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PUBLIC ANNOUNCEMENT

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The National Networker Announces A Strategic Alliance with The Joy of Connecting, LLC, and with its Founder, Ms. Bonnie Ross-Parker

Levittown, PA - A spokesperson for the Board of Directors of The National Networker Companies ("TNNWC"), an organization which provides information and services to emerging enterprises internationally (<http://www.TheNationalNetworker.com>), announced that **The Joy of Connecting, LLC ("JOC")** as well as **The Latina Joy of Connecting ("LJOC")**

[with websites at <http://www.TheJoyOfConnecting.com> and <http://TheLatinaJoyOfConnecting.com>, respectively] had entered into an agreement with TNNWC in order to provide the licensees of both the JOC and the LJOC organizations with additional resources, branding, media, public relations, financing and business services in order to assist them in ushering in what TNNWC Vice-Chairman Douglas Castle and Founder Adam J. Kovitz have termed the “ the inevitable coming wave of female entrepreneurship.”

It is the belief of TNNWC that the next generation of business innovators, social thought-leaders and entrepreneurial employers during these next 3 – 5 years will spring predominantly from the ranks of women aged 40 and over in the industrialized nations, with the United States leading the way.

Many of these empowered and ambitious women are going through the process of starting or re-inventing their careers given the rise in the percentage of women actively engaged in the labor force and across a broad spectrum of the professions formerly dominated by males. The displacement of these many conventionally-employed males formerly ensconced in corporate middle-management positions has fueled the impetus for women to 1) become primary financial providers and to 2) become resourceful and inventive in structuring their own businesses, markets and careers outside of the confines of tradition.

More about Ms. Ross-Parker and The JOC Concept

Ms. Bonnie Ross-Parker, author, speaker, award-winning community business leader, visionary, radio host and the Founder of The ***Joy Of Connecting (JOC)*** is a Winning Woman and a thought leader...she is one of several women whom TNNWC predicts will ultimately usher in **Generation XX**. [For your reference, see a download of this article by clicking on <http://www.mediafire.com/?ttznqyzwxm2>].

She has numerous licensees across 19 states as of the date of this writing, and is charted for very rapid growth. Licenses are granted by Ms. Ross-Parker, and *attendance at any JOC or LJOC event is by invitation.*

She has developed a roundtable networking system (her own intellectual property) where women in business are invited to meet for a social gathering at a JOC licensee's home (the licensee is the hostess), and each attendee gets to present a bit about herself, personally and professionally, to the rest of the group. Her proprietary JOC System is fully-interactive, non-threatening, pressure-free, interpersonally engaging and *without any downside* – in the worst case, an attendee goes home having enjoyed a wonderful, casual meeting, a meal, and with some new prospective clients, joint venturers, or service providers.

It is a wonderful amalgam of applied behavioral psychology, body language-enhanced communication and camaraderie. If attendees are truly introduced to one another, and have an opportunity (after introductions are made and a relaxing, home-style dinner is enjoyed) to casually socialize with each other, the atmosphere is primed for meaningful conversations which will lead to furtherance. These elements are lacking in most online social media networking environments, and in large group "expo"-type situations.

The *JOC Social Technology* is face-to-face, person-to-person, in-home and geographically-centered. It is not an MLM, but attendees can become licensees if they qualify and undergo training under Ms. Ross-Parker's skilled tutelage. She is a superb speaker and trainer.

One licensee can host group after group. Different attendees can go to multiple groups. The horizontal growth potential is great, and the intrinsic value of The JOC affiliation is increasing.

With The LJOC, the probability of productive encounters is further increased because of shared cultural factors and reinforced insularity which complements the common gender – female. The sense of community is a significant social enhancement.

Probability of Meaningful Encounters

Looking at simple networking metrics, most large convention-style networking events produce a vigorous high-velocity exchange of business cards, but *limited traction*. At a typical mass event, the likelihood that any given individual will actually develop a correspondence or ongoing communication (i.e., a relationship) with any other individual is actually quite slim. *Depending upon your informational sources (statistics are estimated and vary by source), the probability of this kind of meaningful relationship occurring in this type of setting is between 1% and 5%.*

This probability actually decreases with the number of individuals present due to the rapid conversational turnover and the social compulsion to meet as many other persons as possible. The analogy that comes to mind is "speed dating."

These large, unstructured expos, conferences or seminars tend to find their greatest use in gaining industry intelligence, in "branding by attendance," (i.e., "Everybody in the industry is going to be there!") and in furtherance of intra-industry relationships which already existed prior to the event. More recently, these events are being utilized by individuals who wish to change company affiliations or find new employment.

These large gatherings, whether multi-industry or intra-industry, lend themselves more to information-gathering and employment-hunting than to building either new client bases or to creating reciprocal or partnership-type relationships.

Smaller group meetings such as those held by Chambers of Commerce, Rotary, or other established true membership-based organizations created for the purpose of building business connections tend to be much better for relationship-building (in terms of probability), but they can be somewhat limiting in that certain “key” members tend to bond together socially, and others tend to remain on the periphery.

In too many cases, a core group remains constant, while the less-frequent attendees or newer members do not have a chance to “break in” to the circle. These groups afford many wonderful opportunities, but the attendees do not come in at a true peer level. Some of these groups provide sustenance for certain community businesses, while others put up walls instead of bridges in order to keep potential usurpers or competitors out.

Note: At TNNWC, we view a JOC or LJOC License to be an enhancement or a complement, rather than a substitute for these other networking approaches. In order to be able to network, connect and engage productively in an increasingly competitive environment, it makes sense to use multiple social access methods. No possibility should be excluded *per se*.

*Of course, having said this, it should be understood that an entrepreneur’s limited time and financial resources must be prioritized very carefully in order to optimize and expedite results. **We would rank licensure and attendance at either JOC or LJOC as being of the highest priority.***

At a JOC or LJOC meeting where attendees (only by invitation) are fewer, encounters are longer, actual introductions of several minutes per attendee are provided, and seated, casual informal conversations follow amongst attendees who have actually gathered some basic background information on each of the other attendees, the probability of relationship formation is much greater.

In fact, the probability of relationship formation in Ms. Ross-Parker’s groups is *much greater than the typical 1% to 5% seen in the large,*

expo, seminar or conference settings – it is likely some multiple; and unlike Chambers of Commerce or other membership organizations, all of the invited attendees come in on an equal footing. There is no “closed circle” to break into, or noisy crowd of strangers to wade through uncomfortably. These gatherings turn into qualified, in-person introductions.

No other approach is as uniquely and powerfully effective as the System developed by Ms. Ross-Parker.

Now imagine doing this month after month, with repeat attendees, new attendees, and intersecting, interactive groups across the nation.

Numerous organizations are approaching Ms. Ross-Parker to apply her methods to their product and service marketing. TNNWC is not at liberty to discuss the names of these organizations, but they would probably be known to you.

What Ms. Ross-Parker is working on is to unify the licensees and to further strengthen The JOC and LJOC *associative value* and *branding* through cross-geographical communications and exchanges, and to expand the roster of benefits which each licensee will receive by virtue of The JOC or LJOC affiliation. TNNWC will be working with Ms. Ross-Parker on personal branding, publicity and increasing licensee benefits, proliferation and productivity. This effort is multi-cultural and will become international.

Bonnie Ross-Parker’s Professional Advisors and The JOC Support Team

Ms. Ross-Parker is a frequent speaker, radio interviewer (and guest), and travels extensively to provide training, inspiration and support for her licensees. She is ceaselessly innovative and constantly strives to add further value to the services that she provides to her licensees to exponentialize their success.

The cost of a JOC or LJOC license is probably going to be the best investment a female entrepreneur will ever make in growing her grassroots clientele, referral base, and revenues. It is likely that licensing fees will be increasing within the course of the next three to six months. But then, TNNWC does not provide financial or investment advice.

Ms. Ross-Parker's professional advisors and the JOC support team, aside from The National Networker Companies and TNNW BUZZWORKS™ Team includes the following dedicated professionals:

Cindy Elsberry – National Director of Licensee Support -

cindyelsberry@aol.com

Ana Maria Lowry – National Director: *The Latina Joy of Connecting* -

apintl@hotmail.com

Diana Nichols – Website Administrator and Manager -

Dsn2000@bellsouth.net

Monica McPherrin – Social Media Expert for JOC and Ms. Ross-Parker -

monica@onlinemarketingintro.com

Marnie McPherson – Media Sponsorship at www.IdeaMarketers.com

marniep@mindspring.com -

Ms. Ross-Parker is listed at: <http://www.IdeaMarketers.com/experts/networking.cfm>

Paula Fellingham – Media Producer at **The Women's Information Network** –

<http://www.theWINonline.com> Paula@theWINonline.com

A Recent Award and News Release

FOR IMMEDIATE RELEASE

The Joy of Connecting LLC Receives 2009 Best of Business Award

Small Business Commerce Association's Award Honors the Achievement

SAN FRANCISCO, March 15, 2010, The *Joy of Connecting LLC* has been selected for the 2009 Best of Business Award in the Business services at non-commercial site category by the Small Business Commerce Association (SBCA).

The Small Business Commerce Association (SBCA) is pleased to announce that *The Joy of Connecting LLC* has been selected for the 2009 Best of Business Award in the Business services at non-commercial site category.

The SBCA 2009 Award Program recognizes the top 5% of small businesses throughout the country. Using statistical research and consumer feedback, the SBCA identifies companies that we believe have demonstrated what makes small businesses a vital part of the American economy. The selection committee chooses the award winners from nominees based off statistical research and also information taken from monthly surveys administered by the SBCA, a review of consumer rankings, and other consumer reports. Award winners are a valuable asset to their community and exemplify what makes small businesses great. About Small Business Commerce Association (SBCA).

Small Business Commerce Association (SBCA) is a San Francisco-based organization. The SBCA is a private sector entity that aims to provide tactical guidance with many day to day issues that small business owners face. In addition to our main goal of providing a central repository of small business operational advice; we use consumer feedback to identify companies that exemplify what makes small business a vital part of the American economy.

SOURCE: Small Business Commerce Association

CONTACT:

Small Business Commerce Association

Email: Press@SBCAAwards.org

URL: <http://www.SBCAAwards.org>



Additional Information

The JOY OF CONNECTING (JOC) SYSTEM

Bonnie Ross-Parker has created, in JOC and now, in LJOC, a proprietary system for women in business to network person-to-person in a completely unthreatening, inviting atmosphere that produces more actual ACTIVE BUSINESS RELATIONSHIPS than *any other networking method.*

The JOC System creates engagement, whereas so many other approaches to networking merely produce encounters.

Bonnie Ross-Parker is featured in the soon-to-be-released revolutionary book by author and The ***National Networker Newsletter*** Featured Columnist Ann Barczay Sloan, titled, "The Power of Passion – *Winning Women Reveal Their Success Secrets.*" The book will be published by *The National Networker Press.*

- Bonnie Ross-Parker -

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