

BUSINESS IDEAS

Recession Exception: Troubled Economy Boosting Professional Women's Association ™

(NAPSA)—There's positive news for professional organizations that cater to the interests and concerns of professional women. While many trade associations are reporting reduced membership and less participation at events, some professional women's associations appear to be bucking the trend.

For example, one group, the National Association of Professional Women (NAPW), says it is experiencing unprecedented, double-digit membership growth and a flurry of local market activity in cities across the country, with over 13 local chapters opening in the past six months and 40 more opening by December.

NAPW projects some 40,000 new members are expected to join in 2009 alone.

"Discussions with members over the past two and a half years demonstrate that professional women want what associations like NAPW provide," said Matthew Proman, president of NAPW. "Professional women want powerful business-growth resources and services, including interactive online networking forums, access to seminars, webinars, podcasts and keynote speakers."

According to Proman, the group is the fastest-growing professional women's association in the United States. Said Proman, "Our association's mission to inform, educate and provide mem-

bers with the tools and forums to achieve and maintain success within their chosen profession is resonating well with professional women who are looking for a place to network with like-minded women."

"While economic slowdowns affect everyone, professional women are often disproportionately impacted due to their limited business networks," said Cindy Burns, the organization's director of chapter development."

NAPW's mentorship program has generated special interest. "The association's mentorship programs are designed to fill what's perceived as a void in the marketplace, helping professional women become more productive and more resourceful. Here, members can interact with accomplished women who are senior to them in their field of interest," noted Proman.

"The needs, wants and desires of our membership have grown along with the economic downturn," said Burns. "Increasingly, our members want the opportunity to meet other neighboring members. The association is aggressively setting up local chapters, headed by local presidents, where members will be able to get together to share ideas, discuss the professional and social challenges they face, and seek advice from fellow members."

To learn more, visit www.napw.com or call (866) 540-NAPW.