



Ashland Business Association (ABA)

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FOR IMMEDIATE RELEASE

Ashland Business Association Hosts Super Confidence Coach, Alyssa Dver, January 7

ASHLAND, MA—Dec. 27, 2019—The **Ashland Business Association** (ABA) will hold its monthly program for local business and community leaders, Tuesday, January 7, 5:30-7:30 p.m., at the Ashland Library, Community Room, 66 Front St. Guest Alyssa Dver will speak on "The Science of Confidence: Real Superpower. Serious Impact." Refreshments will be available during an informal networking period, 5:30-6 p.m. The event is free and open to the public. Attendees are asked to RSVP on the ABA website, www.ashlandbusinessassociation.com/events.

Dver speaks regularly at Wharton, MIT, and Harvard as well as for brands such as Spotify, TJX, Panera, Wayfair, IBM, and Pepsi. She recently spoke to the US Air Force. She is a co-founder of The American Confidence Institute (www.americanconfidenceinstitute.com) and author of several books, including "Kickass Confidence: Own Your Brain. Up Your Game."

Attendees will come away from the program with tips on staying calm, cool and in control when dealing with difficult people and situations and on how to effectively communicate confidence to genuinely earn trust and increase impact.

Nearly 140 Ashland businesses make up the ABA. The ABA hosts learning programs and networking events throughout the year; collaborates with the Metrowest Chamber of Commerce and other area

business groups; awards scholarships to Ashland high school seniors; and participates in and supports community events, such as the Ashland High School College and Career Day and the Reality Fair.

For more information, contact President Wendy Pyne at president@ashlandbusinessassociation.com, 508-656-0503, or visit www.ashlandbusinessassociation.com.

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Speaker and author Alyssa Dver asserts that anyone can learn how to think and act with confidence. In her interactive, entertaining and immediately applicable program, she provides tips on creating confidence in yourself and other people. (Photo/courtesy Alyssa Dver)