



## 2nd Annual Women in Entrepreneurship Lecture Series



Second Annual Women In Entrepreneurship Lecture Series

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# SDSU Hosts Women in Entrepreneurship Lecture

On Feb. 22, a panel of female entrepreneurs will gather to encourage and inspire the next generation of business innovators.

By **Jill Esterbrooks**

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Entrepreneurship was once considered a male-dominated domain, but the tide is turning.

Today, more than 9 million U.S. firms are owned by women—employing nearly 8 million people and generating \$1.5 trillion in sales—according to data from the National Association of Women Business Owners.

The “Golden Age” for women entrepreneurs has finally arrived and women now make up 40 percent of new entrepreneurs in the United States, said **Tamara Romeo**, a San Diego State University alumna who founded her interior design business eight years ago.

While the numbers are growing, there are still few female investors and startup entrepreneurs, which Romeo says, can make it more challenging to raise capital and find mentors.

In an effort to capitalize on that growth, the **Lavin Entrepreneurship Center** at SDSU’s Fowler School of Business and its affiliated student

organization Entrepreneur Society, will host the second annual Women in Entrepreneurship Lecture Series.

"The good news is there are plenty of women and men here in San Diego who are eager to advocate for and mentor female entrepreneurs," said Romeo.

The event, expected to draw more than 500 attendees, will be held from 2-4 p.m. on Thursday, Feb. 22, in Montezuma Hall at the Conrad Prebys Aztec Student Union.

Made up of female entrepreneurs and industry trailblazers, this year's forum will feature a dynamic panel of eight speakers.

Guest panelists for the event include:

- **Kathy David**, president and CEO of IT TechPros Information Technology
- **Felena Hanson**, founder of Hera Hub Workspace for Women
- **Gail Naughton**, founder and CEO of Histogen BioTech (and former Dean of SDSU College of Business)
- **Kimberly King**, co-director of StartR and mystartupxx
- **Samantha Madhosingh**, founder and CEO of ElevateHER Mindfulness
- **Amy Shelby**, vice president of digital marketing for CW Television Network
- **Lydia Krasner**, owner of Mitzvah Event Productions
- **Tamara Romeo**, founder and president of San Diego Office Design and chair of the Lavin Entrepreneurship Center

Although more women are embracing entrepreneurship, they often face challenges not typically shared by their male counterparts.

"As women, we need to train ourselves to ask for help and not be afraid to take a seat at the table," said Romeo.

To shed light on some the disparities and difficulties, speakers will address key challenges women entrepreneurs face and provide advice on how to overcome them.

Following the speakers panel, a networking session will be held from 4-5 p.m.

According to Romeo, this is a must-attend informational and networking event for students and other aspiring entrepreneurs who want jobs, mentorships, internships and other support for starting up an enterprise.

The Women in Entrepreneurship Lecture Series is free and open to all students (male and female) as well as SDSU community members and supporters. Registration and more information is [available online](#).