

FOR IMMEDIATE RELEASE

ATTN: BUSINESS EDITOR

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***Updated: Pat Lynch, founder of WomenRadio.com which is 'streamed' across the WEB
keynotes the lunch portion of the 'Global Trade for All – Online Solutions'
event in Silicon Valley on Nov. 15th.***

***WomensRadio.com focuses on the value of opening the media to women's voices and creating the
communication bridges to the future. Ms. Lynch also runs the largest databank of women's events in the
world called 'WomensCalendar'.***

(Silicon Valley, CA) – 9/27, 2011 - TradePort (<http://tradeport.org>) and the Monterey Bay International Trade Association (MBITA) (<http://www.mbita.org>) have partnered with the National Association of Woman Business Owners - Silicon Valley (NAWBO-SV) (<http://www.nawbo-sv.org>), one of the premiere associations of woman owned businesses in the country. Together they will conduct a lunch-seminar-conference and mixer-dinner in Santa Clara, CA at the Biltmore Hotel in the heart of Silicon Valley on November 15th on how to use online technologies to sell your services, expertise, products and technologies in the global marketplace.

The pervasiveness of the internet has created a global economy that requires new skills and knowledge to succeed in the 21st Century. The Internet allows us not only to facilitate and consummate online global trade transactions with traditional products, but also allows knowledge-based professionals to 'export their expertise'. This facilitates delivery of specialized services to markets where such expertise and knowledge are needed, especially in developing countries as they 'leap-frog' their societies into a 21st Century infrastructure.

There are untapped markets throughout the world seeking opportunities to import American products, technologies and expertise in all industry sectors. The seminar portion of this event will feature companies and agencies offering various online services that support importers, exporters, trade promotion service providers and investors.

"We wanted to work with NAWBO to reach out to the many woman owned businesses in California that could be exporting but are not and need the latest online tools and services to be cost-effective, efficient and competitive in the global marketplace," states Tony Livoti, President of MBITA. "Many new good paying jobs can be created in California if new-to-export companies or consultants become more aggressive in the global marketplace".

"Partnering with TradePort.org and the MBITA team for this event brings another dynamic to NAWBO-SV's outreach to the business world in Silicon Valley on how we can help create new, good paying jobs through exports," says Maxine Goulding, President of NAWBO-SV. "We also wanted to allow our busy members and associates to have the option to attend both the lunch-seminar-conference and mixer-dinner, or they can attend either one separately to accommodate their busy schedules".

The full day of activities will begin with lunch at Noon with the seminar commencing at 1:30. At 5:00 pm there will be a social mixer leading up to dinner with Christine Crandell who will be the evening affairs 'keynote' speaker. Ms. Crandell will present "Rev Up Your Revenue Game" how we need to develop new 21st Century models for marketing in our ever-more connected world.

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