



DIALOGUE ON DIVERSITY

PRESS ADVISORY

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DIALOGUE ON DIVERSITY'S ENTREPRENEURSHIP/IT CONFERENCE CELEBRATES THE INNOVATIVE GENERATION

Dialogue on Diversity presents its 2009 Entrepreneurship/IT Conference Friday, July 17th at the newly opened U.S. Capitol Visitors Center on Capitol Hill. Women entrepreneurs are the subject of a series of rapid fire seminars through the day, covering the marketing, information, and financial management skills they need to hold their own in today's sharply competitive business milieu.

The agenda highlight is the appearance of **Jose Antonio Font**, founder of the Greater Washington Ibero-American (later, Hispanic) Chamber of Commerce, a venerable society of Latino business owners and executives whose heritage reaches to the ends of the western hemisphere landmass. Besides fomenting successful practices among the U.S. Latino community, Mr. Font has campaigned for entrepreneurship on the free enterprise model throughout Latin America. He now heads Font International, based at Miami, Florida, a firm designing the operation and financing of real estate developments and other enterprises.

"Dialogue on Diversity", notes its President, **Ma. Cristina Caballero**, "this year celebrates the lifetime achievements of our mentors and leaders, while turning the spotlight most emphatically on the high achieving younger generation of women entrepreneurs. We are honoring as the agenda centerpiece a chosen young woman whose business, after five years of striving for the goal, is surging ahead in sales, and who is herself already an effective role model for her community.

Mr. William Soza, keynote speaker for the Lunch session, recounts his lifetime of efforts as accountant, banker, and tireless promoter of Latino entrepreneurship. Other highlights of the Midday session will be the presentation of the Dialogue's Diversity Service Award to **Maria Gomez**, the dynamic founder and leader of Mary's Center, a maternal and child care facility targeting the underserved, economically disadvantaged Hispanic populations of Washington's near-north neighborhoods – an exercise in truly entrepreneurial creativity, here displayed in a quintessentially charitable enterprise.

Among invited speakers are **Karen Mills**, newly inaugurated Administrator of the U.S. Small Business Administration, **Rep. Raul Grijalva**, Congressional sponsor for the conference, and **Kwame R. Brown** and **Jim Graham** of the D.C. Council. A dominant theme in the 2008 Conference will be the lure for small business of the diverse supply chains of the purchasing giants of the corporate world and of the main federal agencies. Seminars during the morning session review the techniques women and ethnic entrepreneurs must employ to prepare themselves to compete in the stiff rivalry for the purchasing dollars. First is the process of gaining the "qualified" rating as the admission ticket to the competition, and second the resourcefulness that enables fast turn-around times and innovative techniques as the owner's stock in trade. Lead speaker is to be **Kenneth Clark**, head of the MD/DC Minority Supplier Development Council.

The afternoon session features a Diversity Roundtable, with an array of business and professional women comparing experiences in their successful careers from diverse points on the cultural and ethnic compass of a diverse society. Among their fields of accomplishment are publishing, technology, and other branches of commerce and industry.

Program segments on wireless and other innovative information/communications technology, on both the hardware and software fronts, and HD innovations, fill the remainder of the day's crowded schedule -- along with much needed expert instruction on the vital springs of capital access, the arcane arts of financial management, and sound business organization techniques.

ABOUT DIALOGUE ON DIVERSITY: Founded in 1991, Dialogue on Diversity is a international network of women entrepreneurs, actively promoting constructive dialogue among Latino and other ethnic and cultural communities, with especial emphasis on their economic viability through entrepreneurship. America's minority entrepreneurs are the fastest growing segment of the U.S. economy. They promise to be the backbone of American economic strength in the 21st Century. Dialogue on Diversity's annual Entrepreneurship programs both celebrate and advance that promise.