

**NEWS RELEASE**

*For Immediate Release*



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**Negotiation to be the Topic of National Virtual Seminar**

Clearwater, FL (November 20, 2007) – Gayle Waldron, Founder and President of The Management Edge, will be one of two experts providing information on negotiation for a national virtual seminar hosted by the International Forum of the National Association of Women Business Owners (NAWBO) on November 27 at 2 p.m. EST.

Waldron will speak on types of negotiation, women's style of negotiation and the collaborative approach to negotiation. Her co-panelist, author Catherine Lee, will talk about International Business Negotiation.

"Negotiation is a vital skill for any business owner," said Waldron. "Knowing the differences between how men and women negotiate is key to building professional relationships and succeeding in any roll or context."

Waldron is a member of NAWBO and Co-Author of the 2006 Procurement Task Force Report, a WIPP (Women Impacting Public Policy) National Founding Partner and former co-Chair of the WIPP Procurement Committee, a founding member of the USWCC (US Women's Chamber of Commerce), and is a woman business owner certified by WBENC (Women's Business Enterprise National Council), the State of Florida and the SBA.

The free seminar is open to anyone interested in becoming educated on negotiation.

For virtual seminar access information contact [bslate@nawbo.org](mailto:bslate@nawbo.org) or call 703-506-3268. For more information on Waldron or The Management Edge, call 888-588-9481.

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