

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

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### **MetroAction Holding Diversity Forum**

**SCRANTON, PA, February 11, 2008**—MetroAction is pleased to announce that reservations are being taken for the second annual “Diversity Entrepreneur Forum: Steps to Successful Business Ventures.” The event is March 12, 2008 at The University of Scranton DeNaples Center. Registration is at 3:30 PM and the event begins at 4:00 PM. The Diversity Entrepreneur Forum is sponsored by Wachovia Bank, The University of Scranton, Lackawanna County, ERA One Source Realty, and WNEP-TV.

The Diversity Entrepreneur Forum was created to address issues facing local minorities in pursuit of growing their businesses in northeastern Pennsylvania. The program will outline key steps individuals should take to grow a business. Attendees can learn how to succeed in business regardless of race or gender in making northeastern Pennsylvania a better place to live and work.

At the event Jorge Coronel of the Hispanic Resources Network will discuss how participants can access various community resources. Brad Bason of North Central Digital Systems, Inc. will present the essentials of networking. The keynote speaker is Leticia Leizens, editor and publisher of Our House Magazine. Ms. Leizens will discuss her entrepreneurial successes and challenges. The event will conclude with a panel discussion of local entrepreneurs and community leaders.

The cost of the forum is \$25 per person and dinner is included. The deadline for registrations is Wednesday, March 5, 2008. To register, visit [www.scrantonchamber.com](http://www.scrantonchamber.com). For more information, visit [www.MetroAction.org](http://www.MetroAction.org), or contact Desiree Ranella at 570.342.7711 or at [dranella@metroaction.org](mailto:dranella@metroaction.org).

MetroAction, Inc. is a non-profit community development organization that provides financing and training to small businesses in northeastern Pennsylvania. MetroAction serves entrepreneurs in Carbon, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming counties who may not be able to obtain financing at traditional lending institutions. Entrepreneurs can obtain up to \$50,000 for working capital, equipment and machinery purchases or leasehold improvements. MetroAction has helped 175 small businesses obtain over \$2.5 million, including childcare providers. For more information on MetroAction’s programs visit [www.MetroAction.org](http://www.MetroAction.org).

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