

## **Making Connections That Count**

How many of us find it difficult to take the lead in cultivating new relationships through networking? Critical connections provide influence for us in several ways, including getting a new job, advancing our careers and providing personal support. Careers are often made and advanced through networking, but many fear the process and believe it's just an insincere exercise in "schmoozing" just to get what you want. So we stay within our comfort zone and wonder why others are succeeding so well! This session will help you assess the state of your networks, and teach you the secret about changing the way you think about networking so you can make connections that truly count! Learn how to network with ease and forever eliminate the fear of "schmoozing!"

### **BIO**

Vanessa George, MBA, is Director of Development for UCSF Children's Hospital where she leads marketing and fundraising efforts to generate support for children's programs at the hospital. Prior to this role, she was Assistant Director at UCSF's Center For Gender Equity, where she lead several leadership development and violence prevention programs at CGE, including the Turnaround Mentoring Program, the Women of Color Initiative, and the Sexual and Relationship Violence Initiative. A dedicated activist, Vanessa has served on numerous boards and steering committees of organizations dedicated to the advancement of women and girls, such as the Women's Foundation of California and the Women of Color Action Network. She is also a Marketing and Fundraising professional with over 18 years of experience in both the for-profit and non-profit sector. She received her Bachelor's degree in English from Stanford and her M.B.A. in Marketing from Georgetown University. She also loves to network!