



# Urban League of Louisiana Women's Business Resource Center



AN INITIATIVE OF  Urban League of Louisiana  
Center for Entrepreneurship & Innovation

Monday, March 21, 2022 | 2:00pm-4:30pm CST



Join Us for the 2021-22 Women in Business  
Challenge: Scale Up! During New Orleans  
Entrepreneur Week!



The Urban League of Louisiana is proud to host its [2021-22 Women in Business Challenge: Scale Up!](#) on Monday, March 21, 2:00 pm - 4:30 pm CST, sponsored by **Fidelity Bank**, **Chevron**, and **AARP Louisiana**. This year's event is being held **virtually** during [New Orleans Entrepreneur Week \(NOEW\)](#), March 21-25, 2022. NOEW is the premier event celebrating the spirit of entrepreneurship and innovation in all its forms across the great city of New Orleans.

This annual pitch event is designed to prepare women-owned businesses with the education, tools, and resources needed to scale their businesses towards profitability and sustainability. The event will showcase the business potential of several of ULLA's women-owned business clients to bankers, equity investors, and other potential resources.

This year's event will feature **four finalists** who will pitch their plans to grow and scale their businesses for a **chance to win \$10,000 in funding**.

Congratulations to the finalists!

- **Sierra Dee**, [SugarLove Bakery](#)
- **Twila McGee**, [NOLAs Finest Pets](#)
- **Sherilyn Hayward**, [Leroy's Lipsmack'n Lemonade](#)
- **AnaMaria Bech**, [Viva NOLA Magazine](#)

*[Register today to join us for this special event!](#)*

## Meet the Finalists



Twila McGee  
NOLAs Finest Pets



AnaMaria Bech  
Viva Nola Magazine



Sherilyn Hayward  
Leroy's Lipsmack'n Lemonade



Sierra Dee  
SugarLove Bakery



## Meet the Judges



Chris Ferris  
President & CEO  
Fidelity Bank & Nola Lending Group



Linedda McIver  
Director, Multicultural Outreach and  
Engagement  
AARP Louisiana



Mikayla Williams  
Flow Assurance Engineer and Black  
Employee Network Site Lead  
Chevron



Jo Ann Lawrence  
Deputy Director  
Louisiana District Office  
Small Business Administration



Stephanie DeVane  
Vice President, Entrepreneurship &  
Business Development  
National Urban League



## Keynote Speaker: Krystal Allen of K. Allen Consulting



In addition, this year's event will include a keynote address from **Krystal Allen, Founder and CEO of K. Allen Consulting.**

As a well-respected former school principal and teacher, Krystal began her career teaching elementary school, serving as an instructional coach, then asst. principal, and finally leading as a school principal. Most recently featured within Time Magazine, she is a 2019 Gambit 40 Under 40 recipient, a 2019 Aspen Institute Ideas Festival Scholar, the 2016 Urban League of Louisiana ULEAD Activist Award recipient, and serves as a member of the Board of Directors of Kid Smart; Success at Thurgood Marshall; and the Selma Center for Nonviolence.

A first-generation college graduate, Krystal earned her B.A. from the University of Notre Dame, M.Ed. from NLU-Chicago, and is currently completing her Ph.D. in K-12 Urban Educational Leadership & Policy at Columbia University (NYC). Krystal's work and passion for DEI, social justice, adult learning, and organizational development are the driving forces of her work and commitment to equity.

[Click Here to Learn More about the 2021-22 WIB Challenge Finalists](#)

[Click here to Register for March 21st WIB Challenge](#)

Thank You to Our Title Sponsors!





***About the Urban League***

The mission of the Urban League of Louisiana is to assist African Americans and other communities seeking equity to secure economic self-reliance, parity and civil rights. For more than 80 years, we have implemented our mission through programs in the areas of EDUCATION and YOUTH DEVELOPMENT, WORKFORCE and ECONOMIC DEVELOPMENT, PUBLIC POLICY and ADVOCACY initiatives. For more information about the Urban League of Louisiana, please visit [www.urbanleaguela.org](http://www.urbanleaguela.org).

