



NEWS RELEASE

PRESS OFFICE

Release Date: August 5, 2002

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Release Number: 02-40

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Internet Address: www.sba.gov/news/indexheadline.html

“WOMEN ENTREPRENEURSHIP IN THE 21ST CENTURY” COMES TO NEW BRITAIN, CONNECTICUT

SBA Brings Together Women Entrepreneurs, Corporate and Government Buyers for Business Opportunity “Marketplace” Sessions

WASHINGTON Women entrepreneurs will benefit from an upcoming business forum, *Women Entrepreneurship in the 21st Century*, meeting one-on-one with Northeast business representatives, elected officials, private sector firms and federal agencies, Hector V. Barreto, administrator of the U.S. Small Business Administration, announced today.

“The wisdom, talent and ambition of the women business owners in this country ensures the successful future of American small business,” said Administrator Barreto. **“This regional conference will bring together corporate and government buyers to present women entrepreneurs with new business opportunities.”**

The *Northeast Regional Conference on Women Entrepreneurship in the 21st Century* will be held August 8, 2002 at Central Connecticut State University in New Britain, Conn. Administrator Barreto, Secretary of Labor Elaine L. Chao and Congresswoman Nancy Johnson are among the featured speakers.

The SBA is partnering with the U.S. Department of Labor and the Public Forum Institute to organize the regional conference, an outgrowth of the national summit held in Washington, D.C. last spring. More than 1,000 business and community leaders from across the country met at the national summit to discuss the most pressing concerns facing women entrepreneurs.

Conference highlights include two *Marketplace* sessions that will allow individual business owners an opportunity to meet one-on-one to market their services directly to federal agencies and private industry firms looking for specific products and services.

Administrator Barreto added: **“Through follow-up events such as this summit, women entrepreneurs can continue to access information and opportunities for networking that will ultimately help to build their bottom lines.”**

Participants will hear presentations and take part in question and answer sessions with public officials, business leaders and financial experts. Conference topics include:

- Financing options that make sense
- New contracting opportunities
- How the tax code affects you
- Healthcare for America’s small businesses
- Global trade opportunities

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Women-owned businesses are driving the American economy by producing more and more jobs for American workers. Women today account for nearly half the work force, own nearly 40 percent of all U.S. businesses, employ more than 27 million workers and generate \$3 trillion in revenues.

For registration and additional conference information visit online at: www.women-21.com, or call the Public Forum Institute at (202) 467-2779.

For more information about all of the SBA's programs for small businesses, call the SBA Answer Desk at 1-800 U ASK SBA or TDD 704-344-6640, or visit the SBA's extensive Web site at <http://www.sba.gov>.

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