

PRESS RELEASE

Date: Monday, November 19, 2007
From: The New York State Association of Black Women Owned Enterprises, Inc (BWE)
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On **Monday, November 19, 2007**, join The New York State Association of Black Women Owned Enterprises, Inc. (BWE) and fellow business leaders, in a historical initiative to identify and pay tribute to New York State's women business owners of color, at our annual luncheon celebration, The Black Rose Entrepreneurial Awards & Annual Meeting.

BLACK ROSE ENTREPRENEURIAL AWARDS & ANNUAL MEETING

Monday, November 19, 2007

Reception 11:00 am – 12:00 noon

Luncheon 12:00 noon – 2:00 pm

The Garden City Hotel

45 Seventh Street

Garden City, Long Island, New York 11530

The keynote address will be delivered by **Lola-Gayle Patrick-Odeen, Restaurateur of Lola Restaurants**. Lola is a female, black entrepreneur and restaurateur who owns the only black owned business in the fashionable SoHo neighborhood of New York. With her corporate background, as VP at JPMorgan Chase, and her cultural background, born and raised in Barbados, Lola leads her company with the ethics and values marked by distinction, professionalism, warmth and optimism. She maintains these leadership characteristics despite the political and social injustices that have faced her business.

Audrey Smaltz, President & CEO of the Ground Crew will be the mistress of ceremonies. **Reverend Monsignor Thomas J. Hartman, Co-Host of The God Squad and Founder & President Emeritus of Telecare**, will open with the invocation, **Senior Pastor Reginald Tuggle, Memorial Presbyterian Church & AVP, Nassau Community College**, will close with the benediction.

The Black Rose Entrepreneurial Awards Honorees of 2007:

Nina Smalls-Toogood, Esq.
Attorney at Law
Hempstead, New York

Shelina Graves
SPA Funding
Bohemia, New York

Lajvinder Kaur Chawla
711 Store @ Wantagh
Wantagh, New York

Chief Running Water
Setalcott Nation
Setauket, New York

Carole DuPerval
Little Pet Mansions
Old Westbury, New York

Marta Dinora Canales, MD
North Baldwin Pediatrics
Baldwin, New York

The Black Rose is the rarest of the roses. The Black Woman Business Owner is the rarest of the entrepreneurs, especially in the private and government procurement process. Women business owners of color are making valuable contributions to our nation's economy and society. BWE is the only organization in New York State honoring women business owners of all ethnic origins; Asian, Black, Hispanic and Native American.

According to The Center for Women's Business Research:

- CWBR has found that women-owned firms in the US are as financially strong and credit worthy as the average firm, regardless of the industry or size. Yet access to credit is still problematic for women of color.
- Access to capital is more problematic for women of color. As of 1998, fully 60% of Caucasian women business owners had bank credit, compared to 50% of Hispanic, 45% of Asian, 42% of Native American and 38% of African American women owners.
- As of 2006 there are an estimated 2.4 million firms owned 50% or more by women of color in the United States, employing 1.6 million people and generating nearly \$230 billion in sales.
- Firms majority owned (51% or more) by women of color now represent 21.4 percent of all privately-held, women-owned firms in the United States-meaning, that one in five women-owned firms is owned by a woman or women of color.
- Between 1997 and 2006, the number of firms majority owned (51% or more) by women of color is estimated to have increased by 119.7 percent; employment by 38.4 percent; and sales by 49.0 percent.

BWE established in 1993, is New York State's first and only nonprofit organization established primarily to promote greater opportunities and success among black women business owners and potential owners. Offering business counseling, technical assistance, procurement opportunities, business certifications, vendor registrations, RFP & BID response assistance, strategic marketing programs, business referrals and collaborative support services, BWE actively assists the small business community reach their fullest potential.

Today BWE is New York State's largest women's business owners association. An inclusive, ethnically diverse membership organization, with over 2,450 members statewide and 425 members across the United States and a unique mission to...

Identify and remove the barriers that impede the success of Black Women Owned Enterprises from participating in government and private sector procurement, promote equal access to capital, educate, advocate, reverse trends that foster business failure and serve as a clearing house for all information related to Black Women Owned Enterprises.

Although BWE's core mission is to serve black women business owners, we do not discriminate. We serve all.

BWE is successfully fulfilling its mission and serving women business owners of color with exceptional programs, services and information, that all aim to increase a women-owned business's bottom line:

- Business Plan Workshop
- Woman/Minority Business Certification Technical Assistance
- Black Rose Entrepreneurial Awards & Annual Meeting
- General Membership Meetings
- Entrepreneurial Workshop Series
- National Women Business Owner's Corporation
- One to One Business Counseling
- Procurement Appointments
- Sister to Sister Conversations
- Special Interest Groups
- Trade Missions
- Women of Color Wellness Conference

Participate in this historical effort to celebrate the success and contributions of women business owners of color.

Meet our *Black Rose Honorees of 2007*, corporate sponsors, speakers, distinguished guests and BWE's board of directors.

For reservations and information contact Gina Hill Slater Parker at 516.485.5900.