

**FOR IMMEDIATE RELEASE**

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**The Valley Economic Alliance Hosts Program for Women's Entrepreneurship Day**

**Sherman Oaks, California**– Women's Entrepreneurship Day is November 19. In celebration, [The Valley Economic Alliance](#) (The Alliance) and its [ELLEVATE Women's Business Hub](#), is hosting a [free virtual program](#) on Tuesday, November 15, 2022 at 10:00 am - 11:30 am (PT) designed to aid women in starting and growing their own businesses.

According to the [Small Business Administration](#), women-owned businesses made up 20 percent of all businesses. These businesses employed 10.1 million workers and contributed \$1.8 million to the economy.

The ELLEVATE Women's Business Hub is one of three affinity groups at The Alliance that offer culturally sensitive outreach and programming to help diverse and women-owned businesses to access information, capital, networks, and other empowering business resources. The other groups, Onyx African American Business Hub, and Adelante Business Hub, presented programming for Black Business Month and Hispanic Heritage month, respectively.

The free Women's Entrepreneurship Day program highlights leadership skills, strategies for getting certified as a woman-owned business, networking, and best practices for a growth mindset. Speakers include Shawn LaRe' Brinkley, a licensed marriage and family therapist and CEO of Living Loved in Encino. She and her staff specialize in individualized counseling for children and adults as well as coaching and consulting services. "I find women in business all too often are exceedingly talented at leadership, strategy, and financial management," said Brinkley, who is also the program's keynote speaker. "And sometimes I find it takes additional confidence, training and networking to help them reach their full potential and operate fully in their "Who-You-Are-Ness."

A panel discussion will follow the keynote at the event. Moderated by Miri Rossitto, Founder and CEO of Cowe Communications, panelists include:

- Theodora Oyie, CEO of Mindful Integration of Construction Service
- Veronica Corona, President of CM Cleaning Solutions, Inc. and Chair of the California Hispanic Chamber of Commerce



[Women's Entrepreneurship Day Organization](#) started in 2013 as an agent of social change to promote economic success by empowering women to become business owners. The official day is celebrated in November in 144 countries.

“Woman-owned businesses are growing in number,” said Sonya Blake, president and CEO of The Valley Economic Alliance. “Many women entrepreneurs are juggling family needs and community involvement in addition to running their businesses, and this in light of less access to capital and government contracts. To build our local economy, it’s imperative that we strengthen and support them with tools and resources to help them grow as employers.”

The event is funded, in part, through a grant from the U.S. Small Business Association. Additional funding is provided by the Los Angeles Department of Water & Power, Comerica Bank and the San Fernando Valley Business Journal. Special thanks to our community partner the Black Women’s Network.

Guests can register for the free virtual event [here](#), or call (818) 379-7000 for additional details. For more information on these projects and the mission of the Alliance in general, please visit our [website](#).

The Valley Economic Alliance is a 501(c)(3) non-profit organization 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 region 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](#).

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