



Media Release

For Immediate Release
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California Indian Manpower Consortium, Inc. (CIMC) proudly announces that Ms. Rowena Elliott, a resident of Boulevard, California, from the Manzanita Band of Kumeyaay Nation has successfully completed the CIMC 2018

Leadership Training for Entrepreneurial / Small Business / Economic Development

Ms. Rowena T. Elliott recently completed the four-month training course entitled “Leadership Training for Entrepreneurial / Small Business / Economic Development,” conducted by CIMC from January to April 2018. During the training period, Ms. Elliott developed a business plan for her emerging healing arts business, **Happy Feet Reflexology**.



This comprehensive course was presented in four multi-day training sessions in four California areas – Pala, Temecula, Oroville, and Lincoln. Recipients of this unique training opportunity were selected through a competitive application process. Trainees received extensive training from a select group of individuals chosen for their outstanding skills, accomplishments and expertise in their respective fields and for their contributions to Native entrepreneurship. The culturally-relevant curriculum included development of analytical skills, and persuasive writing and presentation skills. Students learned to develop a business plan and received information on resources to start and grow businesses. Also, the group benefited from the experiences of several successful Native entrepreneurs.

To celebrate the accomplishments of these emerging Native entrepreneurs, a graduation ceremony was held as the finale to the training in April 2018 at the Thunder Valley Casino Resort in Lincoln, California. Remarks were made by **Ms. Lorenda T. Sanchez**, CIMC Executive Director, and **Mr. Benjamin Charley, Jr.**, Chair of the CIMC Board of Directors.

This training program was made possible by funding provided by the U.S. Department of Labor as part of the CIMC Workforce Development Program. Information on upcoming training sessions is available online at www.cimcinc.org and updates are provided on the CIMC Native Entrepreneur Training Program Facebook page.

More than 500 Native American individuals have completed this Native entrepreneur training program during the past eighteen years. Through this training program, CIMC, a Native non-profit organization operating in California since 1978, makes every effort to provide leadership training to build healthy Native communities by developing the skills of Native entrepreneurs to be profitable and sustainable in the larger context of Native culture and sovereignty.

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The CIMC Movement: Creating Positive Change for Native Communities

