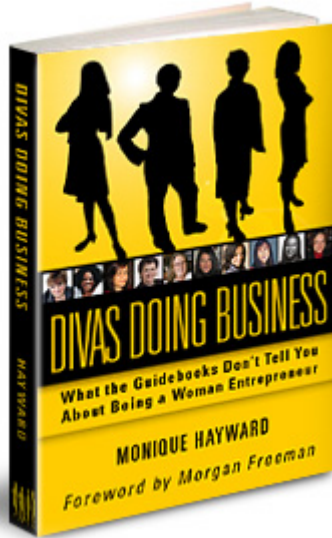


# DIVAS DOING BUSINESS

## What the Guidebooks Don't Tell You About Being a Woman Entrepreneur



### TITLE

*Divas Doing Business: What the Guidebooks Don't Tell You About Being a Woman Entrepreneur*

### AUTHOR

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Her husband wants sex, the bank has denied her small business loan, creditors are after her house, her kid's big school play is tonight, and her top employee just resigned. One more straw and the camel's back surely will break. Welcome to *Divas Doing Business: What the Guidebooks Don't Tell You About Being a Woman Entrepreneur*, arming women business owners with the tools and firepower to tackle the unique situations that will test their resolve, strength, and spirit as they start and manage their businesses.

*"Monique is the total package, an unbeatable combination of boundless passion and no-holds-barred business savvy. She speaks with authenticity and authority like only a woman who knows her worth can."*

*-- Stephanie Chick, Professional Coach & Chief Genius Deliver the Package*

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*-- Paul Rosenbaum, Chairman & CEO, Rentrak Corporation*

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### About the Author

An entrepreneur and corporate player with 15 years of experience in marketing, public relations, communications, and business development, Monique Hayward is President & CEO of Nouveau Connoisseurs Corp., which most recently owned and operated the award-winning Dessert Noir Café & Bar in Beaverton, Ore. She is a frequent contributor for media outlets like CNN, *Oregonian*, *Denver Post*, *Entrepreneur*, *Black Enterprise*, and *Restaurant Startup & Growth*. Hayward also regularly speaks at conferences, colleges, and universities and mentors aspiring entrepreneurs.

Hayward was selected as a winner in the 2008 Make Mine a Million \$ Business program and the *Portland Business Journal's* 2009 "40 Under 40" award. A native of New York City who also spent part of her childhood in Columbia, S.C., Hayward has a master of business administration in marketing from Case Western Reserve University and a bachelor of arts (*magna cum laude*, Phi Beta Kappa) in journalism from the University of Maryland College Park. She also is a member of the National Black MBA Association, National Association of Female Executives, and Entrepreneurs and the National Association of Women Business Owners. Hayward is married to Tom Freeman and the couple resides in Beaverton.