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September, 29, 2005 - 04:19 PM/ ET

U.S. Treasurer Anna Escobedo Cabral, L.A. Mayor Antonio Villaraigosa to Headline National Latino Business Expo, Oct. 14-15

The Expo to Launch the Latin Business Association's 30-Year Anniversary Celebration



Los Angeles, CA--(HISPANIC PR WIRE)--September 29, 2005--The Latin Business Association (LBA) will host the 10th Annual National Latino Business Expo, Oct. 14-15, 2005, at the Los Angeles Convention Center and kickoff a yearlong celebration to mark the 30th anniversary of the organization, which was created to help Hispanic entrepreneurs grow their businesses.

Under the theme, "A Decade of Excellence in Latino Showcasing," the LBA Expo will feature keynote addresses by U.S. Treasurer Anna Escobedo Cabral and Los Angeles Mayor Antonio Villaraigosa, as well as procurement opportunities, access to financial services, bilingual seminars offered by business experts and a trade expo that's expected to draw more than 300 exhibitors.

"Over the last 10 years, the LBA Expo has grown to become the largest Latino business-to-business event in the United States," said LBA Chairman Ray Durazo. "We're expecting more than 8,000 attendees and exhibitors to participate in this year's Expo and provide an environment that encourages Hispanic business to flourish."

On Friday, Oct. 14, Ms. Cabral will speak at the Latina Entrepreneur Luncheon sponsored by LATINA Style Magazine and Wells Fargo. The luncheon will celebrate the contributions made by successful Latina entrepreneurs. The following day, Mayor Villaraigosa will offer the keynote address at the Latino Business Luncheon, which recognizes the success of Latino-owned business in Southern California. The business luncheon is sponsored by Bank of America.

At the Expo, the LBA will host procurement breakfasts on Friday and Saturday to help LBA members better understand the procurement process at major corporations, public utilities and government agencies. The Procurement Pavilion, which is located on the Expo floor, allows LBA members to meet with vendors during pre-arranged interviews. Several banks and financial institutions will provide information about loans and venture capital.

Throughout the two-day event, the LBA will host a series of educational business seminars—for the first time in English and Spanish—on a variety of topics including business management, financing, marketing and sales. Seminar panelists include Alberto Alvarado of the U.S. Small Business Administration, businessman/author Louis Barajas, radio personality Mabel Katz and human resources author Mike Deblieux.

"Ongoing education is critical to the success of Latino small business owners," said LBA Executive Director Ernesto Morales. "We're confident that the series of seminars that we've arranged for this year's Expo will give Hispanic business people the tools they need to better manage and grow their enterprises."

Major sponsors for this year's LBA Expo include Bank of America, Wells Fargo, Union Bank of California, Blue Cross of California and Health Net, who will be among the more than 300 companies who will be showcasing their products and services at the trade Expo.

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Established in 1975, the LBA promotes the growth of Latino-owned companies through business development, education and advocacy. Today, the organization boasts more than 1,200 members and provides a series of programs to support Hispanic entrepreneurs throughout the country.

In 2006, the LBA will host a series of special events to celebrate its 30 years of service to the Latino business community under the banner, "The LBA: 30 Years of Making Your Business, Our Business."

For more information about the National Latino Business Expo, call (800) 371-4LBA or register at <http://www.LBAusa.com>.

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