

## **Women In Nontraditional Careers**

Karla Trotman, Chief Operating Officer at Electro Soft will be a workshop panelist during the Women in Nontraditional Careers (WINC) Institute to be held on Saturday, September 14, 2019, in Northeast Philadelphia.

Ms. Trotman will speak about recruiting and retaining women in manufacturing jobs. She will share her best practices, challenges and answer questions from attendees. Other speakers will describe mentorship as a successful recruitment and retention strategy for women.

“Nontraditional” jobs are those where women represent less than 25% of workers nationwide. All SEPMA members are invited to register for the Institute at [EventBrite](#) and can learn more by visiting [wincproject.org](http://wincproject.org) or contacting [wincproject@philaworks.org](mailto:wincproject@philaworks.org).

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<https://newsroom.philaworks.org/2019-09-06-Women-In-Nontraditional-Careers>