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Mary Cantando Keynote Speaker For Principal Financial Group
Local Business Expert Speaks At Teleclass For Women Business Owners

RALEIGH, N.C. – Mary Cantando, president and growth expert of WomanBusinessOwner.com, will be the keynote speaker at the Principal Financial Group’s teleclass for women business owners on Feb. 20 at 1 p.m. Cantando will speak on the topic “Gain the Marketing Edge: Innovative Ideas to Upstage Your Competition,” and will discuss organizing your business for growth, establishing objectives, sharpening marketing strategies and establishing a marketing plan that can put your business on top. To register, visit <http://www.principal.com/teleclass>.

News Facts:

- Mary Cantando, president and growth expert of WomanBusinessOwner.com, will be the keynote speaker at the Principal Financial Group’s teleclass for women business owners.
- Cantando will speak on the topic “Gain the Marketing Edge: Innovative Ideas to Upstage Your Competition.”
- Cantando will discuss organizing your business for growth, establishing objectives, sharpening marketing strategies and establishing a marketing plan that can put your business on top.
- The teleclass will take place on Feb. 20 at 1 p.m.

Quotes:

“I am honored to be the keynote speaker for this teleclass,” said Cantando. “Principal Financial Group is a great organization for women, and I am looking forward to offering my advice and expertise to these influential members of the community.”

About Mary Cantando:

Mary Cantando is a nationally-recognized expert on women business owners. She sits on the National Board of the Women Presidents’ Organization, serves as the “Business Growth Expert” for Women Entrepreneurs, Inc, sits on the National Women’s Forum, and is certified by the Women’s Business Enterprise National Council. Her newest book is *The Woman’s Advantage: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business*. As a member of the National Speakers’ Association, Cantando speaks to women all over the world who want to grow their businesses.

About WomanBusinessOwner.com:

WomanBusinessOwner.com is a national advisory firm that works with successful women business owners to expand their businesses. For more information, call 919-841-0401 or visit the Web site at www.WomanBusinessOwner.com.

Keywords:

Women Business Owners, Women Presidents’ Organization, Entrepreneur, Author, Growth Expert, Mary Cantando, Principal Financial Group, Teleclass, Gain the Marketing Edge: Innovative Ideas to Upstage Your Competition, Marketing, The Woman’s Advantage: 20 Women Entrepreneurs Show You What it Takes to Grow Your Business

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