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OAKLAND MAYOR JEAN QUAN TO MEET WITH LOCAL MICROENTERPRISE ORGANIZATION

Mayor to meet with Women's Initiative for Self Employment and tour local microenterprises

March 21, 2011, (Oakland, Calif.) Oakland Mayor Jean Quan will meet with local nonprofit Women's Initiative for Self Employment, which provides low-income women with the training, funding and ongoing support to start businesses and become financially self sufficient, on Thursday, March 24th from 12:20 p.m. – 1:45 p.m. at 519 17th Street, Oakland. Following the meeting, Mayor Quan will tour several of the successful businesses started by graduates of the Women's Initiative program.

With the economy and unemployment a top priority for Mayor Quan, she is eager to learn more about the microenterprise training provided by Women's Initiative and the success the graduates of their program have had in launching successful businesses, creating jobs and stimulating the local economy.

The meeting will begin at Women's Initiative's Oakland offices where Mayor Quan will meet Women's Initiative graduates Susan Grant, owner of Baja Nights Jewelry; Michele Black, owner of Executive Business Decisions; and Mieasha Harris, owner of WIP Magazine. From there, they will walk to several Women's Initiative graduate businesses including:

- World of Braids (1627 Telegraph Ave.), owned by Sheron Campbell who graduated from the Women's Initiative program in 1995,
- Catered to You (1711 Telegraph Ave.), owned by Teena Johnson who graduated from the program in 2006, and
- Juice Joint (332 Frank Ogawa Plaza), owned by Nohemi Perez who graduated from the program in 2010.

"We are honored to have Mayor Quan meet our graduates," said Thais Rezende, executive director of Women's Initiative in the East Bay. "We have a program that has proven year after year to lift women out of poverty, create much-needed jobs, and revitalize communities. It's important that our local government officials not only are aware of what we do, but support us as well."

About Women's Initiative

For more than 20 years, Women's Initiative for Self Employment has provided high-potential, low-income women with the training, funding and ongoing support to start their own businesses and become economically self sufficient. The women who go through the program significantly increase their income and assets while launching successful businesses, creating jobs and stimulating the local economy. In 2010, recent graduates of the Women's Initiative program created and retained more than 3000 jobs! For more information, go to www.womensinitiative.org

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