

## **Women Entrepreneurs, Carol Deckert and Teresa Morrow, Conduct a Quality Networking Event to Allow Others to Build Lasting Successful Business Connections**

*Teresa Morrow and Carol Deckert, co-founders of Creating Your Network, a seminar series about networking and developing connections are conducting a seminar, called, "It is not what you do, it is How You do it" on November 29th at 1pmEST to help business owners and entrepreneurs learn the proper way to network to result in business connections.*

November 12, 2007 (FPRC) -- Morrow and Deckert met online about a year ago at an online event and started their networking within the group, before meeting privately through Skype a couple of months ago. At this point, Deckert and Morrow realized that their vision to help other business owners and entrepreneurs understand the theories of networking was a common one, so they decided to join together to create this seminar.

Deckert, a networking expert in various industries for over 30 years, now manages RUN, which is Referrals Unlimited Network, is not your normal networking group. RUN was created to focus attention on developing qualified referrals from members to members. "When communicating with Teresa, it was pretty immediate to realize we have the same focus about networking and to help others in their businesses," Deckert stated.

Morrow owns Key Business Partners, a virtual assistant and online promotion company. Her career expands over 15 years in the administrative arena before leaving corporate America to run the daily operations of her husband's floor cleaning business. Under her direction and networking guidance, the company has expanded its reach to several counties in Florida.

The "It is Not what you do, it is how you do it" seminar conducted online on November 29, 2007 at 1pm EST to assist business owners and entrepreneurs explaining the components of proper networking to increase their business growth and exposure.

"For me, I would like to provide business owners, executives and sales people the tools that will allow them to create long lasting relationships and that networking is not about selling." Morrow explains.

### **Contact Information**

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### **Keywords**

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