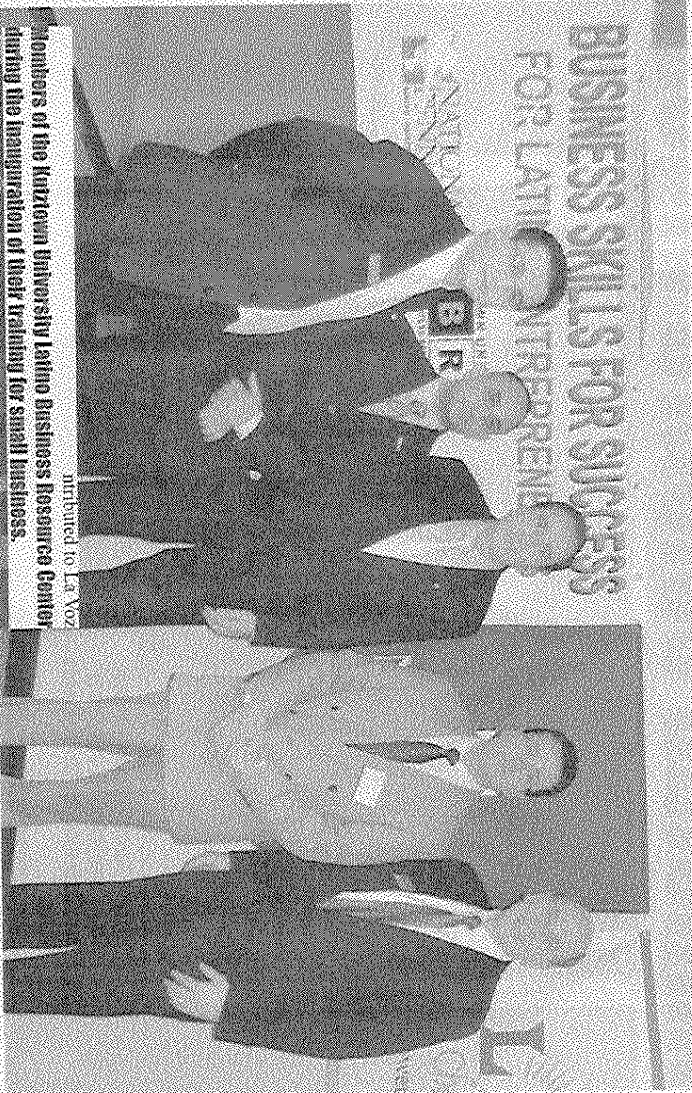


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INFORMACIÓN

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Kutztown University Latino Business Resource Center Announces



Members of the Kutztown University Latino Business Resource Center during the inauguration of their training for small business.

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Kutztown University Latino Business Resource Center (KULBRC), in partnership with National Penn Bank, Kutztown University Small Business Development Center (KUSBDC) and Berks County Latino Chamber of Commerce, unveiled a new 12-week bilingual program titled

"Business Skills for Success for Latino Entrepreneurs" on March 25, at the Latino Business Resource center, located in downtown Reading, Pa.

"Business Skills for Success for Latino Entrepreneurs," created to target the growing Hispanic business community for enhanced entrepreneurial education, will begin on April 8. During the twelve-week seminar, the KULBRC will utilize

an innovative blended learning model consisting of class lessons, online business plan workshops, and one-on-one business consultations. National Penn Bank has initially allocated a \$50,000 loan pool to the partnership, which will benefit graduates of the seminar. The awarding of the loans will be based on the students' success in the seminar, the presentation of an acceptable business plan, reasonable ability

to service debt, and a compromise for an ongoing consulting engagement with KULBRC and KUSBDC. "This partnership was possible due to the historical positive impact of the KUSBDC in increasing the success of small businesses, as well as their unique blend of educational, consulting and research resources to forge entrepreneurs," said Lenin Agudo, program manager of the KULBRC.

This marks the first time that there has been an entrepreneurial educational component linked to the availability of funds to new business start-ups. This "micro business-financing model" makes money available to an entirely new pool of entrepreneurs. The Berks County Latino Chamber of Commerce will collaborate in the delivery of the classes with board member presentations and guidance. Classes will be held at the

KULBRC in the city of Reading, Pa.

"We are very excited about this program and this partnership," said Agudo. "This will benefit the

Hispanic-owned small businesses in the city of Reading and the surrounding community." Dr. Roger Hibbs, management professor at KU, will conduct research on the partnership between KU and National Penn Bank. Hibbs believes this micro business-financing approach will become a model for micro lending to Hispanic-owned businesses in particular and small businesses in general. The Kutztown University Latino Business Resource Center is located in Reading, Pa.

For more information on the seminar, call Lenin Agudo at 610-208-8870.