



## HELPING *Women* IGNITE THEIR VISIONS

By: Kim Gibson  
Photography By: Chelsea Bren

**LORI DVORAK** is a woman of seemingly boundless energy. First, she is an entrepreneur and owns InVision 4, Inc., a business success coaching and training service. Secondly, she is the executive managing director for eWomenNetwork in Lake Norman and Cabarrus Region. As the largest networking and marketing organization for women in North America, according to Lori, eWomenNetwork helps bring together professional and entrepreneurial women through a forum called “Accelerated Networking Events.”

During such a networking event held at Lowe’s Motor Speedway last month, it was clear that this group of dynamic women is reaping the benefits of this unique type of networking format. There were women from all around the greater Charlotte area, as well as from as far away as High Point and Winston-Salem. Lori explained that women in the group meet other women who

in turn become interested in knowing more about each other’s business and how they can provide help and resources, as well as use their product and services. It’s about building business through building relationships with each other. Lori also holds these events in Huntersville at the Birkdale Golf Club. The Lake Norman and Cabarrus Region Chapter has almost 200 members representing a wide variety of businesses. Lori also hosts an eWomenNetwork Spring Conference. The next one is scheduled for March of 2010.

Here’s how the networking works at the events. The women are placed in random groupings and told to bring a supply of their business cards. Then, in turn, each woman gives a short synopsis of her business or professional service and what she can offer or what type of service she is seeking. Once she is finished, she hands out her card to everyone in that group. In this way, Lori says, the women remember who gave them the card and what that woman had to say—more so than at typical networking events at which cards are just handed out in a somewhat impersonal manner. If someone needs a particular service they remember who to call, or if they meet another person who needs a service, they know who to recommend.

Lori is very dedicated to helping empower women through both her company and eWomenNetwork, which is evidenced by her 25 years as a business coach and certified trainer and her five years with

eWomenNetwork. She was chosen as “Top Woman Business Leader 2008” by *Business Today*, a community publication, and she was named as eWomenNetwork’s 2008 “Ambassador of the Year.”

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Lori, who is originally from Detroit, Michigan, has lived in the Charlotte area for the past 12 years. She stresses that living a balanced life helps keep her centered: “Most important is for me to maintain daily balance in my life, which includes physical exercise by walking a lot, spiritual time, mental stimulus to list and follow my daily goals and emotional outlets to laugh and cry as needed.” Lori adds, “With that balance, I manage pretty well. I have a loving husband, Bill, who shares the load of our home management, too. We work on our home together as a team and we enjoy it very much.” Besides walking, Lori likes to spend her spare time reading, dancing and writing poetry.

Part of Lori’s motivation has come from great women throughout history who dared to try something new. To women who are thinking of trying something new, like starting a new business or profession, Lori says, “Put your dream on paper and then start to make it happen NOW!” 🦋