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For Immediate Release

New Orleans Entrepreneur Week to Feature a Women's Business Summit

Half-day event on Thursday, March 17 will engage some of the nation's leading businesswomen

New Orleans, LA (February 29, 2016) – Today, The Idea Village, in partnership with The Junior League of New Orleans, the Women's Business Enterprise Council South, FestiGals, and the Tory Burch Foundation, unveils the lineup for the inaugural *Elevate – Empower – Engage: Women's Business Summit*, a featured event of New Orleans Entrepreneur Week (NOEW) 2016, presented by IBERIABANK. Going into its 8th year, NOEW is the dynamic eight-day business festival dedicated to elevating innovation, entrepreneurship, and advanced thinking. NOEW 2016 will run from March 11-18 on Fulton Street in downtown New Orleans.

Scheduled for Thursday, March 17 from 1pm – 4:30pm at Manning's (519 Fulton Street), the Women's Business Summit will give New Orleans' female business community the opportunity to convene and learn what it takes to be both locally significant and globally relevant in a 21st century economy from local and national experts.

The event's half day agenda features the following leading businesswomen: **Ngozi Bell**, Region III Advocate, Small Business Administration; **Jenny Blake**, Author, Career Speaker & Business Strategist; **Caitlin Cain**, Region VI Advocate for the Small Business Administration; **Stacy Cannon**, President & Founder, Grok+Banter; **Andrea Chen**, President, Propeller; **Terri Coaxum**, Region II Advocate, Small Business Administration; **McKenzie Lovelace Coco**, President & Founder, FSC Interactive; **LaFawn Davis**, Head of Diversity, PayPal; **Deborah Elam**, President, GE Foundation & Chief Diversity Officer, GE; **Jennifer Holland**, Program Manager, Google Apps for Education; **Sandra Lindquist**, VP of Operations & Membership Development at New Orleans Chamber of Commerce; **Dr. Lan Chi Thi Lula" Lua**, Founder, Fin Gourmet, LLC; **Crystal McDonald**, Co-Founder & CEO GoToInterview; **Jennifer Medbery**, Founder & CEO, Kickboard; **Phala Mire**, President & CEO of the Women's Business Enterprise Council South; **Lindsey Navarro**, Director Business Support, Delta Region, LiftFund; **Lauren Thom**, Founder & CEO, Fleurty Girl; and **Ann Tuennerman**, Co-Founder, Tales of the Cocktail.

"There are more than 9.1 million women owned businesses generating over \$1.4 trillion in revenue in the US alone, yet there are still significant challenges female founders face when trying to crack the proverbial glass ceiling" said Tara Allegra Adams, COO of ARB Meetings & Events and Producer of the Women's Business Summit. "I hope this Summit inspires a new network of female business leaders and activists dedicated to identifying the root causes behind the internal and external factors that prevent women from achieving their full potential – and inspiring action to address them."

"Women have played a significant role in the business landscape of New Orleans since the city's founding in 1718," said Victoria Adams Phipps, Executive Producer of New Orleans Entrepreneur Week. "The Idea Village recognizes that women will also play a critical role in our city's future, and we are thrilled to be adding the Women's Business Summit to the NOEW calendar this year."

The event is free and open to the public. To register, visit www.NOEW.org.

ABOUT THE IDEA VILLAGE: The Idea Village was formed in 2000 by a group of New Orleans citizens who believed entrepreneurship is a catalyst for positive change. The Idea Village is an independent 501c3 nonprofit organization that provides direct service to high impact entrepreneurs, convenes the ecosystem through New Orleans Entrepreneur Week and supports initiatives that strengthen our entrepreneurial infrastructure. The Idea Village received the Gold Excellence award from the International Economic Development Council for our Entrepreneur Season model in 2012 and was recognized as a top-three entrepreneurship ecosystem developer in 2014 by the Global Innovation Summit. www.ideavillage.org

ABOUT NEW ORLEANS ENTREPRENEUR WEEK: New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is the leading platform for celebrating business, innovation, and entrepreneurial thinking in New Orleans. Produced by The Idea Village, NOEW elevates entrepreneurship through eight days of discussion, debate, education, competition, and celebration. www.NOEW.org

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