



National Latina Business Women Association LA

# THIRD ANNUAL Business Management Academy

## Growing your Business

6 Week Series meets every Wednesday from 6pm to 9pm  
(Attend In-Person or via Live Webcast)

### CLASS DATES:

**February 22nd** - What's the Best Business Structure for Strategic Growth / Building Your Team and How to Know Who to Bring in When

**February 29th** - Use of Technology to Grow your Business, Minimize Risk, Your Business and Your Financial Future

**March 7th** - Marketing and PR in the Online World and How to Use Social Media, Online Video, Blogs and Viral Marketing To Reach Your Target Customers

**March 14th** - How To Create and Present Winning Proposals / Business Plans for Strategic Growth

**March 21st** - (No Class - Time to work on Business Plans)

**March 28th** - Critique of Business Plans / Grow Your Business with Sales, Existing Customers, Capitalization

**April 4th** - Business Etiquette, How to Make the Best In-Person Impression, Elevator Pitch - Graduation

**3 Qualified participants will win a \$500 grant**

### LOCATION FOR IN-PERSON ATTENDANCE:

Metropolitan Water District  
700 N. Alameda St., Los Angeles, CA 90012

Can also attend virtually via LIVE WEBCAST

**WHO SHOULD ATTEND:** Business owners who have been in operation at least 3 years

**PARKING:** Free. Courtesy of MWD located in the employee parking structure.

**FEE:** Current Members: \$395, Non member: \$495  
Attend and Join the NLBWA for a special rate: \$450

### PRESENTERS:

The NLBWA LA Chapter is pleased to announce the line-up for our **Third Annual 6 Week Business Management Academy**. This year's focus is "Strategically Growing Your Company". Learn how to grow your business from experts who will share "need to know information", proven strategies to implement immediately and provide coaching.

### OUR CONFIRMED PRESENTERS INCLUDE:

**Michele Ruiz**  
Speaker and Facilitator,  
Entrepreneurial Expert,  
Public Speaker, Blogger,  
www.MicheleRuiz.com

**Ellis Gordon, Jr.**  
Business Advisor,  
California SBDC,  
Los Angeles Regional Network

**Angie Barajas**  
Co-Author, *Small Business Big Life for Women*, Business Partner in Financial Greatness Inc.

**Tanya Salcido**  
Branding, Interactive Media and Social Media Expert,  
Owner of Design Action Studios

**Becky Carroll**  
Author of *The Hidden Power of Your Customers: Four Keys to Growing Your Business Through Existing Customers*,  
www.BeckyCarroll.com

**Evelyn G. Aleman, MPP**  
President, PR Specialist,  
Media Image Public Relations,  
www.MedialImagePR.com

**Barbara Seymour Giordano**  
Executive Speakers Coach,  
ProlImage.biz

**Martin Padilla**  
The Padilla Group,  
Oppenheimer & Co. Inc.

**Verizon Technology Expert**  
Verizon

### RSVP BY FEBRUARY 18, 2012

Register online at [www.NLBWA-LA.org](http://www.NLBWA-LA.org); Space is limited.  
For questions and Need Based scholarship application please call (213) 559-0665 or e-mail: [Academy@nlbwa-la.org](mailto:Academy@nlbwa-la.org)

