

EMERGING LATINA ENTREPRENEURIAL & LEADERSHIP PROGRAM

8-Week Hybrid Program

EVERY THURSDAY

February 12th thru April 2nd, 2026

5 PM – 7:30 PM

HYBRID PROGRAM



Priscilla de Santos
Sr. Business Consultant with Chase
Coaching for Impact. Chase Bank



Don Martinez
Business Advisor,
Domer Group



Lala Castro
Digital Marketing Consultant,
Lala Castro Media



LaVonne Shields
CEO and Accounting Strategist,
Business ACCOUNTABILITY Coach
of Management Consultants of America



Sara Rosales
Founder and CEO,
Hujerex Enterprise LLC



Elaine Wong
Associate Professor of Management,
School of Business Admin Ops. UCR



COST:

Members \$49.99

Future Members \$59.99

*Fee includes 1 Year Membership (to those who complete the program and submit a business plan)

*Scholarships are available

Please contact Diana Marmolejo, diana@nlbwa-ie.org for more information

The Emerging Latina Program provides business training for aspiring entrepreneurs and small business owners looking to launch a new venture or expand an existing one. This interactive program features group discussions, expert speakers, and hands-on problem-solving sessions. Over the course of eight weeks, participants attend two-hour sessions each week. Registration is open to both NLBWA-IE members and non-members.

This Hybrid Program includes the following sessions:

- Feb. 12th – Small Business Fundamentals | In Person
- Feb. 19th – Develop a business plan to build a healthy business. | Virtual
- Feb. 26th – Marketing strategies for small business | Virtual
- Mar. 5 th – Understanding Financial Management: Start-up Cost. | Virtual
- Mar. 12th – Managing your Cash Flow. | Virtual
- Mar. 19th – Business Formations for Small Businesses | Virtual
- Mar. 26th – Strategic Leadership & Small Business Management | Virtual
- Apr. 2nd – Access to Capital: Financing your Business, Program Graduation, and Business Plan Presentation | In Person

In-person sessions will meet at the following address:

NPBS Training Room
9551 Pittsburgh Ave, Rancho Cucamonga, CA, 91730

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