



State Board of Equalization

News Release

Chairman Jerome E. Horton

4th District – Los Angeles

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Connecting Women to Power Business Conference Attracts over 1,000 Businesswomen

Over 1,000 Southern California businesswomen participated in the Connecting Women to Power Business Conference, held recently at California State University Dominguez Hills.

The conference was sponsored by California Educational Solutions in partnership with Jerome E. Horton, Chairman of the California State Board of Equalization (BOE), Michelle Steel, BOE Vice Chair, George Runner, BOE Member, and the National Association of Women Business Owners – Los Angeles (NAWBO-LA).

The all-day event focused on teaching businesswomen ways to thrive in today's global and ever-changing business climate. The Keynote Speaker, Maria Marin, International Motivational Speaker and Negotiations Expert, excited the crowd with a compilation of life-altering negotiation techniques as she exclaimed "Your expectations and your income are interconnected!"

The afternoon Keynote Speaker was the Honorable Rosario Marin, Former United States Treasurer who delivered her own inspirational story about overcoming adversity and providing detailed information about accessing federal funds and resources to arrange capital for one's business.

Representatives from the Los Angeles Area Chamber of Commerce, the U.S. Department of Commerce, the U.S. Small Business Administration and the U. S. Export Assistance Center were on hand to provide detailed information about how to transform a local business into a global enterprise.

Other program elements included presentations and panels on contracting opportunities, accessing traditional and non-traditional capital working with the Board of Equalization and other tax agencies, leveraging technology to enhance success, understanding state, local, and federal stimulus programs; wealth management and financial planning.

"Helping women business owners and aspiring entrepreneurs thrive is a great investment in revitalizing California's economy," said Jane Pak, CEO of NAWBO-LA. "I am confident that woman-owned businesses will lead the way in re-building California as the nation's economic engine."

"Running a business in California's globally connected economy is no easy task," said Steel. "The conference events were designed to help women in business to build networks of trading partners and expand their overseas businesses."

"Our mission was to provide women entrepreneurs the tools to strengthen their wealth creating capacity, thus stimulating California's economy," said Horton. "The conference exceeded our expectations."

Elected in 2010, Chairman Jerome E. Horton is the Fourth District Member of the California State Board of Equalization, representing more than 8.5 million residents in Los Angeles County. He is also the BOE Legislative Committee chairman. He is the first African American to serve on the BOE since its inception in 1879 and the third African American constitutional officer in California's history. Horton previously served as an Assembly Member of the California State Assembly from 2000-2006.

The five-member California State Board of Equalization (BOE) is a publicly elected tax board. The BOE collects more than \$48 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit www.taxes.ca.gov.

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