



# Networking

www.fresnowomensnetwork.org

Vol. XVIII, July 2003

## Calendar

July 8, 2003

Network Luncheon

Breaking The Rules:

Using An Entrepreneurial

Mindset To Succeed In Your Business Or Career

*Kathleen R. Allen, Ph.D.*

11:30 a.m. to 1:00 p.m.

Piccadilly Inn University

SWC of Shaw & Cedar Avenues

July 25, 2003

Majestique Palette

Art Show and Silent Auction

6:00 p.m. to 9:00 p.m.

Radisson Ballroom

Downtown Fresno

August 12, 2003

Network at Noon

Mini Trade Show

11:30 a.m. to 1:00 p.m.

La Ryan Event Center

4277 N. West Avenue - North of Ashlan Avenue

VISA and MasterCard accepted for all Network events.

Unless noted, additional information for these events,

including membership, can be obtained

by contacting the Network office at:

(559) 450-2102

www.fresnowomensnetwork.org

## RESERVATIONS & PAYMENT FOR JULY LUNCHEON-DUE JULY 3

\$15 members/first time guests - \$20 non-members

Register on-line with credit card at:

www.fresnowomensnetwork.org

or

Mail check to:

Fresno Women's Network

P.O. Box 27500

Fresno, CA 93729-7500

## Featured Speaker

Do you want to discover how to turn problems into opportunities? Do you want to learn how to break the rules in ways that make you look like a genius? Do you want to become entrepreneurial to improve your performance? If you answered yes to any one of these questions, then you need to attend this month's luncheon as Kathleen R. Allen, Ph.D. presents "Breaking the Rules: Using an Entrepreneurial Mindset to Succeed In Your Business or Career."

As a Professor of Entrepreneurship at the Greif Entrepreneurship Center of the Marshall School of Business at the University of Southern California, Allen has helped hundreds of entrepreneurs realize their dreams to start their first ventures. Her research has focused on rapidly growing technology ventures.

As the Director of the USC Technology Commercialization Alliance, a collaboration of the Marshall School of Business, the School of Engineering, and the Keck School of Medicine, she is leading the effort to develop the resources and infrastructure to transfer and commercialize technology developed at the university and provide an opportunity for students and faculty to work as teams to create new technology ventures. She is also co-PI with the Dean of the School of Engineering on a National Science Foundation grant to build a national technology commercialization network that will link universities to share knowledge and resources, and to collaborate across geographic boundaries to commercialize their technologies.



As an entrepreneur, Allen was active in commercial real estate development for 10 years, owning two businesses, is co-founder of two technology ventures including her current biomedical device company, and is a director of an NYSE company. Allen has been a consultant to companies like Microsoft Corporation on various issues related to growing entrepreneurial ventures and their use of technology as a competitive advantage. In addition to a Ph.D. with an emphasis in entrepreneurship, Allen holds an MBA, and MA in foreign languages.

Allen is also a published author with numerous titles to her credit centered around the development of entrepreneurial skills.

## Majestique Palette

Art Show ☆ Silent Auction ☆ Wine Tasting

July 25, 2003 ☆ 6 p.m. - 9 p.m.

Radisson Ballroom, Downtown Fresno

Advanced ticketing \$20 each expires July 23 - see inside for details

*Partial proceeds benefit the Fresno Women's Network Scholarship Program*