



**FOR IMMEDIATE RELEASE**  
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## **PRESS RELEASE**

### **First Ever Women's Collaborative Mentoring Program "Women Mentors and Leadership Guiding Success" Colloquium underscores the importance of Woman-to-Woman Mentorship**

*Sherman Oaks, CA* - Women are growing businesses 4 to 1, and they need a woman-to-woman connection to help them gain the insight to get to the next level.

The Women's Collaborative Mentorship Program's (WCMP) "Women Mentors and Leadership Guiding Success" Colloquium will connect attendees to the resources and leadership they need to help their business grow. The must attend event is on Saturday, October 7, 2017 from 9:00 a.m. to 4:00 p.m. at California State University, Northridge's Grand Salon, located at 18111 Nordhoff Street Northridge, 91330.

The event will celebrate leadership, recognize best practices and conquer the challenges facing women businesses; hosted by the Women's Collaborative Mentoring Program, powered by The Valley Economic Alliance.

"The purpose of the colloquium is to help grow women business owners by connecting them to the resources and leadership of the San Fernando Valley. It is paramount that they have a successful woman leader guide their growth," said Gail Lara, Executive Director of WCMP.

#### **The WCMP Colloquium gives business women a chance to:**

- Learn from successful women sharing their best practices to help you grow your business
- Prepare your business to be on a solid financial ground by gaining access to capital
- Raise funding to provide grants for underserved women entrepreneurs
- Network throughout the day

#### **Event Agenda:**

- WCMP Recognition Mentoring and Leadership Award to Dr. Betty Uribe, Executive at California Bank & Trust responsible for the Greater Southern California Division; a \$3.5 billion line of business covering retail and business banking. Ms. Uribe is one of the top 50 most powerful Latinos and author of the international best seller, *Values; The Secret to Elite Performance in Business and Life*.
- Panels: Women in Politics, Women in Media, Women in Technology, Women's Networking and Women in Business.
- Access to Capital; Connect to the bankers.
- Speed Mentoring event in which 50 mentors and 50 mentees will be paired in advance. They will receive a wealth of valuable knowledge and connections to move their business forward.

The Women's Collaborative Mentoring Program's mission is to position underserved women entrepreneurs to thrive by providing customized mentoring to achieve sustainable business growth. The organization's overarching goal is to help business women reach \$150,000 or more in annual revenue and prepare them to be more bankable.

General admission tickets cost \$60 and \$25 for speed mentoring session. Tickets can be purchased at [www.tinyurl.com/WCCOctober2017](http://www.tinyurl.com/WCCOctober2017)

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