



MADISON BUSINESS COMMUNITY GAINS INSIGHT INTO THE SUCCESS AND POSITIVE IMPACT OF WOMEN-RUN LOCAL BUSINESSES

Attendees Learn About the Madison Entrepreneurial Scene and Connect with Successful Women Entrepreneurs

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WHO: YOU and 5 Women-Run Local Businesses who are Doyenne members

- Taralinda Willis, [Curate Solutions](#)
- Natalie Hinckley, [Hinckley Productions](#)
- Mary Romolino, [Acme Nerd Games](#)
- Emily Kuhn, [1myvote](#)
- Corrina Crade, [mogamind](#)

WHAT: Doyenne Spring Showcase: Five-minute snapshot presentations to connect the Madison-area community with women entrepreneurs, sponsored by MG&E, American Family, Neider & Boucher, and The City of Madison's Entrepreneurship & Small Business Development Resource Fund

WHEN: Wednesday, March 22, 2017 from 5:00 – 7:00 p.m.

WHERE: Yahara Bay Distillery, 6250 Nesbitt Road #200, Madison, WI

WHY: The Doyenne Spring Showcase, increases the visibility for women's entrepreneurship in Madison. Five Doyenne Entrepreneur Member businesses have an opportunity to present their story, products, services and future business goals to attendees. By coming together in a relaxed location, they can connect with the business community and broaden the awareness and interest in their companies.

As an attendee, Showcase events provide you with insight into what is new and a chance to expand your own network. Whether you are an existing Doyenne member, business professional who wants to become part of the entrepreneurial scene or a potential community partner, this is your chance to see Doyenne in action. You will get a direct view into how women entrepreneurs are launching and running innovative companies in our region and how you can get involved.

Doyenne's mission is to change the face of entrepreneurship in Madison by unleashing the power and potential of women entrepreneurs'. Doyenne facilitates events such as the Spring Showcase to increase a broader community support for women entrepreneurs.

HOW: The attendance fee for the Doyenne Spring Showcase is \$30 for 1 person, \$50 for two people and \$75 for four people. In addition to the showcase presentations and networking, the attendance fee includes one drink, hearty appetizers, a raffle ticket for a basket of Yahara Bay products, art exhibit and tour of the distillery. Additional raffle tickets can be purchased for \$5 each or \$20 for five.

Please register for the event here:

<http://doyennegroup.org/event/doyenne-spring-showcase/>

About Doyenne Group

Doyenne Group was founded in 2012 to address the gender gap within the entrepreneurial community in Madison, WI. Unlike other entrepreneur organizations, Doyenne takes an individualized approach in developing transformative learning opportunities for women. It's programming is focused on four pillars of success: Community Collaboration, Connect Networks, Developing Entrepreneurs and Funding Ventures. Together these areas of emphasis ignite and empower smart, aspirational, modern women to come together and drive each other forward on the path to success. Ultimately, Doyenne is a movement to change the face of entrepreneurship in Madison and beyond. For more information please visit:

<http://www.doyennegroup.org/>.