



**FOR IMMEDIATE RELEASE**  
October 20, 2011

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## **National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA) hosts its Emerging Latinas 2011 Program**

*NLBWA-LA to offer free scholarships for its program*

*Los Angeles, Calif.* -- The National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA) along with sponsorship by The Aetna Foundation and Sempra Energy and in partnership with the Metropolitan Water District of Southern California will host their Emerging Latinas Program beginning October 26.

According to the U.S. Department of Labor, Latinas are the fastest growing small business owners in the U.S. with a phenomenal growth rate of 114 percent over the last five years. Latinas have the largest number of business in the U.S. - owning an estimated 747,108 firms and generating revenues of nearly \$62 Billion as of 2008, according to the Center for Business Women's Research. More than one-third (34.9 percent) of all Hispanic businesses are owned by women, with LA leading the way.

"While Latina-owned businesses continue to boom in Los Angeles, the economy presents real challenges for these emerging businesses. Our four week, power-packed seminars are designed to help build their businesses despite these trying times," said Rose Saucedo, chair of this year's program and Board Member of the NLBWA-LA.

The Programs four week program topics include: Business Legal Structures; Business Banking; Effective Marketing Strategies; Branding Development; Human Resources/Payroll and more.

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“The Emerging Latinas Program is our national signature program; it opens doors for new and aspiring business owners and helps us achieve our mission to support Latina professionals in achieving all their career goals.” stated Ana Perez, President of NLBWA’s Los Angeles Chapter.

Every attendee will have learned the basics of business and how to take it to the next level. Participants will have access to one on one meeting’s with business and financial experts to learn what they need to make their business grow. Participants will receive a certificate of completion at the end of the program.

The Emerging Latinas in Business Program will be held every Wednesday evening beginning October 26<sup>th</sup> and continuing in the month of November on the 2<sup>nd</sup>, 9<sup>th</sup> and 16<sup>th</sup>, from 6 p.m. to 9 p.m. All sessions will be hosted by the Metropolitan Water District of Southern California Offices at 700 N. Alameda Street, in Downtown.

Latinas interested in starting their own business or improving their current business are encouraged to attend. Cost for all four sessions including dinner: An NLBWA-LA member is \$50; non-members pay \$100, however, a limited number of scholarships are available to qualifying candidates.

For more information about NLBWA-LA and the Emerging Latinas Program contact NLBWA-LA at (213) 559-0665, or visit [www.nlbwa-la.org](http://www.nlbwa-la.org). Questions and scholarship information can be directed to Rose Saucedo at (213) 559-6683 or via email at [rsvp@nlbwa-la.org](mailto:rsvp@nlbwa-la.org).

### **About NLBWA-LA**

National Latina Women Business 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. The mission of the NLBWA-LA 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](http://www.nlbwa-la.org).

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