

**Latinas Are Fastest Growing Business Sector**  
***LATINA STYLE Driving Latina Professionals***  
***and Entrepreneurs to Succeed, Wins Award***  
***2005-2006 Calendar of Events***

**Washington, DC – May 18, 2005** – The U.S. Small Business Administration (SBA) recently awarded Robert E. Bard, President of *LATINA Style* magazine with its Special Achievement Award for his contributions to women professionals and entrepreneurs. *LATINA Style* magazine, the premier magazine for Latina professionals in the U.S. offers multi-faceted, multi-service empowerment resources for today's Latinas such as the *Latina Style's* Business Series, *Latina Style* 50 Best Practices in Diversity Conference & Awards Ceremony, and the *Latina Style* National Latina Symposium.

“The emergence of the Latina entrepreneur as a catalyst for prosperity is a welcome change in our community. Latinas are starting and succeeding in business all across the country,” says Robert E. Bard, President, *LATINA Style* magazine. “Latinas are outpacing all other business startups three to one.”



The *LATINA Style* Business Series, high-powered, one-day conferences, in eight cities across the country, engages attendees and expert presenters in seminars specifically designed to address the major issues they face as professionals and entrepreneurs such as getting access to capital, professional and support services, and meeting communication needs.

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Women have the opportunity to network with peers, corporate sponsors and partner organizations in the exhibit area. The next Business Series are May 20 in Miami, FL.; June 17 in Chicago, IL; July 12 in Philadelphia, PA; and November 11 in San Bernardino, CA.

The LATINA *Style* 50 Best Practices in Diversity Conference & Awards Ceremony, held in Washington, DC every February, recognizes the best companies for Latinas to work for based on corporate America's policies and practices and addresses corporate issues pertaining to Hispanic women in the workplace.

The LATINA *Style* 50 are chosen through Latina Style's extensive review and evaluation of more than 600 of the most respected corporations in the United States based on issues LATINA *Style* readers identified as most important to them in the workplace. The principal areas of review and evaluation are: number of Latina executives; mentoring programs; women on boards of directors; educational opportunities; dependent/childcare support; leave for childbirth; alternative work policies; benefits; women's issues; and Hispanic relations. The Equal Employment Opportunities Commission and the U.S. Department of Labor monitors the Latina *Style* 50.

The LATINA *Style* 50 attracts the participation of top Latinas in corporate America, influential leaders in the Hispanic community, corporate CEO's, chief diversity executives, marketing and human resource officers, Latina entrepreneurs, government decision-makers, and other national experts on diversity in the workforce.

The LATINA *Style* National Latina Symposium set for September 8-9 in Washington, DC, brings together Latinas to discuss and evaluate the status of Latina working women in the United States. Through roundtable and panel discussions, and in-depth surveys, a national report is produced and presented to national leaders, including the political establishment, the business and education community, colleges and universities, community groups and career centers in an effort to improve the status of Latinas.

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Launched in 1994 by the late Anna Maria Arias, LATINA *Style* is the first organization with its flagship national magazine dedicated to the needs and concerns of the contemporary Latina professional workingwoman and the Latina business owner in the United States. Aria's legacy continues through LATINA *Style* magazine and its events empowering women.

For more information about LATINA *Style* visit [www.Latinastyle.com](http://www.Latinastyle.com) or call 1-800-651-8083.

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