



## Why I Care - Nancy Conrad

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Nancy Conrad is Chair of the Labor and Employment and Education Groups. Her bio is available [here](#).

### **WOMEN'S 5K CLASSIC**

The Women's 5K Classic is an all-volunteer organization that started in 1993 and is the largest all-female 5K in Pennsylvania. The W5K raises funds for research and programs that support breast cancer and women's fitness in the Lehigh Valley.

As a leader in the organization, I wanted to run the 5K. To train for the run, I joined a women's running program and began to run with a diverse group of women several times a week. After successfully completing the 5K, we continued to meet and, over time, we became friends. During our mid-run conversations, we learned about each other's personal and professional lives.

Based on our running (and conversations), one of the women asked if I would meet with her good friend, a CFO at a local college, who wasn't satisfied with their current counsel. This referral from my personal connection led to a productive meeting with the CFO and I was retained by the college. Today, that college is one of my largest clients. You never know where you might acquire new business.

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