

FOR IMMEDIATE RELEASE

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The Valley Economic Alliance Presents the Adelante Hispanic Heritage Month Series in Recognition of Hispanic Heritage Month.

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Educational Webinars Aim to Help Close the Capital Gap for Latino Entrepreneurs

Sherman Oaks, California, Sept 16, 2021 – The Valley Economic Alliance will present a series of free webinars in recognition of Hispanic Heritage Month. Programs will take place on Thursday, September 23, 30th, and Oct. 7th from 12:00 PM to 1:00 PM. This is an online series and will be conducted over zoom platform.

The first program is entitled “*Know Your Numbers & Finance Your Business*” and features educational presentations and Q&As by Armida Colmenares-Stafford of Pacific Premier Bank and Monica Guevara of CDC Small Business Finance. The second program is entitled *Marketing Your Business for Growth* and features a presentation by Patty Ross from Golden State Marketing and Jessica Reveles of J Squared Communications. The third program is entitled “*Accessing L.A. RISEwith*”, featuring Commissioner Aura Garcia of the City of LA Bureau of Public Works, Evelina Villa with Los Angeles County Public Works, Nicolas Barrios with Build LACCD, and Lisa Castillo of AT&T, among other procurement decision-makers.

The Valley Economic Alliance is committed to closing the information gap, capital gap and network gap experienced by many Hispanic businesses through our *Adelante Hispanic Heritage hub*.

The webinar series is sponsored by Pacific Premier Bank. Free registration is required at <https://thevalley.net/events/adelante/>

The Valley Economic Alliance is a 501(c)(3) non-profit organization comprised of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This regional consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit TheValley.net.

Tags: <https://thevalley.net/events/adelante/>

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