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**Mother Entrepreneurs Revel in Asheville for 2nd Year**

The second annual [Mompreneur Gathering](http://mompreneurgathering.com/) will be held Friday, September 4th, in Downtown Asheville. Hosted by WNC-based consulting company, [Small Town Ventures](http://smalltownventures.com/), the event will take place at Lenoir-Rhyne University Center for Graduate Studies from 9:30–3:00 p.m.

“For this year’s Gathering, our team talked about taking the conversation deeper for local women, and to honor the hard-work of female business owners,” said event host and WNC Mompreneur, Emily Breedlove. “This event is committed to making the experiences we share more authentic, insightful, and fun! Working moms don’t have nearly enough fun in our lives!”

Serving as a “Revelry for Business, Motherhood and Self-Care,” the upcoming Gathering hosts an electrifying roster of female thought leaders from around WNC with topics such as: Being a Fierce Leader, Prioritizing the Chaos, Talking About Money, Tackling Your Bookkeeping, and Asking for Help.

A lunch panel of existing Mompreneurs will share their personal experiences around balancing business and family. Moderated by Annie Price, owner of Birds Eye Business Planning, panelists will include Mary Tantillo, owner of Dolci di Maria; Andrea McDuvall, co-owner of Mother Earth Produce; and Lucia Barnes, co-owner of Ultimate Ice Cream.

Keynoting the Mompreneur Gathering is JB Media Institute Marketing Maven, Sarah Benoit, as she shares her professional insight into branding around authentic stories and how Mompreneurs can leverage the most honest elements of their lives to bring greater depth and resonance to their marketing messaging. Danielle McClennan, Executive Producer and owner of Link’d Media, builds on Sarah’s presentation, leading an interactive workshop on building a personal “journey line” and integrating a stronger emphasis of “why” into your company mission.

Throughout the day, attendees will connect with regional resources and onsite support organizations for women-centered business opportunities, such as A-B Tech Small Business Development Center, Lenoir-Rhyne University Center for Graduate Studies, Western North Carolina Women’s Business Center, Mountain Bizworks, Birds Eye Business Planning, WNC Woman Magazine, Asheville Femfessionals, Asheville Women in Technology, and Self-Help Credit Union.

Sora Surya No will wrap up the festivities. A new face in the Asheville area, Sora will host a mini Women’s Circle activity at the end of the day based on her internationally acclaimed ‘Radiant Women’s Circle.’ Sora is a transformative business coach and leader of the [Wild Free Calm global retreats](http://www.wildfreecalm.com/). Attendees will leave the Gathering with a deeply rooted sense of how brilliant and supported they are.

The Mompreneur Gathering is a day of friendship, honesty, and professional release with a room full of women who can relate to struggle. “I am thrilled to host this one-of-a-kind event in a memorable town like Asheville,” added Breedlove. “This community gives us the freedom to integrate unique activities and discussions into the Gathering in ways that other cities would shy away from. I welcome all women to participate, regardless of being a mother or a business owner, since this day is all about embracing our strength and connection as creative women.”

**About Mompreneur Gathering**

The highly successful first Mompreneur Gathering was held in November 2014. Its goal is to create a space for mother entrepreneurs to celebrate friendship, honesty, and professional release with a room full of women who can relate to the demands and joys of women, mothers, and business.

This year’s event is sponsored by Lenoir-Rhyne University Center for Graduate Studies, WNC Woman Magazine, EarthFare, and Asheville Yoga Center.

Early Bird tickets are $25 until August 20th and Regular Bird tickets are $35. Full agenda and tickets are available at MompreneurGathering.com.

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