



**FOR IMMEDIATE RELEASE**

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**LIFTFUND DALLAS/FT. WORTH WOMEN'S BUSINESS CENTER HOSTS SECOND ANNUAL ONE-DAY  
"WOMEN OF COLOR: SHAPING THE FUTURE CONFERENCE"**

*Empowering Minority Women Business Owners and Strengthening Their Skill Sets To Elevate Their  
Potential and Thrive as Successful Entrepreneurs*

**DALLAS, TX – March 9, 2022** – Building on the success of 2021's inaugural Women of Color: Shaping The Future Conference, and to continue empowering and supporting minority women business owners, LiftFund [Dallas/Ft. Worth](#) Women's Business Center is pleased to announce the one-day conference's return on March 24.

This one-day conference hosted on the campus of Southern Methodist University's COX School of Business, will inspire and provide useful tools for minority business women to thrive as successful leaders and innovators and will ultimately help close the inequalities gap.

The 2022 opening keynote speaker is Cate Luzio the founder and CEO of Luminary, a membership-based career and personal growth platform created to uplift women and help them acquire the skills they need for all phases of their professional journeys.

Before launching Luminary, Luzio worked for 20 years in financial services leading global multibillion-dollar businesses, including her role as Global Head of Multinational Corporate Banking for HSBC. She was most recently recognized as one of Forbes magazine's Next 1000 Entrepreneurs and a Top 100 Female Founder in Inc.

"In the U.S., more than 11 .6 million businesses are owned by women, nearly half of those businesses are majority owned by women of color," says Tarsha Polk Hearns, director of LiftFund Dallas/Ft. Worth Women's Business Center. "Our purpose at the Women's Business Center is to provide a safe space and be a reliable resource for female entrepreneurs so that we can dramatically scale that statistic in the near future."

[Registration](#) for the Women of Color: Shaping the Future Conference is currently open and costs \$45 to attend. Participants will learn from and engage with some of the most prominent minority business owners and entrepreneurs in their local communities and be presented with useful resources and skill building opportunities.

Speakers for the day include, but are not limited to:

- Cate Luzio, Founder and CEO of Luminary – Opening Keynote Speaker
- Krystian Reyes, Woodforest National Bank
- Leah Frazier, Think Three Media
- Nipa Nobel, MTX Group
- Janie Barrera, LiftFund President and CEO – Closing Keynote Speaker

Conference speakers will share insights from their own personal journeys as successful business owners and entrepreneurs. Breakout sessions will include:

- ☞ Funding Options for Women Business Owners
- ☞ Leveraging Supplier Diversity Programs to Scale Your Business
- ☞ Digital Marketing Strategies to Increase Brand Awareness
- ☞ How to Form Joint Ventures for Business Growth



- ☞ What Does it Take to Be a Sales Rockstar
- ☞ Scaling Up: Structuring Your Business for Growth
- ☞ The Art of Negotiating
- ☞ The Confidence Formula
- ☞ Real Talk: DE&I Matters in Business

In addition to engaging and empowering topics, the conference will also include a pitch competition where one woman- owned business will be awarded \$5,000 in prize money. The deadline to [apply](#) for the pitch competition is March 14<sup>th</sup>. Those interested in attending the 2022 conference should purchase their tickets early at [www.womenshapingthefuture.com](http://www.womenshapingthefuture.com). There are also multiple sponsorship opportunities available for businesses, individuals, and nonprofits to take advantage of. Sponsors of the conference will reach minority female business owners generating under \$1M in revenue throughout Texas, with the sponsorship dollars providing the necessary tools and guidance for business women of color to grow their businesses.

To date, the LiftFund Dallas/Ft. Worth Women’s Business Center has served more than 2900 clients and helped them gain access to more than \$9.3 million dollars in funding. For more information about the Women of Color Conference, to register, or sponsorship opportunities, please visit [www.womenshapingthefuture.com](http://www.womenshapingthefuture.com).

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**About LiftFund Dallas/Ft. Worth Women's Business Center**

Launched in 2018, the LiftFund Dallas/Ft. Worth Women’s Business Center (WBC) is dedicated to supporting business owners, especially women and minorities, through business advising and training services. The center provides guidance, programming, and resources to empower entrepreneurs at all stages of their business. The WBC is a program of LiftFund, a non-profit small business lender and funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

**INTERVIEW/PHOTO OPPORTUNITIES**

- Cate Luzio, Founder and CEO of Luminary – Opening Keynote Speaker
- Janie Barrera, LiftFund President and CEO – Closing Keynote Speaker