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## **JUNIOR LEAGUE OF NEW ORLEANS TO AWARD BUSINESS FELLOWSHIP TO WOMAN ENTREPRENEUR**

December 9, 2016, NEW ORLEANS, LA – **The Junior League of New Orleans (JLNO)** is opening the application process for its Women Entrepreneur (WE) Fellowship. Founded in 2015, the WE Fellowship is awarded to a woman entrepreneur during New Orleans Entrepreneur Week.

With its focus on **advancing the wellbeing of women**, JLNO believes that increasing women's business opportunities improves the local economy. One way to cultivate entrepreneurial success is access to mentors and advisors.

"The WE Fellowship combines JLNO's mission tenets of developing the potential of women and improving communities," said JLNO President Maria Pardo Huete. "Building a business is difficult, and we're inspired by women pursuing that path. Our membership holds diverse professional skills, and we're happy to lend our varied expertise to motivate and guide the WE Fellow as she grows her business."

The 2015 WE Fellowship winner was Windowsill Pies, owned and operated by Nicole Eiden and Marielle Dupre. Windowsill Pies is dedicated to delivering distinctive and heartfelt handmade pies and tarts with the best seasonal ingredients. The WE Fellowship enabled it to trademark its name, and Nicole and Marielle recently appeared on the Cooking Channel's "Sugar Showdown." JLNO mentors continue to work with Windowsill Pies to explore the best ways to grow its business.

Through the 12-month WE Fellowship, JLNO supports a female business owner with mentoring and in-kind services sourced through its membership. Guidance will include

- Legal / Human Resources
- Accounting / Financial Analysis
- Investor Development
- Marketing / Communications
- Management / Organizational Consulting

Collaboration with the WE Fellow determines focused goals within these broad areas for a plan addressing her business's specific needs. The WE Fellowship also provides a \$2500 grant, a technology grant up to \$2500, access to work/meeting space, nonprofit board training, and marketing opportunities with JLNO's membership.

After an online application process, a selection committee will narrow candidates down to three to five finalists who will give a 10-minute presentation during New Orleans Entrepreneur Week. At the conclusion of the presentations, judges will select the 2017-2018 WE Fellow, and attendees will vote to award an audience prize.

Fellowship applicants need not be JLNO members to apply and can learn more at [www.jlno.org/WEFellowship](http://www.jlno.org/WEFellowship). The application deadline is February 3, and JLNO will notify finalists mid-February.

Interested applicants can learn more about the WE Fellowship at JLNO's Open Application Night on January 11, 2017 at 6:30 p.m. at JLNO Headquarters. Attendees will also have the opportunity to learn valuable networking and business development tips from Kevin Wilkins of Trepwise.

**WE Fellowship Open Application Night**  
**January 11, 2017 – 6:30 p.m.**  
**JLNO Headquarters – 4319 Carondelet Street**

Though free and open to the public, space for the information session is limited. Visit [www.jlno.org/wefellowshipinfosession](http://www.jlno.org/wefellowshipinfosession) to register to attend.

The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

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