

U.S. Small Business Administration



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Georgia Office

## News Release

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**Contact:** Jim Hightower (404) 331-0100, ext. 215

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### **LATINA Style Magazine's "Business Series" Comes to Atlanta On November 18<sup>th</sup> at the Downtown Hyatt Regency Hotel** *--The Business Series Program is a National Partnership with SBA--*

The LATINA Style Business Series, launched in 1998 in partnership with the U.S. Small Business Administration, is being held in Atlanta on November 18 at the Hyatt Regency Hotel. The program is designed to provide Hispanic women with the latest information on starting a business or making an existing one more successful.

To date, nearly 5,000 Latina business owners in 32 cities have attended the program. LATINA Style Magazine was established 10 years ago and has a national circulation of 150,000.

"At this unique event, you will be able to participate in seminars specifically designed to address the major issues you face in running your business," said Robert Bard, President & CEO of LATINA Style Magazine. "Our program will provide essential information that is needed by today's entrepreneur."

Issues being covered by the program include Access to Capital, Strategic Sales & Marketing, Professional Services such as Accounting and Insurance, and Corporate and Federal Procurement.

SBA Georgia District Director Terri Denison will be a guest speaker on the program at 9:30 a.m. Her topic will be SBA Resources for Small Business. The program is scheduled to run from 8 a.m. to 4 p.m.

Participants at the program will also have the opportunity to network with peers, corporate sponsors and partner organizations in the Exhibit area. There is a \$20 fee for advanced registration up to Nov. 15. The cost after that date is \$40. To register, call 1-800-651-8083 or go online at [www.latinastyle.com](http://www.latinastyle.com).

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