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May 17, 2011 | Jaime Simmons | (816) 581-2900 | JSimmons@uepkauffman.org

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**PRESS
RELEASE**

Urban Entrepreneur Partnership (UEP) Associate Co-Hosts KTWU Series

KANSAS CITY, MO. (May 17, 2011) – Entrepreneurial expert Lena T. Rodriguez, Ph.D., chief marketing and development officer at the Urban Entrepreneur Partnership Inc. (UEP), a program of the Kauffman Foundation, is co-hosting a new community affairs talk show on KTWU, Topeka’s public broadcasting affiliate.

“IGI is a series that requires the type of poise, intellect, experience and enthusiasm that Lena exhibits,” said Eugene Williams, KTWU general manager. “Her knowledge of the world and entrepreneurial spirit provide breadth and depth to our series. She is an excellent host for the show.”

As one of four hosts of the show, “IGI,” Rodriguez highlights business topics and national policy issues that affect entrepreneurs. Her premiere episode, which airs May 18th, features the topic “the business of health care.”

www.youtube.com/watch?v=uVGXvYUHubk&feature=related

At the Urban Entrepreneur Partnership, Rodriguez is responsible for implementing communication, marketing, public and government relations strategies for the \$12.5 million Kauffman program, which comprises the UEP, UEP Gulf Coast, and UEP Detroit 150, and for advancing the organization among prospective clients, donors and community stakeholders.

An entrepreneur herself, Rodriguez consults in the private and nonprofit sectors and speaks regularly on topics of entrepreneurship, business management, marketing and higher education. She previously served as executive director of special projects and communications for the president of San Diego State University.

Also a professor in the College of Business at San Diego State, she taught business classes and M.B.A. entrepreneurship courses in San Diego and Taiwan, Taipei. Rodriguez holds a doctorate in organizational behavior, entrepreneurship and international management from the University of Nebraska.

About the UEP

Distinguished by a unique and innovative one-to-one coaching model, the UEP offers a suite of business solutions that help entrepreneurs grow their businesses, create new jobs and help to revitalize the economy. Entrepreneurs can access these UEP services through a choice of delivery systems—video coaching, a traditional brick-and-mortar model, or a hybrid of the two.

Operating as a 501(c)(3) nonprofit organization, the UEP is a program of the Kauffman Foundation and is supported by public, private and nonprofit-sector resources. For additional information on Urban Entrepreneur Partnership (UEP) programs, visit www.uepkauffman.org.