

## PRESS RELEASE

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

November 12, 2017, 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.

This program combines JLNO's mission tenets of developing the potential of women and improving communities. 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 advisors.

"In our third year, we are excited to increase the fellowship grant amount to \$7500," said JLNO President Kristen Cocke Koppel. "This is, of course, in addition to the diverse professional skills and contacts that our members can provide to help build a business."

The 2016 WE Fellowship winner was Two Girls One Shuck, a full amenities traveling oyster bar owned by Becky Wasden. The company provides two shuckers at every event to help reduce wait time at the oyster bar and create a fun, convivial atmosphere for guests. They also take the shells after every event to the Coalition to Restore Coastal Louisiana who uses the shells to restore oyster reefs and create marshland protection.

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 \$7500 grant, 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 2018-2019 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 January 7, 2018, and JLNO will notify finalists mid-January.

Interested applicants can learn more about the WE Fellowship at JLNO's Open Application Night on November 30, 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  
November 30, 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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