



NEWS RELEASE

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MEDIA ALERT

Congresswoman Loretta Sánchez Speaks at Small Business Day for Spanish-Speaking Entrepreneurs at Santa Ana College

WHAT: The “Feria Para Empresarios en Español” (Small Business Fair in Spanish) provides Spanish-speaking small business owners information that is vital for launching or growing their businesses. The event also links current or prospective business owners to a network of community organizations that stand ready to assist them.

WHERE: Santa Ana College, 1530 W. 17th St., Santa Ana College.
Free parking is available in student lots.

WHEN: Saturday, January 27, 2007
8:00 a.m. - 2:30 p.m.

WHO: More than 300 small business owners are expected to attend.

Welcoming comments will be made at 9 a.m. in **Phillips Hall** by Rancho Santiago Community College District **Trustee Alfredo Amezcua, J.D., J. Adalberto Quijada**, district director of the Santa Ana District Office of the U.S. Small Business Administration, and **Noemi Kanouse**, Santa Ana College vice president of administrative services.

Keynote speaker **Maria de Lourdes Sobrino**, founder and CEO of Lulu’s Dessert®, will speak at 9:15 a.m. in Phillips Hall.

Congresswoman Loretta Sánchez has confirmed her attendance and will speak to participants about the importance of their enterprises to the local, regional and national economies. She speaks at 12:30 p.m. in the **Johnson Student Center**.

Fair sponsors include Wells Fargo, Sam’s Club and Staples.

WHY: According to *Business Week*, as many as 64 percent of new small businesses will fail in a 10-year period. In California, Hispanic-owned firms account for 15 percent of the businesses in the state. In Orange County alone, there are more than 30,000 Hispanic-owned firms that generate more than \$5.6 billion in income. The “Feria Para Empresarios” is offered free-of-charge and in Spanish to ensure that Hispanic business owners have the tools they need to succeed.

HOW: The event is offered free-of-charge and includes a continental breakfast and lunch. For more information and to register, contact (714) 687-4830 or visit www.ocsbdc.com.

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