



## *NEWS RELEASE*

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### **MAYTE RIVERA WINS SBA AWARD**

*Director of Community Institute of Business Education  
At Northern Essex Community College in Lawrence*

**BOSTON** – Mayte Rivera, Director, Northern Essex Community College, Community Institute of Business Education has been named the 2003 Massachusetts and New England Minority Small Business Advocate by the U.S. Small Business Administration (SBA) according to an announcement made by Elaine Guiney, Massachusetts SBA Director. Rivera won the Massachusetts competition for this award and went on to win the New England-wide contest.

The Minority Small Business Advocate Award is presented annually to an individual who has fulfilled a commitment to support minority entrepreneurship. Specific nomination criteria include: (1) Volunteer efforts to advance minority small business interests; (2) Demonstrated efforts to improve conditions in the minority small business community as a whole; (3) Voluntary provision of professional services to the minority small business community; and (4) Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.

Congressman Marty Meehan, who nominated Ms. Rivera, praised the SBA for its wise choice, "Mayte Rivera has been a tireless voice and advocate for the minority small business owners in Lawrence. She believes in empowerment through education and has helped this vital segment of Lawrence's small business community thrive and succeed. The SBA has chosen a very deserving recipient."

"The SBA Advocate awards honor the best small business has to offer, and Mayte Rivera is an outstanding choice," said SBA Regional Administrator Jeffrey Butland. "This is an outstanding testimonial, not only to her accomplishments, but to her commitment and dedication to small business success and community service as well. I join my SBA colleagues in congratulating Mayte on this significant achievement."

Rivera was hired as the director of the Northern Essex Community College Community Institute of Business Education in 1999. In her capacity as director, she encourages minority entrepreneurs and provides support to current Latino small business owners in Greater Lawrence. She has developed a series of workshops and education programs in Spanish on topics such as basic bookkeeping and financial management, which have helped strengthen the small business climate in Lawrence.

"Mayte Rivera is a superb role model for the Lawrence Latino community," said Guiney. "Her understanding of business principles and the ability to create the courses to promote economic literacy is a very special talent." "Because of this understanding, she was one of the strongest supporters of SBA's small business center in Lawrence."

Rivera will be honored at an awards luncheon at the Boston Marriott Copley Place at noontime on September 12, 2003. The Massachusetts Small Business Person of the Year, Holly Safford, President of The Catered Affair in Hingham, will be recognized along with other small business advocates from throughout the commonwealth. The event is open to the public and those interested in attending should contact Christine Carter at SBA at 617-565-5560.

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