

JUMP START 2015: WOMEN'S ENTREPRENEURSHIP PANEL*Featured female entrepreneurs focus on empowerment and entrepreneurship*

ALEXANDRIA, VA – Connect113, home to many entrepreneurs and startup-hopefuls, welcomes some of DC's most prominent self-made women for an evening of networking and discussion. This second entrepreneurship panel featuring female leaders who pursued their passion to create their own businesses. The panel included topics from business inception, to lessons learned, and finally the importance of female empowerment. This event is open to any and all with an interest in entrepreneurship, and learning how to make the big jump.

Panelists include Connect113 residents **Courtenay Shipley**, President & Chief Planologist of Retirement Planology, Inc.; **Beth Lawton**, Founder of Canoe Media Services, **Teresa Murray**, Founder of Alverta Farms, and **Sherrell T. Martin**, Founder of Empower 2 Thrive. Joining them is **Jennifer Roh**, Founder of Hanuel Official. The session will be moderated by Glenda Fu, founder of Dreams For Kids DC at Connect113, the birthplace of many start-ups. Connect113, a co-working space in Alexandria, currently hosts many entrepreneurs, including some of the above women. For the busy start-up life, having a shared space has been key to success. Connect113 radiates a sense of community, bringing in both business leaders and start-up gurus—showcasing the supportive entrepreneurship culture.

The panelists will discuss their own backgrounds, as well as the keys to their success. Many of the ladies founded their businesses on satisfying a need. As Lawton explains on her reason for starting Canoe Media: "I noticed multiple businesses who hadn't updated their social media...and that was bad for their brand and for their bottom line...And, from talking to a lot of small business owners, I knew this was something they could use help managing." Lawton's marketing business has seen such great growth that she currently offers free 'office hours' at Connect113 to give small to large businesses genuine feedback and advice on their digital marketing.

These incredibly strong-minded women have found success while managing multiple commitments along the way. Roh, who just founded her jewelry and lifestyle site/blog also helps manager her family's restaurant, as well as freelances photography full time! "I've always wanted to involve myself with as many projects as possible, but finally found the time to create something of my own – Hanuel – and truly invest in my artistic side," Roh explains.

For these busy women, having a place like Connect113 helps them manage their busy lifestyles, while utilizing a practical office space. During the panel, guests will be treated to cocktails and light fare, while they learn about how these women founded their own businesses. After the panel, guests will get to view the home of many of these start-ups, as well as get one-on-one time learning about these incredible women and how they managed to come so far.

Date: Thursday, January 29th, 2015

Time: 6:30 – 8:30PM

Location: Connect 113, 113 S Columbus St, Ste 100, Alexandria, VA 22314

Open to all. Complimentary refreshments.

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About Connect113

Originally launched in 2010, Connect113 offers: 24-hour access, conference rooms, guest hours, kitchen, shower (yes, even a shower), a dedicated address/mailbox as well as building directory listing(s) and discounted rates for every additional team member of your growing business. Guests receive all the essential amenities (wifi, supplies and coffee, of course) you would expect to find in a corporate setting along with the creative energy and camaraderie of a startup. In close proximity to metro, downtown historic Alexandria, the Potomac River, major highways and airport, it's the ideal locale. Public

transportation includes bikes, boats, trains and trolleys - King Street Metro and Old Town Trolley within walking distance. Join for an ideal space with big city access and a small town charm.

To learn more about Connect113 please visit: www.connect113.com

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