

# The Give to Get Movement

**Susan Davis** specializes in philanthropic investing after many years of leading a major financial institution. She founded the Committee of 200, and lives/works on an eco-responsible farm in Wisconsin.



**Martha Boston** found success early as an attorney. She evolved to take business outside the usual realm by leading retreats to tap the lessons of nature and survival. With an integrated approach to health in business, she works from her Texas office.



**Andrea March** is a serial entrepreneur who blends her trade show experience with Leslie Grossman's sales expertise into Women's Leadership Exchange. Bringing Growth Gurus to seven cities annually, she is committed to education for businesswomen from her New York base.



**Adrian Guglielmo** devotes her marketing efforts to increase awareness, conditions, and opportunities for the handicapped. Having rebuilt after losing her office in the twin towers on 9/11, she is particularly dedicated to assisting those disabled from military service in Iraq and Afghanistan.



**Rieva Lesonsky** is an author and pioneer in business publishing through her former leadership at *Entrepreneur* magazine. She now has her own entrepreneurial enterprise dedicated to assisting women starting businesses. She participates in events nationally from her California home.



Created by Liane Sebastian, content developer, designer, art director, editor, and author. **Liane wears a visual hat, marketing coat, and publishing shoes!** Through communication consulting, her work achieves consensus success, membership growth, audience attendance, volunteer motivation and staff inspiration for nonprofit organizations.

Although communication tools expand, techniques to grow businesses have narrowed. At a recent client open house, one marketing professional declared: "I don't work with anyone I don't know." The traditional methods for promoting business don't work anymore because business has become more personal: advertising, direct mail, and even networking are all redefined. But one approach has not changed—in fact, it has become a more powerful vehicle for building business: volunteering.

Businesswomen especially exemplify the strength of contribution. In a climate where personal contact matters more yet face-time is harder to achieve, these businesswomen pave the way for all professionals to apply new approaches to what matters most: commitment, contribution, and connections. Nowhere is this blend more evident than in nonprofit organizations.

The giving first concept—before weighing profit and loss—is led by women committed to goals greater than individual efforts. In the soon-to-be-released book, *Women Who Win at Work* (Fell Publishing, 2009) by Liane Sebastian, there appears an underlying theme among the 35 contributors—whether conscious or not: they all practice the give-to-get strategy. Invited from successful businesswomen all over the country, in a wide variety of sectors, this commonality emerges as an unplanned surprise. Here are words of wisdom to inspire.



**Melissa Giovagnoli** pioneers her Networkling concept through authoring, facilitating events, and forming a foundation to aid startup companies. She serves on many national boards from her Illinois office.



**Suzanne Pease** owns a full-service design firm. Contributing generously to organizations that support women in business, she has served as the president of the National Association of Women Owned Businesses from her New Jersey base.



**Donna Fisher** is a nationally known authority on the personal touch in today's too-busy world. She is a self-proclaimed introvert who learned to love networking, and thus has authored several books, speaks, and coaches from her base in Texas.



**Leslie Grossman** blends business with organizational work through her background in marketing, sales, public relations, and event management. As an author and partner of Andrea March, she is the co-founder of the Women's Leadership Exchange, based in New York.



**Lucy Rosen** is a visionary marketing, public relations, and business development professional who annually donates a full year of her services to a chosen not-for-profit group. She has founded several organizations to help workingwomen nationally, based in New York.



**Martha Barletta** shows companies how to market to women decision-makers both in her leadership in advertising and as an entrepreneur. As an author and popular speaker, she travels to national events from her office in Illinois.

