

FOR IMMEDIATE RELEASE:

Contact: Elisa Balabram 718.385.6700 x 24  
[elisab@ldceny.org](mailto:elisab@ldceny.org)

## The Money Was Squeezed and the Results A Success The Total Woman Business Conference



Sherry Roberts, Executive Director LDCENY, Elisa Balabram, Director Brooklyn Women's Business Center/LDCENY, Lisa Price, Owner of Carol's Daughter, and Gail Davis, Marketing Coordinator/LDCENY and Conference Emcee



NY State Assemblywoman (40<sup>th</sup> AD) Inez Barron.



Elisa Balabram, Director Brooklyn Women's Business Center, Francisco J. Acosta, Internal Business Consulting, Pattie Simone, Write Communication, and Jennifer Shaheen, The Technology Therapy Group

Brooklyn, NY ~~ On Friday, March 20, 2009, the Local Development Corporation of East New York's (LDCENY) Brooklyn Women's Business Center held its Sixth Annual Total Woman Business Conference at St. Francis College in downtown Brooklyn. Keynote speaker Lisa Price Owner of Carol's Daughter, Inc. along with conference speakers Pattie Simone of Write Communications, Francisco J. Acosta, Internal Business Consulting and Jennifer Shaheen of The Technology Therapy Group enlightened the participants with money saving ways to market their businesses, move into the 21<sup>st</sup> century while maintaining a high profile. Newly elected State Assemblywoman, Inez Barron, 40<sup>th</sup> AD brought greetings and shared with the audience in celebration of Women's History Month, historical fact-finding information on women entrepreneurs.

###