

"I can't do everything at once. But I can do it all!" says Beth Dunn a socialite and author of Social Climbers. Beth grew up in the Philadelphia area and attended etiquette school as a child. After graduating from high school she attended Lake Forest College, but her priority wasn't necessarily on education, but rather to be in a sorority. She knew someday she wanted to be successful in a career and have her own firm but had no idea at this stage in her life what that would be. She attended classes but being the socialite she was, she enjoyed all the fun and parties which included boys and of course, beer.

Beth did have a major in college; anthropology and sociology, but had no interest in seeking a career in either one of these fields. However, she did have a great time as Social Director for her sorority and began to think she could turn her passion into a career as a meeting planner. After graduating from college she found it very difficult to find a job in this field so she took a position working for a telecommunications company as an outside sales representative. They were hiring and she needed a job. But she soon realized she hated it so she quit and worked as an account manager for a different telecom company. Unlike the previous job, she excelled in this position and was awarded 'Employee of the Year' within two years of employment.

As with many married women who start out in a career and want to eventually have a family, they must make a choice after the baby is born; continue to work and put their child in daycare, quit working so they can stay home and be a full-time mom, or find a way to do both which often means working from home. Most men do not have this decision to make as it is typically the husband who continues to advance in his career and go to work each day after the baby is born.

Such is the decision Beth had to make after giving birth to her first son. It wasn't until he was 18 months old that she returned to work. This time around she got a job in public relations which she really enjoyed doing and became quite successful at. But then along came

child number two. Working long hours and juggling schedules became too much so it was then that Beth decided to start her own business. Women all over the country fall into similar situations and it is then they decide, 'I want my cake and I want to eat it too!' They want to be with their kids and have income and career success so they open their own business allowing this freedom and flexibility in their lives. It was then that Social Climber, LLC was formed and shortly thereafter the book Social Climbers was published and copies were being sold everywhere. Beth says, *"It is a dream come true!"*

As one would imagine Beth the socialite, is a *"networking advocate. I think life is word of mouth"*. Although the word 'networking' can carry a negative connotation for some, having relationships with others is a major part of our lives. Her network of friends and acquaintances are very helpful when Beth is volunteering her time for charitable events. She reports *"My whole message is about being a volunteer. I've been on more than 30 charity committees."* Not only does she volunteer her time and services to charitable organizations but she encourages all parents to start their kids at a young age in volunteering and giving back to the community as well. This teaches kids to help others and be a part of their community and giving to those less fortunate than themselves; a great lesson for all kids to learn so they too will become socially responsible adults. They can give away some of the toys they receive during the holidays to those less fortunate as Beth explains in a recent television interview.

She describes herself as a goal oriented person that will do whatever it takes and put in the hours needed to get the job done. She sets her goals and reviews them often along with saying affirmations throughout the day. She says: *"I learned to write down what you want, focus on it and it will come true. But I also focus my To-Do list based on these principles. I live it! There is not a day that goes by where I can't tell you about several goals that have been met; not one."*

Beth's advise for women climbing their career ladder and becoming successful in their lives is to *"Start off with charity committees and volunteering; it gives you credibility. Also join Chamber of Commerce groups. I think if you can be an expert in your field then you've done it."*

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You can visit Beth Dunn at [www.socialclimbers.net](http://www.socialclimbers.net)