



Second Annual  
NLBWA-LA

# Business Management Academy

EXECUTIVE/ENTREPRENEURIAL  
LEVEL WORKSHOPS



Learn hands on practical information that can be implemented immediately to improve your business performance!

*"Thank you so much for the wonderful opportunity. The content was very informative and the speakers top notch!"*

- Chris Rillamas, 2010 Academy Participant



## MAKE TIME TODAY TO INVIGORATE YOUR BUSINESS EDGE!

### TOPICS INCLUDE:

- Developing winning presentations & communication strategies
- Cutting edge business practices
- Marketing for visibility
- Practical insights to effectively managing and operating a successful business
- Using social networking to generate business leads
- Results focused writing
- Managing your business cash
- Work life balance

### TAKE AWAY A PROFESSIONAL BUSINESS PORTFOLIO:

- Professional Headshot
- Biography
- Short Business Plan
- Elevator Speech
- 3 Qualified participants will each have an opportunity to win a \$500 grant to invest in growing their business.

**WHO SHOULD ATTEND:** Business professionals who have been in business for two or more years including non-profit executives, corporate executives and entrepreneurs.

**COURSE DURATION:** 6 weeks: One three-hour-class per week (includes dinner and all educational materials).

**CLASS DATES:** 2/23, 3/2, 3/9, 3/16, 3/23 and 3/30.

**TIME:** 6:00 p.m. – 9:00 p.m.

**CLASSROOM LOCATION:** Metropolitan Water District of Southern California, 700 N. Alameda Street, 2<sup>nd</sup> Floor, Room 2456, Los Angeles, California 90012.

**PARKING:** Free. Courtesy of MWD located in the employee parking structure.

**FEE:** All inclusive program fee \*\$150 members; \$200 non-members. Join NLBWA-LA today and get both membership and the Academy for only \$250.

\*Thanks to the generosity of our Sponsors Verizon and the Metropolitan Water District, NLBWA-LA is able to offer this program at this very special rate. Scholarships available.

**REGISTRATION:** RSVP by February 18, 2011. Register online at [www.nlbwa-la.org](http://www.nlbwa-la.org). Please register early; Space is limited. For questions and scholarship application please call (213) 608-1280 or e-mail [academy@nlbwa-la.org](mailto:academy@nlbwa-la.org).