

ENTREPRENEURSHIP ADVANTAGE

GREATER LA REGION

Supporting Women in a Female Recession

September 24, 2020



Welcome

Heidi Pickman

CAMEO

VP, Programs and Policy

General Info

- ▶ Everyone's audio is muted
 - ▶ Zoom menu --- drag cursor down screen.
 - ▶ Mic icon on left.
 - ▶ Chat box.
- ▶ We are recording and you are free to share. We will send all registrants a link as soon as we can
- ▶ You will receive a copy of today's slides.

CAMEO Updates

- ▶ [CA Rebuilding Fund Train the Trainer](#) (Oct 1)
- ▶ [October EA Virtual Meetup](#) (Oct 22)
- ▶ Microlending Essentials Waiting List
- ▶ [Coronavirus Resources for Small-Business](#)

The background is a solid blue color. On the right side, there are several overlapping, semi-transparent geometric shapes in various shades of blue, creating a layered effect. A thin white line runs diagonally from the bottom left towards the top right, intersecting the layered shapes.

Emma Kloppenburg

Local Initiatives Support
Corporation

EA Vice-chair



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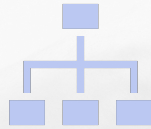
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Agenda

- ▶ Panel on Supporting Women Entrepreneurs during a Female Recession
- ▶ Q&A and discussion



Name



Organization



Role

The background features a collage of light purple icons and stylized human figures. Icons include a bar chart, a line graph with an upward arrow, a ladder, a person climbing, a person sitting at a desk, a person standing, a person holding a briefcase, and a person sitting on the ground. The figures are depicted in various poses, some standing, some sitting, and some interacting. The overall theme is business and entrepreneurship.

Purpose

Entrepreneurship Advantage

- ▶ Create economic opportunity for entrepreneurs and small businesses in LA County by connecting human, technical and capital resources through regional collaboration.

Virtual Meetups

- ▶ Bring EA members to discuss best practices, strategies, and challenges in light of COVID-19's effects on the small-business sector

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OUT AN INTEREST FORM



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AND UPCOMING EVENTS TO
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“We should go ahead and
call this a ‘shecession’”

– C. Nicole Mason, president and chief executive of the Institute for Women’s
Policy Research quoted in the NY times



COVID-19 has spurred America's first female recession

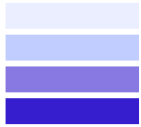
- Closed schools and day care facilities and the decline of female-dominated service jobs
- This year, female unemployment reached double digits for the first time since 1948
- Women-owned businesses are less likely to anticipate a strong recovery
- Today's goal: explore how women entrepreneurs are being affected by the current "female recession"

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Rocio Flores

USC Office of Civic Engagement

EA Steering Committee



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Supporting Women Entrepreneurs in a Female Recession



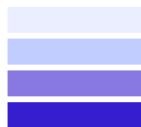
Schenae Rourk
Vice President
NAWBO-CA



Dr. Pamela Williamson
President and CEO
WBEC-West



Swann Do
Director
PACE WBC



Thank You!

- ▶ CAMEO
- ▶ CIT One West, Bank of the West, and First Republic Bank
- ▶ EA Steering Committee
- ▶ EA Network