

July 10, 2006

OUTSIDE THE BOX

SPREAD THE COMPANY NAME by writing an article in a business magazine or trade publication, or sponsoring a local charity or special event.

Remember, networking does not have to be confined to formal, scheduled meetings. **Everyday interactions** are a good way to build rapport with people who may be helpful down the road.

Dawn Santamaria, chief executive of Tallship Unicorn, which runs an executive leadership program at sea, regularly mines her school connections. Planning to be in the Great Lakes area this summer, for example, she contacted her alma mater in Indiana about planning an event. St. Mary's at Notre Dame, in South Bend, helped Ms. Santamaria recruit seven women business owners to participate in a four day professional development course on the vessel.



**TALLSHIP
UNICORN**