

# **NEW YORK POST**

## **Business**

### **BULL'S EYE**

By LAURA PETRECCA  
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What's the biggest problem women face in business?

If you ask **Paula Duffy**, the answer is not knowing enough about sports. The attorney said that "sports has taught men for years how to win and lose." But, until Title IX, "women were at a disadvantage."

So to patronize women for cash — er, to teach them how to succeed — Duffy has started a business called Incidental Contact that puts on sports seminars.

Duffy will kick things off with a "Learning Football" seminar in Beverly Hills on Jan. 17. If it's a success, she plans on offering the program in other cities.

If she's not beaten to death by a couple of women anchors from "SportsCenter" first.