



Media Advisory
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**In Response to the Challenges of the Current Economic Climate
The National Latina Business Women Association -- Los Angeles Chapter is
Offering Executive Level Workshops with Tools to Invigorate Businesses**

Free Scholarships Available – Registration Open Now

- WHAT:** As businesses continue to be challenged by the economic climate, The National Latina Business Women Association (NLBWA-LA) is offering the 2010 Business Management Academy; executive level workshops that will offer practical insights to effectively manage and operate a successful business. 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, cutting edge 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. Additionally, three qualified participants will each have an opportunity to win a \$500 cash gift card.
- WHO:** The program is being presented by NLBWA-LA in partnership with Verizon, Northwestern Mutual Financial Network 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 and today more than ever developing and updating professional skills will set apart today's professional.
- WHEN:** **Class Dates: 3/24, 3/30, 4/7, 4/14, 4/21 4/28**
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 \$50; non-members \$75. Thanks to the generosity of our Sponsors NLBWA-LA is able to offer scholarships for more information contact Sara Beck at (213)673-1362 x102 or email: sara@msbideas.com. To register, become a member and course descriptions 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

Each year NLBWA-LA offers training and workshops under the name Emerging Latinas, 2010 marks its 4th year. This year NLBWA-LA has targeted business professionals who have been in business for at least two years including non-profit executives, corporate executives and entrepreneurs under the name NLBWA-LA Business Management Academy. With growing numbers of Latina entrepreneurs and professionals, the goal of the academy is to provide its members with the necessary skills to successfully run a business.

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