



Media Advisory
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Media Contact:
Sara R. Beck
(213) 608-1280
Academy@nlbwa-la.org

**The National Latina Business Women Association -- Los Angeles Chapter
Presents its Second Annual Business Management Academy
Providing Executive Level Workshops with Tools to Invigorate Businesses
Scholarships Available – Registration Now Open**

- WHAT:** The National Latina Business Women Association (NLBWA-LA) presents the 2nd Annual Business Management Academy; executive/entrepreneurial level workshops scheduled to start February 23, 2011 in downtown Los Angeles. The workshops are targeted at corporate and non-profit executives, entrepreneurs who have been in business for over two years. Six power-packed workshops (one-three hour class per week) each designed to give their skills a new business edge. Topics covered include: Using social media to generate business leads, best business practices, marketing for visibility; results focused writing; business communications; finance and business development strategies. Students will walk away with the skills to develop winning presentations and learn to master the art of listening effectively. Each participant will receive a professional headshot, develop a professional bio and elevator speech, a two-page business plan, and walk away with cutting edge business tools that can be implemented immediately. Three qualified participants will each have an opportunity to win a \$500 business grant to invest in their business.
- WHO:** The program is being presented by NLBWA-LA in partnership with Verizon and the Metropolitan Water District of Southern California (MWD).
- WHY:** NLBWA-LA helps Latina entrepreneurs, executives, and professionals grow their business by teaching them the business tools to deal with today's business challenges. Staying on top of business trends is key to serving NLBWA-LA membership needs. Today more than ever developing and updating professional skills will set apart today's professional.
- WHEN:** **Class Dates: 2/23, 3/2, 3/9, 3/16, 3/23 3/30**
Check in and dinner: 5:30 p.m.
Class: 6:00 p.m. – 9:00 p.m. (Includes dinner and all educational materials).
- WHERE:** **Metropolitan Water District of Southern California**
700 N. Alameda Street, 2nd Floor, Room 2456
Los Angeles, CA 90012
Parking: Free Courtesy of MWD located in the employee parking structure.
- REGISTER:** Cost for all six sessions including dinner: NLBWA-LA members \$150; non-members \$200. Join NLBWA-LA and receive both the Registration and membership for only \$250. Thanks to the generosity of our Sponsors NLBWA-LA is able to offer scholarships. for more information contact Sara Beck at (213) 608-1280 or email: Academy@nlbwa-la.org. To register, request a scholarship and course description go online: www.nlbwa-la.org.

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ABOUT NLBWA-LA

National Latina Business Women's Association, Los Angeles Chapter (NLBWA-LA), a 501(c) 3 non-profit, non-partisan organization was established in July of 2003 to meet the needs of the growing ranks of Latina Entrepreneurs, Executives and Professionals from the greater Los Angeles area. NLBWA-LA's mission is to encourage Latinas to develop their business and professional skills and to meet their career goals through education, business referrals and networking. Its vision is to create nationwide representation, visibility and business opportunities for Latinas in the business world and at the executive level. For more information about NLBWA-LA visit www.nlbwa-la.org.

ABOUT THE NLBWA-LA BUSINESS MANAGEMENT ACADEMY

The NLBWA-LA Business Management Academy provides women with professional development skills that can be implemented immediately to improve business performance. The Academy is geared towards corporate professionals, executives and women entrepreneurs who have been in business for two or more years. The six-week intensive and interactive executive type program hones in on skills in the areas of: Business Management, Marketing, Social Media, Business Best Practices, Business Finance, Business Development and Communicating Effectively. Students receive homework assignments called "Tools for Success Package" which includes the development of their elevator speech, professional biography, capabilities page and a short business plan. A panel will evaluate the Tools for Success package submitted by the students; three of the best packages will each receive a \$500 business grant. Students will also receive a professional headshot.

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