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National Hispanic Business Women Association 2323 N. Broadway, Suite 240, Santa Ana, CA 92706 (714) 564-5211

# NHBWA News Brief

October 2008  
Volume 1 Issue 2

## New Partnership Agreement with IWE *By Lilian de la Torre-Jimenez*

The Institute for Women Entrepreneurs (IWE) formally announced its partnership with the National Hispanic Business Women Association (NHBWA) during an event to honor a national figure considered a pioneer and one of the strongest advocates for the Women's Business Centers that exist today nationwide. The announcement was made at the first IWE Leader of Distinction Award event presented to Terry Neese, Small Business Advocate, President of Women Impacting Public Policy (WIPP), Bush appointee and Native American Entrepreneur.

*"We are committed to this partnership and we will work together with IWE to continue to promote businesses in our region,"* said NHBWA President Teresa Mercado-Cota after Sallie Salinas, IWE director formally announced the partnership on September 18, 2008 before a full-room at the Rancho Santiago Community College District (RSCCD) board room.



### NHBWA and IWE

September 18, 2008

RSCCD Board Room, Santa Ana

From left to right: Lilian de la Torre Publisher of Bodas USA La Revista, Cecilia Novella Orange County Office of the Auditor-Controller, Terri Neese WIPP President, Teresa Mercado-Cota NHBWA President and RSCCD Director of Community Relations, Elizabeth Arteaga NHBWA Director, Sallie Salinas IWE Director

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### 45<sup>th</sup> Annual U.S. SBA Awards

September 25, 2008

Anaheim Hilton Hotel

From left (back row): Peter Hardash, RSCCD Vice Chancellor, Tony Ellis, SAC Board Foundation President, John Didion, RSCCD Exec. Vice Chancellor, Dr. David Chapel, RSCCD Board of Trustees Vice President, Juan Vázquez, SCC President, Phil Yarbrough, RSCCD Board of Trustees President. From Left (front row): Leila Mozzafari, SBDC Director, Chancellor Eddie Hernandez, Honoree Lilian de la Torre-Jimenez, Noemi Kanouse, Assistant Vice Chancellor.



### United Way Women's Summit

September 26, 2008

Rossina Gallegos, VP & Community Development Officer Union Bank of California (center, third from left), NHBWA supporter and Summit presenter, and NHBWA board members and friends attend First United Way Women's Summit.

## Upcoming Events

Event	Location	Date
13 <sup>th</sup> Annual NAWBO Luncheon	Hyatt Regency Hotel, Irvine 11:00 am – 2:00pm	October 10, 2008
Urban Adventure Badge Bash Girl Scouting Empowers Girls for LIFE	The Club House South Coast Plaza Costa Mesa, CA	October 10, 2008
Orange County Hispanic Education Endowment Fund Apple of Gold Award Dinner	Anaheim Hilton 777 Convention Way Anaheim, CA 6:00pm-7:00pm	October 17, 2008
RSCCD Chancellor's Ball	Disneyland Hotel 6:00pm-11:00pm	October 24, 2008
Spanish Business Course	2323 N. Broadway Santa Ana, CA 92706	November 2008
OCPC Holiday Mixer	South Coast Plaza Costa Mesa 6:00pm	December 3, 2008
2008 Bizcon	TBD	TBD
Hispanic Women in Business Summit	TBD	February 2009
2009 9 <sup>th</sup> Annual NHBWA Awards and Scholarship Dinner	Doubletree Hotel, Santa Ana/OC Airport 201 East MacArthur Blvd. Santa Ana, CA 92707	May 14, 2009

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## Did you know?

### 5 Tips for Using Colleges and Universities to Help your Business

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1

- Volunteer your company to be a business school case study. You will learn much about your company in the process and get good ideas for the future

2

- Obtain management and technical assistance from one of more than 50 Small Business Development Centers. Check the US Small Business Administration web site at [www.sba.gov](http://www.sba.gov) for locations

3

- Participate in special programs. Many colleges and universities sponsor venture capital forums, entrepreneurship centers and family business programs

4

- Work with the business school to offer internships to graduate students

5

- Find out what expertise is on business school's staff. You may find just the right person to hire as a consultant or to serve on your board

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## You Can Get Training Online

### Online Training



The Small Business Training Network (SBTN) is a virtual campus providing quality and targeted online training to meet the information needs of prospective and existing small business owners. It is an E-Government initiative, powering a comprehensive menu of business courses designed to serve more customers, more efficiently. The Training Network operates like an electronic umbrella under which many SBA and agency resource training programs are captured, aggregated, sorted by content and made available in multiple formats.

For more information visit <http://sba.gov/>



## How May I Connect You?

Ruben Alvarez

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## New Members Corner

### Meet Gisela Prishker

By Lillian de la Torre-Jimenez



Gisela Prishker found her passion through the lens. In her career she has succeeded as an editorial, fashion and wedding photographer. Since May of 2008, Prishker joined NHBWA shortly after moving to Southern California in search of expanding her photography career. In Florida she is well-known as the cover photographer for *Somos Magazine*. She is a graduate of Rocky Mountain School of Photography (RMSP). In search of pursuing her dream in the photography industry, at the young age of 19, Gisela moved from Mexico to Florida. Her experience in the realm of editorial photography has garnered the respect of her colleagues in the industry and she often teaches photography workshops in Mexico and in the United States. Recently she participated in a historic photoshoot at the Shrine Auditorium as part of her new project which promotes Latino business owners from the wedding industry known as the [www.premierlatinvendors.com](http://www.premierlatinvendors.com).

For more information about her work, please visit [www.giselaprishkerblog.com](http://www.giselaprishkerblog.com)

## Scholarship Recipient Spotlight

### Elena Chavez

Miss Chavez is a resident of Santa Ana and is a proud graduate of Santa Ana College (SAC). She recently transferred to California State Polytechnic University in Pomona and is majoring in microbiology. She is thankful to her professors at SAC for mentoring her and teaching her to excel in the sciences. Elena also deeply appreciates receiving a SAC transfer scholarship and NHBWA student scholarship, which have allowed her to continue her university studies. Her current GPA is 3.4. Realizing Hispanics are underrepresented in the sciences, her ultimate goal is to complete graduate school to become a community college science professor and continue serving her community.



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