



## CONTACT

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## **MEDIA ADVISORY**

January 30, 2019

### **ODOS WOMEN OF COLOR CHANGING THE NARRATIVE ENTREPRENEUR CONFERENCE**

*March 16, 2019 / Mexican Heritage Plaza, San Jose*

**SAN FRANCISCO BAY AREA, CA:** One Degree of Separation Events and Travel (ODOS) founder, Lisa Riley announced today that her company will share a host of Economic Development Resources during its 'Women of Color Entrepreneur Conference' under the name of its non-profit arm ODOS Synergy Services. The conference will take place at the Mexican Heritage Plaza in San Jose, California on Saturday, March 16th, from 10:00 am to 4:00 pm.

Riley asks if you are stuck in your career; if you're tired of thinking and working for someone else; if you are ready to move to the next level in your career. She also wants to know if you're thinking about becoming an entrepreneur, but don't know where to start; if you want to move from your 'side hustle' to a 'main hustle'; if you want to learn how to move from being a 'Corporate Dropout' to a 'Business Powerhouse'? Riley strongly suggests, "If your answer to any of the queries is 'yes,' this particularly enlightening affair is especially for you!"

Unique in its structure and substance, the event targets African American, Latina, and Asian women in Silicon Valley and Bay Area. Legal Branding Coach, LeTonya Moore, Esq. will keynote the affair. Milan Balinton, (CEO, African America Community Services Agency) has been tapped as Master of Ceremonies, and Tressa Williams, CEO, State Farm Insurance will moderate lively and informative panel discussions.

Speakers and panelists will reveal their respective expertise on such topics as Legal Protection & Branding, Healthy Lifestyles, Economic Development & Financing, Entrepreneur's Best Practices, and Social Media Branding.

Among the conference participants are Bay Area notables Mayor Richard Tran (Milpitas, CA), Vice Mayor Magdalena Carrasco (San Jose Dist. 5), Jeff Moore (President, San Jose/Silicon Valley NAACP), Tara Lynn Gray, (CEO, Fresno Metro Black Chamber of Commerce), along with expert panelists Melody Haynes (Mental Health), Wanda Whitaker (Holistic Therapist), Denisha Blake (Healthy Eating Coach), William Wheat (Non-profit Grant Writer), and Tracey Lee Davis (Online Social and Digital Media Branding), along with several additional dignitaries and skilled Bay Area professionals.

Vendors and exhibitors are welcome. Contact Terresa Walker (510.299.0568) or Sojy Matthew (809.502.3001). Sponsors, kindly visit [www.odos-woc-conference.event.com](http://www.odos-woc-conference.event.com) or email [info@ODOSTravel.com](mailto:info@ODOSTravel.com)

## **ABOUT ODOS:**

One Degree of Separation Travel and Events (ODOS) saw a niche and recognized a need in the African American Community, to create one-stop shopping venue, making it easier to obtain resources and information on the travel experience some African Americans only dream of or deem impossible. We link diverse travel agents, travel consultants, and exciting travel destinations.

ODOS provides a platform empowering diverse consumers to learn to travel on a dime, find the great and attractive travel destinations, identify what local groups are traveling, what travel vendors have good rates, and how to find great airfare accommodations. [ODOSTravel.com](http://ODOSTravel.com)

*ODOS Synergy Services is a 501(c)(3) non-profit entity.*

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