



NEWS RELEASE

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FOR IMMEDIATE RELEASE

IWE, SCORE, and SBA Team Up to Host Women Business Owners Conference on March 23 **21st Century Marketing: How to Grow Your Business in Today's World**

(Santa Ana)—According to the U.S. Census, there are more than 27 million small businesses nationwide, and more than 28 percent are owned by women. This represents a 20.1 percent increase from 2002. It is estimated that women-owned businesses will account for one-third of the new jobs created by 2018. (Source: Guardian Life Small Business Research Institute)

To support the success of women-owned businesses in Southern California, the Institute for Women Entrepreneurs (IWE), SCORE Orange County, and the U.S. SBA Santa Ana District Office are hosting the Women Business Owners Conference at the Anaheim Marriott, 700 West Convention Way, Anaheim, CA, on Friday, March 23, 2012 from 7:00 a.m. to 3:30 p.m. The conference's theme is "21st Century Marketing: How to Grow Your Business in Today's World."

The full-day conference, designed especially for women business owners, will address the unique challenges and issues relating to marketing a business in today's economy. Conference registration is \$95, including breakfast, lunch, parking, an afternoon tea, no-charge business consulting, and full access to presentations by business experts. For more information and to register, contact (714) 480-7455 or visit www.wboconference.com.

"Our goal is to help female entrepreneurs learn how to survive and thrive in this challenging economy. We have brought together a group of outstanding presenters who are leaders in the fields of social media, global marketing and government contracting," said Kari Irwin, director of the IWE.

The Women Business Owners Conference boasts a schedule of expert speakers, including asset manager [Deb Wetherby](#), small business expert [Rieva Lesonsky](#), author of *Start and Run a Profitable Exporting Business* [Laurel Delaney](#), branding expert [Liz Goodgold](#), and many others.

This conference is made possible through the generous sponsorship of the Business & Entrepreneurship Center, SCORE Orange County, and Kaiser Permanente. Additional sponsorship opportunities ranging from \$500 to \$20,000 are available.

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About the Institute for Women Entrepreneurs

The Institute for Women Entrepreneurs (IWE), an economic development program of the Rancho Santiago Community College District Foundation, broadens the reach of business training and consulting to help women start, grow and expand their small businesses. The IWE supports local businesses through one-on-one business consulting services, key business workshops geared to the needs of women entrepreneurs and network-building opportunities. While welcoming men to its programs, the IWE caters to the needs of women entrepreneurs. The IWE is funded in part through a cooperative agreement with the U.S. Small Business Administration.

About SCORE Orange County

SCORE Orange County is one of 360 chapters of SCORE National. It is a nonprofit organization that provides “Counselors to America’s Small Businesses”. The Orange County chapter is one of the largest and most productive in the country. The chapter presently has over 100 trained and experienced all volunteer business counselors that offer their clients an extensive network of business knowledge and experience. The mission is to provide professional business guidance and information to the local small business community in order to enhance the economic vitality of the local economy and to be a pro-active, driving force in the development and economic success of the local small business community.

About the U.S. Small Business Administration

Since its founding on July 30, 1953, the SBA has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses. SBA provides assistance primarily through its four programmatic functions: access to capital, entrepreneurial development, government contracting, and advocacy.

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