

Are You a Woman Who Wants to Get Ahead in a Male-Dominated Industry? Roxanne Rivera Can Show You How!

THERE'S NO CRYING IN BUSINESS

HOW WOMEN CAN SUCCEED IN MALE-DOMINATED INDUSTRIES



ROXANNE RIVERA



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Available Wherever Books are Sold!

In these tough economic times, every industry needs strong, smart women—women just like you!

Though women cast off their ruffled aprons for new endeavors long ago, those who aspire to work in male-dominated fields, such as construction, engineering, medicine, mathematics, etc., continue to face a well-fortified gender barrier.

As president and CEO of a successful construction company for 22 years, Roxanne Rivera, author of the new book *There's No Crying in Business* and renowned speaker, has learned a lot about what it takes to be a successful woman in a male-dominated industry.

Now, she'd like to share her lessons for success with you!

Roxanne's message resonates with any professional woman who must lead alongside, influence, work with, or even work for male counterparts. Her insights can benefit virtually every woman who works for a living or may someday do so.

At a time when women must do everything they can to make their mark in this tough economy, Roxanne's important lessons and advice couldn't be more valuable!



Roxanne worked her way to success in the male-dominated construction industry, building her company from two employees and \$1,200 in the bank to a business that in its last years consistently had yearly revenues of about \$13 million and employed over 100 people. Rivera has been appointed to several national advisory committees, most recently appointed by Secretary of Labor Elaine Chao to the National Advisory Committee on Ergonomics where she was the only businessperson on the committee. Rivera has also spoken at and conducted seminars throughout the country on topics such as Communication in the Construction Industry and Women in Construction. Currently, she serves as CEO of Syntactics Communication Skills, LLC, a company that offers presentation and speaking skills training and coaching to executives at every level.

For more information, please visit www.nocryinginbusiness.com or email Roxanne at roxanne@nocryinginbusiness.com.

How Can Roxanne Help the Women at Your Organization?

Here is a selection of Roxanne's keynote presentation topics:

There's No Crying in Business: How Women Can Succeed in Male-Dominated Industries

Breaking Down the Language Barrier: How to Demystify "Their" Language and Effectively Communicate with Men

What Successful Women Do Better: How to Work Harder and Smarter to Overcome the Gender Barrier

Setting Boundaries: How to Say "No" in the Workplace

Change Is Good: How to Create Positive Change for Women in Your Industry

What People Are Saying about Roxanne and Her New Book!

"Working with our male counterparts doesn't have to be a struggle; they often want to achieve the same things we do. They just may go about it in a different way. Roxanne Rivera, in her book *There's No Crying in Business*, does an excellent job of highlighting this and other similarities. She also shows that men and women working together can achieve much more than men and women divided. I recommend her book to my colleagues, young and old!"

-Christine Todd Whitman, Former Governor of New Jersey (1994-2001); Former Administrator of the Environmental Protection Agency (2001-2003)

"The tools and strategies Roxanne outlines in *There's No Crying in Business* are all-encompassing... Women business owners should keep this great book on their shelves, and let Roxanne serve as an example of the great heights we women in business can achieve!"

-Wendy Lopez, Chair, National Association of Women Business Owners (NAWBO)

"With *There's No Crying in Business*, Roxanne Rivera has put together a great compilation of advice from her own laudable career as well as stories and advice from notable women from all walks of life. Roxanne is certainly an inspiring role model for any woman who is striving for success in a male-dominated industry!"

-Wendi Goldsmith, President and Founder, The Bioengineering Group, Inc.; Appointed Member, National Women's Business Council

"Women entrepreneurs will find this book irresistible! In *There's No Crying in Business*, Roxanne Rivera acts as a true advocate for present and future women entrepreneurs by providing an easy-to-read overview of all of the lessons she's learned during her years as a female business owner. Though she focuses on male-dominated businesses, the advice she provides will benefit all women, regardless of what industry their business happens to be in."

-Karen Kerrigan, President and CEO, Women Entrepreneurs, Inc.

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