



## iViva! Women Entrepreneurs A Women of Color Entrepreneur Symposium

November 7, 2011 9:00 a.m. – 4:00 p.m.  
Los Angeles Federal Reserve, 950 S. Grand Avenue, Los Angeles 90015.

Women of color entrepreneurs represent the fastest growing segment of new businesses in California. iViva! was launched in 2007 to provide training, technical assistance, and peer support to help CAMEO members better reach and serve the emerging Latino market of entrepreneurs. This year we changed focus to spotlight women of color entrepreneurs.

Women entrepreneurs are the nation's secret ingredient in the recipe for economic growth.

More women are starting their own firms, but not at a rate as high as men. Businesses owned by women of color are one of the fastest growing segments of all small businesses and start at three times the rate of all other groups. However, they lag behind other firms in terms of success and growth indicators.

If we close those gaps, we harness the power of women to grow their businesses, create jobs and grow the economy. Today is a day of learning and empowerment to meet the challenge.

### *Morning Program*

- Opening Remarks by Claudia Viek ([bio](#), pic below left), CAMEO C.E.O.
- Accelerating the Growth of Businesses Owned by Women of Color: uncover the challenges that women of color entrepreneurs face when growing their businesses; then identify how to solve these problems to be successful. Moderated by Forescee Hogan-Rowles ([bio](#), pic below center left), Community Financial Resource Center.



- Research presentation by Sheila Brooks ([bio](#), pic above center right), entrepreneur and board member, the Center for Women's Business Research
- Panel discussion with Cecilia Mota ([bio](#), pic above right), President National Latina Business Women Association, Rhea Aguinaldo, National Asian American Coalition, and Donyielle Holley ([bio](#), see pic below left), Assistant Director, Quantum Community Development Corporation
- Audience Participation

- Peer Support Programs for Women of Color Entrepreneurs: a case study from Valley Economic Development Corporation

*Luncheon:* Professor Al Osborn ([bio](#), see pic below center left), Dean, Price Center for Entrepreneurship, UCLA will motivate everyone on “How to Position Yourself Strategically to Take Advantage of Today’s Business Opportunities.”

*Afternoon Program*

- Discover [Mujersísimas](#) with Cecilia Mota and Carmen Hensch ([bio](#), see pic below right center). Mujersísimas, or SuperWomen, is a set of online empowerment tools and services whose mission is to transform women’s lives through connection, education and inspiration.
- Dr. Liliana Cabouli ([bio](#), pic below right)
- You don’t have to do it alone, there is help. The day will end with a resource panel. Participants include: Community Financial Resource Center, Pacific Asian Consortium in Employment, Pacific Coast Regional Small Business Development Center, Operation Hope, Quantum Community Development Corporation and others



Thanks to the National Latina Business Women’s Association for co-hosting this event.



We are grateful to our event sponsors:

