



FOR IMMEDIATE RELEASE

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**ECONOMIC DEVELOPMENT LEADER SHARES WEALTH OF
INFORMATION TO SMALL BUSINESSES AT THE LATINO BUSINESS
ASSOCIATION (LBA) LATINO BUSINESS EXPO**

CHARO Business & Financial Center (BFC) experts will be available to give small business owners consultation and business counseling regarding access to capital, business plans, and, marketing plans

Los Angeles—In Los Angeles a Latino owns one of every two start-up businesses. To help insure business success and longevity, CHARO, one of the largest economic development nonprofits in the nation, will operate an information center at the LBA Latino Business Expo, Monday, September 11th and Tuesday, September 12th, at the Los Angeles Convention Center, 1201 S. Figueroa Street. With more than 5,000 Latino entrepreneurs, CHARO BFC expert staff will provide tools and relevant information to help entrepreneurs achieve growth and success.

CHARO will host workshops and business seminars at the Expo. The information center will host two workshops: *The Business Plan: A Tool for Business Success* (10:00 a.m. to 10:30 a.m.) and *Access to Capital* (3:30 p.m. to 4:00 p.m.). CHARO will conduct two LBA seminars -- *Financing for Business Growth* (Spanish) at the Convention Center Conference Room 404A, 10:30 a.m.–11:45 a.m. and *Financing for Business Growth* (English) at Conference Room 404B, 1:45 p.m. to 3:00 p.m.

The BFC is the Leading Small Business Administration (SBA) certified intermediary, successfully packaging bank loans for Southern California business owners.

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