

FOR IMMEDIATE RELEASE

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Photos available

**CALIFORNIA ASSOCIATION FOR MICRO ENTERPRISE OPPORTUNITY APPOINTS
WOMEN'S INITIATIVE EXECUTIVE DIRECTOR TO BOARD OF DIRECTORS**

*Lorrie Williams, business owner, small business trainer, and non-profit director
joins CAMEO Board*

March 9, 2011 – The California Association for Micro Enterprise Opportunity (CAMEO), a statewide non-profit association of Micro Enterprise development providers appointed Lorrie Williams, Women's Initiative for Self Employment's executive director in Silicon Valley, to their Board of Directors. Williams' experience as an entrepreneur, small business owner, and business development consultant spans more than 15 years. Her expertise lies in areas of sales and marketing, advertising and promotions in addition to operations and production management.

"CAMEO is very excited to have someone with Ms. Williams' experience on our Board of Directors," said Claudie Viek, CEO of CAMEO. "Ms. Williams will expand our regional reach in a very important part of the state as well as provide vision and leadership for women entrepreneurs."

Williams originally joined Women's Initiative as a small business trainer, leading the program's 11-week training course. As a previous owner and partner of several successful businesses in the Bay Area, Williams has been able to share her ample knowledge about the business world with her clients at Women's Initiative. As executive director, Williams is responsible for program management and fundraising in Silicon Valley and the Peninsula.

Williams is also a certified Core Energy Coach, active member of (ICF) International Coach Federation and San Francisco Coaches.

About CAMEO

CAMEO's mission is to promote economic opportunity and community well-being through Micro Enterprise development. CAMEO expands resources and builds capacity for local Micro Enterprise development organizations throughout the state that provide entrepreneurs with small business financing, technical assistance and business management training. We also promote best practices and public awareness of the economic impacts of Micro Enterprise development and advocate at the state and federal level for public policies that support Micro Enterprise development in California.

About Women's Initiative

For more than 20 years, Women's Initiative has been providing low-income women throughout the Bay Area with the training, funding and ongoing support to start their own business and become economically self sufficient. In English and in Spanish, women

conquer their fears of success, complete a business plan, learn technology, access capital, and meet influential and experienced business people who can help them succeed. The women who go through our program significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy. In 2010 alone, Women's Initiative graduates created 3,818 jobs in the Bay Area. .