



**Center for
Women's Business Research**

Knowledge that Means Business

Media Contact: Erin M. Fuller
Phone: 703-556-7162
E-mail: efuller@cfwbr.org

ACCELERATING BUSINESS GROWTH FOR WOMEN OF COLOR

Dallas Forum to Detail: What Works – and What Doesn't

Dallas, TX – August 26, 2009 – The Center for Women's Business Research will turn a groundbreaking research project into practical action items for women of color who want to accelerate the growth of their businesses this fall. The Center is hosting a forum at Southern Methodist University's James M. Collins Executive Center, 3063 SMU Blvd, Dallas, TX, on Tuesday September 8, 2009 from 8:30 a.m. – 1:30 p.m.

The Center for Women's Business Research estimates that women business owners of color started businesses at a rate of three times that of other groups during the past two decades, even though a multi-year research project shows they face major obstacles. Those obstacles include: human resources; cash flow and capital; marketing; access to decision makers; and strategic partnerships – all of which are embedded with racism and sexism.

"The Forum will provide women business owners of color with practical strategies to overcome many of the obstacles they face," states Dr. Gwen Martin, Director of Research at the Center for Women's Business Research. Martin adds, "In addition, the Forum marks the beginning of a national dialogue on access to corporate decision makers which is key to continuing the growth of women of color firms."

The forum includes a continental breakfast plus lunch. Attendees will get a copy of **What Works: Strategies for Women Business Owners of Color in Growing their Firms**, a new report that details the findings on barriers and successful strategies used by women in the study and recognized experts. "As a Latina business owner, I support and applaud the groundbreaking research the Center has already conducted," said *Laura Estrada*, owner and president, Garza Business Services Inc. "I look forward to participating in the upcoming Forum both to contribute to future studies, as well as connect with other women entrepreneurs in the Dallas area that can enhance my own network."

The Keynote Speaker for the forum is **Alan E. Sims**, Member of the Board of Directors, North Texas Tollway Authority (NTTA) and Chairman, NTTA Board Administration Committee.

Sponsors of the forum include Southern Methodist University, IKEA, UPS Foundation, MasterCard, Haynes and Boone, LLP, Energy Future Holdings, URS Corporation and IBM. To register for the forum, visit www.womensbusinessresearch.org.

About the Center for Women's Business Research

The Center for Women's Business Research provides data-driven knowledge that advances the economic, social and political impact of women business owners and their enterprises. We do this by setting the national agenda; creating insight on the status and achievements of women business owners; altering perceptions about economic viability and progress of women-owned enterprises; and driving awareness of the economic and social impact of this vital business sector.