



**GOVERNOR'S OFFICE  
OF MINORITY AFFAIRS**

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**GOVERNOR'S OFFICE OF MINORITY AFFAIRS LAUNCHES NEW INITIATIVE**  
*The EMPRESA Program Series*

In an effort to meet the growing demands of Maryland's Hispanic business community, the Governor's Office of Minority Affairs (GOMA) and the Maryland Small Business Development Center (Maryland SBDC), is launching a new initiative known as the EMPRESA Program. EMPRESA is the Spanish term for firm or business, and stands for Enterprise Minority Procurement Resource Educational Series. It is a tailored technical assistance and training program designed specifically for Hispanic entrepreneurs. Additional collaborative partners include the Maryland, Montgomery, and Baltimore Hispanic Chambers of Commerce, and the Hispanic Business Association.

There are an estimated 2 million Hispanic-owned businesses in the U.S. – 15,000 are here in Maryland – with an overall average, annual sales of \$2.3M. Approximately 4,669 of those businesses are women-owned. "The O'Malley-Brown Administration is committed to increasing more business opportunities for all of Maryland's small, women, and minority owned business. EMPRESA is a great start toward those efforts," says Luwanda W. Jenkins, Special Secretary of the Governor's Office of Minority Affairs.

The program will offer a series of training workshops presented entirely in Spanish, along with the course curriculum and related materials. EMPRESA premiered today at the 2007 Maryland Hispanic Business Conference held at the BWI Marriott Hotel.

GOMA is the principal advocate for more than 200,000 women and minority-owned businesses and serves as a one-stop-shop for information and support to help these businesses navigate the State's procurement process. GOMA also provides oversight for the State's Minority Business Enterprise and Small Business Reserve Programs.

Maryland SBDC, a partnership between the U.S. Small Business Administration, Maryland Department of Business and Economic Development, and the University of Maryland College Park, links private enterprise, government, higher education and local economic development organizations to provide management, training and technical assistance to Maryland's small businesses. Maryland SBDC has 6 regional offices; and more than 20 statewide locations where services are delivered.