



FOR IMMEDIATE RELEASE

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*****MEDIA ALERT*****

The Junior League of New Orleans (JLNO) and The Idea Village Kick Off Collaborative Event Series Promoting the Potential of Women

WHAT: *“How She Did It: Four Women Surviving and Thriving in Male-Dominated Industries”*

WHO: **Kiki Baker Barnes:** Athletic Director, Dillard University
Dana Stumpf: CAO, Durr Heavy Construction
Aimee Quirk: Senior Advisor for Economic Development to New Orleans Mayor Mitch Landrieu
Suzanne Haik Terrell: Partner, Hangartner Rydberg and Terrell

WHERE: **JLNO Headquarters**
4319 Carondelet Street

WHEN: **Wednesday, December 10, 2014**
6PM-7:15PM

WHY: In honor of JLNO’s 90th anniversary and its new focus on advancing the wellbeing of women, JLNO is teaming up with The Idea Village to promote professional success and improve economic opportunities for women.

Together, the pair will produce a three-part event series focused on highlighting the challenges women face in business and entrepreneurship, and offering creative suggestions for how women can best leverage networking and mentorship opportunities.

The series, which kicks off tonight, will culminate during the seventh annual New Orleans Entrepreneur Week, March 20-27, 2015.

Tonight’s event is free and open to the public. Those interested in attending may RSVP at www.jlno.org/HowSheDidIt.

About Junior League of New Orleans (JLNO)

The Junior League of New Orleans (JLNO) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. It has proudly served Metropolitan New Orleans for over 90 years. A 501 (c) 3 not-for-profit organization, JLNO is dedicated to advancing the wellbeing of women through improving economic opportunities, advocating for health and wellness and providing for family assistance. Currently, JLNO has over 2300 members making it the 12th largest Junior League in the world.

About The Idea Village

In 2000, The Idea Village was formed by a group of New Orleans citizens who believed entrepreneurship is a catalyst for positive change. The Idea Village formalized in 2002 as an independent 501c3 non-profit organization with a mission to identify, support, and retain entrepreneurial talent in New Orleans by providing direct service to high impact entrepreneurs, educating the broader community, and supporting initiatives that strengthen our entrepreneurial infrastructure. From 2009-2014, The Idea Village has provided direct support

to over 3,411 New Orleans entrepreneurs by engaging over 2,600 professionals to allocate 68,543 consulting hours and \$2.5 million in seed capital. In addition, The Idea Village hosts New Orleans Entrepreneur Week, a business festival that has become the platform for the New Orleans entrepreneurial ecosystem. www.ideavillage.org

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