THE HISPANIC BIC TEAMS WITH MANA TO INTRODUCE THE ELLA INITIATIVE â„¢

Business 2009-04-09 13:51:04

Washington, DC – The National Hispanic Business Information Clearinghouse (Hispanic BIC) and MANA, A National Latina Organization announced the Entrepreneurial Latina Leaders AvanZando (ELLA™) initiative on Monday, March 30th at the United States Capitol Visitor Center in Washington, D.C. ELLA™ is an educational and training initiative aimed at Latina entrepreneurs and professionals in the United States. The initiative will provide resources to Latinas in the areas of Entrepreneurship, Leadership, Finance and Green Business Practices.

“The Hispanic BIC is dedicated to building a Nation of Hispanic Entrepreneurs in order to ensure the economic development of the Hispanic community and the American economy,” stated Michael Barrera, President of the Hispanic BIC. We are especially proud to work with MANA in training emerging Latina entrepreneurs, the fastest growing business segment in the U.S”

The two organizations plan on rolling the ELLA™ initiative out in cities across the country, including Washington, DC.; Portland, OR; New York City, NY; Dallas-Fort Worth, TX,; Denver, CO; El Paso, TX; Southern California and San Juan, Puerto Rico.

“Leadership and knowledge about finance and business practices including the growing Green initiatives are critical skills in our emerging economy,” stated Alma Riojas, President of MANA. We look forward to working with the Hispanic BIC and our local chapters in bringing the ELLA™ initiative to cities across the country.

“More than 70% of Hispanic owned businesses are micro-businesses with less than four employees earning less than $50,000 a year,” stated Sal Gomez, Founder & Chairman of the Hispanic BIC. “Training and education is critical to business growth. The ELLA™ initiative will help ensure not only future businesses success but it will also help prepare our future leaders.

About Hispanic BIC

The National Hispanic Business Information Clearinghouse (Hispanic BIC) is a non-profit organization that provides a free, bilingual website that offers critical small business information on MONEY, MARKETS, MANAGEMENT and TECHNOLOGY to support the startup and growth of Hispanic-owned businesses. The Hispanic BIC website offers a collection of business-related articles, training videos, local city resources, demographic information, a small business search engine and other business tools that help Hispanic entrepreneurs achieve the American dream of owning a successful business.

About MANA

MANA, A National Latina Organization, is a nonprofit, advocacy organization headquartered in the nation's capital, Washington, D. C. With chapters across the country, it is the oldest National Latina membership organization in the United States. MANA, whose mission is to empower Latinas through leadership development, community service, and advocacy, envisions a national community of informed Latina activists working to improve the quality of life for all

Hispanics.

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WHEN : 2009-04-09 13:51:04
WHERE :

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