



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Carolyn Carr
(510) 540-7785 ext. 314

ccarr@AnewAmerica.org

AnewAmerica's Open House and Microbusiness Expo

AnewAmerica Community Corporation in San José invites the media and the public to attend their Open House and Microbusiness Expo on **Friday March 14th, 2008, 5:00pm – 8:00pm**. Come and celebrate AnewAmerica's dynamic presence in San José at the **Entrepreneur Center located at 84 West Santa Clara Street**. This will be an opportunity for networking, shopping and finger food will also be available. The first Microbusiness Expo in Anewamerica's San Jose office will showcase entrepreneurs' goods and services. The Honorable Joe Coto, Assemblyman of the 23rd district, will also be a guest of honor at this event. Please call 408-494-0215 for additional information.



Staff at AnewAmerica San José:
(from left) *Ferron Salniker, Linda Snook,
Jenna Boyer and John Nguyen*

“2007 was a year of great achievements and successes for our clients and organization.” says CEO, President and founder Sylvia Rosales-Fike of AnewAmerica. “...programmatic advances continued in almost all areas with special mention of the region of San José. This region's work, led by Linda Snook with support from a local team of staff and volunteers, served a total of 625 new Americans with short term education in business and financial literacy. This number includes 39 entrepreneurs in the three year incubator program.” continued Ms. Rosales-Fike. The city of San José has contracted AnewAmerica to bring their successful model of services to a larger number of constituents.

AnewAmerica expanded their radio programming in the last year to include an educational program series which disseminated business training and financial literacy education to over 45,000 Spanish speaking Bay Area residents. The educational program consisted of 25 minute spots on *1370 AM La Kaliente* and featured a segment where listeners could call in and ask questions related to business development and asset building. AnewAmerica served a total of 1,956 new Americans in 2007 through all outreach and combined levels of service. The three year incubator program assisted 216 clients including 112 new enrollments. In 2007 AnewAmerica helped to launch 23 new businesses and assisted with 10 business expansions. The Savings-IDA program assisted entrepreneurs and their families to save a total of \$114,631 from their earnings plus the program's match. Three AnewAmerica entrepreneurs used their savings for the purchase of their first home and four invested in their business growth.

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Anewamerica is a 501(c) (3) non-profit organization, committed to advancing the long-term economic empowerment of new Americans--*immigrants, refugees, new citizens*. AnewAmerica offices in Berkeley, Oakland and San José serve women and men from over 40 countries. Typical businesses that entrepreneurs start & grow include: hair salons, catering, construction, florists, clothing & accessories, photography, jewelry, textiles, janitorial services and web design to name a few. AnewAmerica offers a three year program that helps immigrant entrepreneurs create, grow and expand their own business. Services include education/training, a focus on social responsibility, and asset building.

Training/education – For 25 weeks, either in downtown Oakland or San José entrepreneurs learn about *business ownership and management, product development, pricing, packaging, distribution, sales, marketing, finance, bookkeeping, tax and legal issues, licensing and permits, insurance, technology, vendor relations, business ethics and much more*. Training is actively hands-on and combines class training with field trips to real businesses (such as a café or retail store) where you get advice and inside perspectives from business owners. Guest speakers, homework and computer lab time, workshops and coaching all complement the business training component of the program. The final project is to produce a business plan.

Social Responsibility -- In the program, AnewAmerica entrepreneurs also learn and engage in advocacy and community activities that build leadership. They are encouraged to incorporate ethical and also “green” practices in their business, and recognize every business decision they make has positive or negative implications for the community, family and the environment.

Asset Building – For qualified AnewAmerica entrepreneurs, AnewAmerica will match an additional dollar for every dollar saved. AnewAmerica will match a maximum of \$3,000 for total earnings of \$6,000 through an Individual Development Account or IDA. The matched funds are used to invest in the business or for purchasing a home.

Classes begin in March, 2008 in English, Vietnamese and Spanish. For more information, please call 510-540-7785 if you live in the East Bay or call 408-494-0215 if you are in the San José area. For immediate information, please visit our website: www.anewamerica.org.