

# Sidney woman to speak at conference

ATLANTA, Ga. — Alicia Rittenhouse, of Sidney, will join the speaker roster at the second annual Spark & Hustle National Tour's last stop in Atlanta July 21-23.



Rittenhouse

Spark & Hustle, created by Women For Hire CEO and founder Tory Johnson, offers three-day conferences for current and aspiring small business owners. Atlanta will serve as the grand finale to the eight-city U.S. tour.

These conferences eschew flashy sales pitches and promises for quick fixes in favor of tried and true advice, hands-on interaction and networking with women who have built their businesses from the ground

up, with the “spark of an idea and the hustle to make it happen,” Johnson said.

The Atlanta conference will take place at the Cobb Galleria Centre in Atlanta.

Rittenhouse, a Sidney-based technical virtual assistant for coaches, entrepreneurs and writers, will speak on how to “Make LinkedIn Work for Your Business.”

“Alicia was one of the winners from a contest we ran to select speakers for Spark & Hustle Atlanta,” said Alexandra Hall, Spark & Hustle Event Coordinator. Rittenhouse submitted a video demonstrating her personal tenets of success: POP, or “positive online presence”; buzz; and you, the unique business owner.

Rittenhouse began as a VA and developed her current practice after years of success in help-

ing clients grow their businesses.

“I saw an area of lacking for female entrepreneurship and wanted to help,” Rittenhouse said. “I am who female entrepreneurs have managed their online empires while growing their online presence using savvy marketing tactics.”

Rittenhouse's clients range from age 25 to 50 and lead successful online businesses that have achieved or are on their way toward six-figure levels. By developing marketing strategies and pumping up social media exposure, Rittenhouse helps clients generate buzz in their businesses, with visible results.

“Social media is in, and you must be out there engaging with the public,” Rittenhouse said. “I hope that others will learn the biggest kept secret for professional networking.”