



FOR IMMEDIATE RELEASE

Press Contact: Jeannine Schechter
Fresh PR
o: (310) 482-3461
c: (323) 547-4937

**NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS-LOS ANGELES
(NAWBO-LA) TO PROUDLY HOST 22nd ANNUAL LEADERSHIP AND LEGACY
AWARDS LUNCHEON**

**Gala Event to Honor Rising Stars Among Women Business Leaders
March 14, 2008 at Beverly Hilton Hotel**

(LOS ANGELES) January 14, 2008 – The Los Angeles chapter of the National Association of Women Business Owners (NAWBO-LA) and the Enterprise Institute of NAWBO-LA announced today that they will host the 22nd Annual NAWBO-LA Leadership and Legacy Awards Luncheon on Friday, March 14, 2008 from 11:00 a.m. to 2.00 p.m. at the Beverly Hilton Hotel.

The National Association of Women Business Owners® (NAWBO®) is the voice of America's 10.6 million women-owned businesses, and the only dues-based national organization that represents the interests of all women entrepreneurs across all industries. The National Association of Women Business Owners—Los Angeles (NAWBO-LA) has distinguished itself as one of the organization's leading and innovative chapters since its beginnings in 1979.

The annual NAWBO-LA awards luncheon is an opportunity for the business community to give tribute to top achievers among women leaders who have established a legacy of entrepreneurial excellence and contributed significantly to Southern California. Each year, this highly anticipated gala attracts a powerhouse gathering of more than 1,200 women business owners, community leaders, elected officials, media, dignitaries and celebrities—all interested in paying tribute to the rising power of women entrepreneurs.

"Women business owners represent a tide of entrepreneurship that is sweeping across the social landscape and shaping the business environment," said Helen Han, CEO of NAWBO-LA. "Women are creating new definitions for ownership, success and prosperity in both the workplace and the community; and we want to give tribute to those women who are standing, reaching, growing, lifting and rising to *own their future.*"

The theme of this year's event, "**NAWBO LA: Rising,**" speaks to the increasing power of women business owners and the growing impact of NAWBO-LA in the

economic, social and political spheres. The nine women to be recognized on March 14 epitomize the theme as they have not only risen above their own circumstances, but they are rising to the occasion every day as business leaders, and are raising the bar as stewards of a future above and beyond themselves.

The six 2008 NAWBO-LA award honorees are:

Leadership/WBO Award: Mimi Song, President and CEO of Superior Grocers

Legacy Award: Renee White Fraser, Ph.D., CEO of Fraser Communications

Corporate Partner Award: SOUTHERN CALIFORNIA EDISON represented by Lynda L. Ziegler, Sr. Vice President of Customer Service

Advocate Award: Maria Contreras-Sweet, Founder and Chairwoman of PROMERICA Bank and Managing Partner and Co-Founder of Fortius Holdings

Inspiration Award: Gisselle Acevedo, President and CEO of Para Los Niños

Rising Star Award: Natalie Cole, founder, CEO and Publisher of OurWeekly Newspaper

The three 2008 NAWBO-LA Hall of Fame inductees are:

Marilyn Lewis, Founder of Kate Mantilini and The Gardens on Glendon, and a fashion designer and producer

Mary Ann Mitchell, President and CEO of Computer Consulting Operations Specialist, Inc. (CC-OPS)

Valerie Red-Horse, President and Founder of Red-Horse Native Productions and Red-Horse Financial Group

"We look forward to celebrating both leadership and legacy on March 14," said Jane Skeeter, NAWBO-LA President-Elect/Event Chair and CEO of UltraGlas, Inc. "Each of the women selected to be honored at this year's luncheon has in her own way energized the entrepreneurial spirit of Los Angeles and established an important legacy for NAWBO-LA, the larger community of women entrepreneurs, and our society as whole."

Union Bank of California is the Presenting/Platinum Sponsor of this year's Leadership and Legacy Awards Luncheon. Additional event sponsors include DeDominic & Associates (Legacy Partner); Southern California Edison (Diamond Sponsor); Toyota Motor Sales, USA, Inc. (Silver Sponsor); and Hilton Hotels Corporation, Northrop Grumman and Wachovia Corporation (Bronze Sponsors). For more information about event sponsorship opportunities, visit www.nawbola.org or contact NAWBO-LA CEO Helen Han at (213) 622-3200 or info@nawbola.org.

The 2008 event is scheduled for Friday, March 14 with a networking reception to be held from 11:00 to 11:50 a.m. followed by the awards luncheon from 12:00 to 2:00 p.m. The event will take place at the Beverly Hilton Hotel, 9876 Wilshire Boulevard, Beverly Hills, CA 90210. Valet parking will be provided for \$14 and self parking will also be available at a cost of \$9. Event tickets may be purchased online at

www.nawbola.org for \$175/\$150 NAWBO members. Early bird registration is available for a \$25 discount until February 8. Attendance is limited and early registration is strongly encouraged.

About NAWBO-LA

Representing more than 335,000 women-owned businesses in Los Angeles and Long Beach, employing more than 700,000 people, and generating more than \$113 billion in annual revenues, women entrepreneurs have become an increasingly active and powerful force shaping the economic and political landscape of Southern California.

Founded in 1979, NAWBO-LA is one of the largest and fastest-growing chapters of the National Association of Women Business Owners, an organization that strives to empower and enable women entrepreneurs into economic, political and social spheres of leadership.

Founded in 2000, The Enterprise Institute of NAWBO-LA is a 501(c)3 tax exempt charitable organization dedicated to promoting the entrepreneurship of women worldwide.

Together, NAWBO-LA and the Enterprise Institute work closely to ensure that women business owners are recognized as a public policy voice to be reckoned with, a formidable economic force, and effective agents for change in the dynamic business environment that is Southern California.

For more information about NAWBO-LA or the Enterprise Institute, please visit www.nawbola.org or call (213) 622-3200.

#