



DELTA SIGMA THETA SORORITY, INCORPORATED

A Service Sorority Founded in 1913

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Delta Sigma Theta Sorority, Inc. Announces the 2017 Winners of the DST Women-Owned Business Plan Competition

WASHINGTON — The Grand Chapter of Delta Sigma Theta Sorority, Inc. announces the DST 2017 Women-Owned Business Plan Competition winners. As part of its Financial Fortitude program initiative and in collaboration with AARP, the nationwide competition aims to assist rising entrepreneurs financially and connect them to resources that aide them in developing viable business plans. Five regional winners were selected and one national winner was announced on Tuesday, Aug. 8, 2017 at the organization's 53rd National Convention in Las Vegas, Nevada. Each "Regional Winner" received a cash prize of \$1,000. The "National Winner" received an additional \$4,000 for a grand total of \$9,000 in cash awards. Delta Sigma Theta Sorority, Inc. congratulates the following winners:

National Winner

Deidra Hogue, The Traveling Pants Company

Regional Winners:

Eastern Region - Lyla R. Wilkins, LRW Income Tax Service
Midwest Region - Deidra Hogue, The Traveling Pants Company
South Atlantic Region - Tia Lucas, Dynamik Learning
Southern Region - Karel Danzie, Curves Below The Waist
Southwest Region - Nikeisha S. Martin, Garvey Urban Magazine

"Delta Chapters worldwide provide learning opportunities to rising entrepreneurs that are looking to make their mark in the community. The experiences have empowered small business owners through education and training while helping them continue on their journey to turn dreams into reality," said Dr. Paulette C. Walker, 25th National President and Immediate Past National President of Delta Sigma Theta Sorority, Inc. "It is our hope that this competition and entrepreneurship program will provide access to financial resources and information that will, in turn, provide an economic boost to start-up businesses and struggling communities."

"Programs like this one align with one of AARP's core beliefs, that individuals should be valued for their age, experience and identity in the marketplace," said Edna Kane-Williams, SVP of Multicultural Leadership at AARP. "We're particularly proud to support Delta Sigma Theta Sorority, Inc.'s 2017 Women-Owned Business Plan Competition because it's empowering women, of all ages, to disrupt the norm and expand possibilities for future generations."

To be eligible for the DST Women-Owned Business Plan Competition, participants must be female, 18 years or older, a legal resident or US citizen; interested in opening a for-profit start-up business or an owner of an existing for-profit business with revenues under \$250,000. All participants were required to use the United States Small Business Administration's (SBA) Online Business Plan Template.