



**FOR IMMEDIATE RELEASE**

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**CEO of Bay Area Microenterprise Nonprofit Inducted to  
Marin Women's Hall of Fame**

*Women's Initiative for Self-Employment CEO, Julie Castro Abrams, inducted to Marin  
Women's Hall of Fame*

Marin Women's Hall of Fame, the first organization in Marin County to identify and honor women for their high achievements, will induct six outstanding women leaders to their hall of fame at their Annual Gala Dinner and Ceremony, at the Embassy Suites, San Rafael, on March 19, 2011. Among the women being inducted is Women's Initiative for Self Employment's CEO, Julie Castro Abrams.

Abrams, a Novato resident, has been CEO of Women's Initiative for more than 10 years. Under Abrams leadership, Women's Initiative has grown to become one of the nation's largest microenterprise training and funding organizations. The organization has undergone tremendous growth throughout the Bay Area, including expansion to Marin County and now has offices in Novato and offers its microenterprise training program in both Novato and San Rafael.

Abrams also has served on the Board of the California Association for Microenterprise Opportunity (CAMEO) and the OneCalifornia Bank Advisory board. She is a highly sought after speaker and expert on microenterprise in the U.S. She is the recipient of the League of Women Voter's "Women Who Could Be President" Award, SBA Advocate of the year 2009, Human Rights Award from the Commission on the Status of Women, the Women of Color Action Network Award, and the Trailblazers Award for Community Leadership from Leadership California's Legacy of Leadership awards. Under her leadership, Women's Initiative has garnered recognition from organizations such as the Urban Institute Best Practices Foundation, the Equal Rights Advocates and Cisco Innovation in Technology.

Abrams nonprofit career spans 20 years prior to joining Women's Initiative, including leadership positions with Chicago's Merit School of Music, Community Christian Alternative Academy, the Illinois Pro-Choice Alliance, the Chicago Department of Health, the Chicago Foundation for Women, and the Catalyst Group consulting firm.

Abrams lives in Novato with her husband and two children. She and her family have been a foster family to young children in Marin County

### **About Women's Initiative**

For more than 20 years, Women's Initiative has been providing low-income women throughout the Bay Area with the training, funding and ongoing support to start their own business and become economically self sufficient. In English and in Spanish, women conquer their fears of success, complete a business plan, learn technology, access capital, and meet influential and experienced business people who can help them succeed. The women who go through our program significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy. In 2010 alone, Women's Initiative graduates created 3,818 jobs in the Bay Area. For more information, go to [www.womensinitiative.org](http://www.womensinitiative.org)

### **About Marin Women's Hall of Fame**

MWHF was the first organization in Marin County to identify and honor women for their high achievements. Since its inception in 1987, MWHF has recorded Honoree biographies for posterity, created photographic portraits and in some cases written their amazing stories back into history through its posthumous awards. The inducted Honoree's life story is archived and preserved in the organization's virtual library: [www.marinwomenshalloffame.org](http://www.marinwomenshalloffame.org)

*For photos of Julie Abrams, please contact Ellen Snook at [esnook@womensinitiative.org](mailto:esnook@womensinitiative.org)*