

2008 Emerging Women in Business: Seeds for Success

- WHO: Rhode Island Minority Investment Corporation and Center for Women & Enterprise, Rhode Island
- WHAT: ***2008 Emerging Women in Business: Seeds for Success*** – an annual conference for women interested in learning more about entrepreneurship and business ownership. (Men are welcome to attend and participate.)
- WHEN: Thursday, June 12, 2008; 3 to 9 p.m.
- WHERE: Rhode Island College, Gaige Auditorium
- WHY: Over 50 percent of Rhode Island small businesses are owned and operated by women, and more and more women are considering the option of self-employment to fulfill an economic and commercial need in the state, and to satisfy their personal entrepreneurial spirit. Yet, nearly one-half of all small businesses opened in any year –by men and women – end up closing within the first years of operation simply because the start-up owners lacked fundamental business skills to be successful. This conference aims to deliver the facts about owning a business and provide expert advice, information and networking opportunities to conference-goers in order to help local women – particular low-income and minority – avoid some of the pitfalls of business ownership.

“When a local business succeeds, we all succeed,” said Denise Barge, Executive Director of the Rhode Island Minority Investment Corporation. “This conference seeks to support women in our state who have the fortitude to consider business owner and the stamina to overcome challenges. Our goal is to support their hard work and effort by giving them the tools to succeed.”

The ***2008 Emerging Women in Business: Seeds for Success*** conference will deliver information about financing, marketing, operating a business, hiring and training staff, preparing for growth and overcoming challenges.

HOW: The conference will kick-off at 3 p.m. with a keynote address by Sandra Ruiz-Desai, founder of Desai Communications headquartered in Connecticut. The company is a division of Slideffects and was named one of the top 50 diversity-owned businesses in Connecticut in 2004. Ms. Ruiz-Desai's remarks are expected to energize attendees to get the most out of the networking opportunities available during the afternoon, and to prepare people with focus as they participate in one of several seminars. (Seminar descriptions are in the planning stages.)

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