



FOR IMMEDIATE RELEASE
November 16, 2011

Media contact:

Germaine Pena
(213)559-0665
Germaine@nlbwa-la.org

National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA) Joins forces with Women of ALPFA: Opening the Door of Opportunity

Los Angeles, Calif. -- The National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA) partners with the Women of ALPFA Los Angeles for a panel discussion with key female leaders Thursday, November 17, 2011 from 6pm-9pm.

The panel discussion will be taking place at the Kyoto Grand Hotel and Gardens, located at 120 South Los Angeles Street in Downtown Los Angeles.

Women of ALPFA 2011: "Opening the Door of Opportunity" highlights a panel discussion with key female leaders who will share their perspectives with an emphasis on the female experience and will be moderated by Michelle Kerrick of OMP Deloitte. Panelists include Anita DeFrantz, President of the LA84 Foundation; Deborah Newman, Vice President of Compliance and Business Process Improvement at Warner Bros; Hilda Arechiga, Vice President in the Investment Management Division of Goldman Sachs and Veronica Gutierrez, Vice President of Public Affairs at Southern California Edison.

"ALPFA recognizes both importances of involving strategic alliances like that of the NLBWA-LA as well as ensuring forums to allow women the opportunity to excel in corporate leadership." stated Bryan Banta, President for ALPFA.

--more--

Women of ALPFA is designed to inspire and empower women to break barriers and achieve life and career aspirations and is dedicated to enhancing the opportunities for Latinos and building leadership and career skills.

“NLBWA-LA is honored to partnership with ALPFA for the 4th year in a row to bring you Women of ALPFA. It is through these strategic alliances that NLBWA-LA is able to expand our network and achieve our mission.” stated Ana Perez, President of NLBWA’s Los Angeles Chapter.

Latinas interested in professional growth, relationship building and expanding their opportunities are encouraged to attend. Cost for attendance includes appetizers and refreshments, opportunity to learn and network and panel discussion with key female leaders: Members \$0; Non-Members pay \$25 in advance and \$30 at the door. Parking cost: \$8 for self parking; \$12 valet and \$5 across the street.

For more information about NLBWA-LA and the “Opening the Door of Opportunity” panel discussion contact NLBWA-LA at (213) 559-0665, or visit www.nlbwa-la.org. Questions and information can be directed via email at info@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.

About ALPFA

ALPFA is the largest Latino association for business professionals and students with chapters nationwide and over 15,000 members. ALPFA is dedicated to enhancing opportunities for Latinos and building leadership and career skills. ALPFA is a non-profit entity registered with the Internal Revenue Service. Membership is open to anyone who shares our values, vision, and mission. For more information about ALPFA visit www.losangeles.alpfa.org

####