be the principal presenter. An internationally recognized expert on the fine art of public speaking, she will tell the audience how to "Maximize Your Impact" with the tools of communication, sales and leadership.

The day's breakout sessions are designed to complement the "Maximize Your Impact" theme.

Image consultant [Beryl Wing](#), an instructor at the Fashion Institute of Technology in the Center for Professional Studies, Manhattan, will explain how to "Maximize the Outer You." Ms. Wing's specialty is nonverbal branding and the psychology of business dress.

Energy medicine healer Debra Gill, a contributing editor and columnist for Spa Magazine, will discuss how to "Maximize the Inner You".

Sponsors of the conference include: American Laser Centers, Capital One Bank, Citibank, Commerce Bank, Con Edison, Health Plus, National Grid, Northfield Savings Bank, Panera Bread, Paulo Financial Advisors, Richmond County Savings Bank, SI Bank & Trust (a division of Sovereign Bank), Verizon and Victory State Bank; The fee for the event, including the breakfast and luncheon, is \$55. For additional information, call the West Brighton Local Development Corp. at 718-816-4775.