



Media Release

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MetroAction Hosts Program to Help Minority Business Owners ***Diversity Entrepreneur Forum Provides Resources for Entrepreneurs***

SCRANTON – MetroAction has announced it will be hosting the 2nd Annual Diversity Entrepreneur Forum on Wednesday, March 12 at 4:00 PM at the University of Scranton DeNaples Center.

Like most of the county, minority-owned businesses are growing at an exponential rate across northeastern Pennsylvania. Starting or growing a small business can present a host of questions and challenges to any entrepreneur, regardless of ethnicity or gender.

The Diversity Entrepreneur Forum was developed to provide business development resources to minority business owners across northeastern Pennsylvania, including Lackawanna County. This year's program, "Steps to Successful Business Ventures", will feature various speakers on topics such as accessing community resources, financing and networking, and will provide attendees with the information and tools to help them start smart and grow strong.

A special keynote address will be given by Leticia Leizens, editor and publisher of *Our House Magazine*. Ms. Leizens will discuss the successes she has experienced and challenges that she has overcome in her endeavor for entrepreneurship.

All are welcome to attend and learn how to succeed in business regardless of race, gender or background. Seating is limited and reservations are required for the Diversity Entrepreneur Forum. For more information, contact Desiree Ranella at (570) 342-7711 or visit www.MetroAction.org.

MetroAction is a non-profit community development organization dedicated to providing small business financing, training and recognition throughout eight counties in northeastern Pennsylvania.

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