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Madison, NJ - Today the Women's Center for Entrepreneurship (WCEC) is celebrating National Small Business Week.

The WCEC is partnering with Dress for Success and PayPal to help small business owners. They have brought together a panel of exemplary women business owners who all started small in NJ and made it past the 7-figure mark with their businesses. They will offer advice to attendees to help them scale up, focusing on digital tools that helped.

Congresswoman Mila Jasey will provide the opening remarks.

The panelists include: Rachel Durkan, founder and president of Paradigm Marketing and Design. Durkan is an award-winning figure in the marketing industry, and member of the Women's Presidents Organization. Brooke Gagliano, CEO of Frutta Bowls. She opened her first store May 10, 2016 in Howell, NJ at age 23. Now there are 43 locations open in 13 different states with plans to have 53 locations open in 16 states by the end of the year. Maria Hoogterp, Co-Founder and VP of People, Own The Room. Since it was founded in 2011, Own The Room has partnered with more than 200 companies in 46 countries and 7 languages, delivering communications and sales training.

In addition, PayPal representatives will also give an educational presentation on various digital tools that will help small businesses maximize their efficiency.

"We know that most entrepreneurs are struggling to scale up. Every nugget of information could make a difference. We are proud to connect these valuable resources to entrepreneurs in the community to provide support," Rana Shanawani, Executive Director of the WCEC.

About the Women's Center for Entrepreneurship Corp. Founded in, 2009, the Women's Center for Entrepreneurship is a non-profit organization that works to promote entrepreneurship to women in the NY/NJ Metro area. Our mission is to provide the tools for women to successfully own, operate and grow their businesses. By being the resource for businesses of all sizes, we empower women to invest financially, intellectually and emotionally in their community. For more information or to donate, visit www.wcecnj.org or call (973) 507-9700.