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**ALI BROWN — AWARD-WINNING ENTREPRENEUR AND MENTOR TO WOMEN WORLDWIDE —  
SAYS MORE WOMEN SHOULD GO FROM UNEMPLOYMENT TO SELF-EMPLOYMENT**

*Brown's live SHINE conference for women entrepreneurs will take place  
November 2-4, 2011 at the Fairmont Hotel in Dallas, Texas.*

(DALLAS, TEX.) October 11, 2011 — More women are starting businesses than ever, and entrepreneur mentor Ali Brown is leading the way. Founder of her own website that provides education, resources, and community for women who want to start or grow their own businesses, Brown is hosting her annual flagship entrepreneur event **SHINE** in **Dallas, Texas this November 2-4, 2011** at the **Fairmont Dallas**. ([www.shineevent.com](http://www.shineevent.com))

**SHINE** is Brown's premier event for women entrepreneurs, attended by hundreds of women from around the globe who wish to learn her practical business growth strategies, while networking with success-oriented women at all levels of business. The event combines detailed business training along with inspirational speakers and structured networking to help women get ahead.

"SHINE is the perfect conference at the perfect time," says Brown. "**Women-owned startups are at a 15-year high**, and I'm seeing more demand for this kind of entrepreneurial training and community than ever before. With **unemployment projected to remain at over 8% for the next several years**, more women than ever are making the leap from unemployed to self-employed... to take control of their incomes and their futures."

Sharing case studies from her own clients, as well as other **SHINE** speakers—which will include **Dermalogica founder and activist Jane Wurwand**, and has past included maternity-wear maven Liz Lange, real-estate mogul and star of ABC's *Shark Tank* Barbara Corcoran, and Baby Einstein® founder Julie Clark—Brown emphasizes the current economic climate is actually an opportune time to start and grow a business.

Through **SHINE**, Brown is spearheading an entrepreneurial movement that defies the traditional work model, which she says never was a great fit for women in the first place. "It's exciting that today **women have so many choices available to them in ways to start a business from home** and on their own schedule, even while raising a family," she says. "In fact, most of my clients are moms who are fed up with the traditional corporate model and are ready to make good money from home."

SHINE is also partnering with Jane Wurwand's **JoinFITE** organization to help empower women in developing countries via microloans. Women attending SHINE will have the

opportunity to not only help themselves become entrepreneurs but also help a woman across the world do the same.

Over 500 women are already registered to attend SHINE this November 2-4, in Dallas, Texas. Limited seats are still available at [www.ShineEvent.com](http://www.ShineEvent.com).

### **About Ali Brown and Ali International**

Ali Brown has fast become regarded as the **voice for women's entrepreneurial success**. After launching her first business from her tiny New York City studio apartment in 1999, she has grown it into what is today Ali International, an enterprise that ranked in 2009's Inc. 500 list of fastest growing private companies in the nation.

Ali has been featured as a business expert in *The New York Post*, *Investor's Business Daily*, and on TV, including **Fox Business Network, ABC News Now, E!**, and news and morning shows around the country. Ali was named one of 2010's **Enterprising Women of the Year**, one of **Ernst & Young's Winning Women** for 2010, and one of **Forbes' Women to Watch** for 2011.

Ali was also featured on the season finale of **ABC's hit primetime show Secret Millionaire** in April 2011.

While her accolades are numerous, it's Ali's personal work with women around the world that drives her success. She designed her **Millionaire Protégé Club®** to be the world's premiere coaching club for women who would like to grow their businesses, or those who are ready to leave corporate jobs and become entrepreneurs.

And, Brown's **annual live event SHINE** (November 2-4, 2011 in Dallas, Texas) is designed to inspire entrepreneurs to thrive no matter what state the economy is in. Brown provides hands-on exercises and mentoring at each of her events, where she has interviewed numerous inspiring women, including maternity-wear designer Liz Lange, real estate mogul and star of ABC's *Shark Tank* Barbara Corcoran, Baby Einstein® founder Julie Clark, best-selling author of *Sex and the City* Candace Bushnell, and Academy Award® winning actress Marlee Matlin.

Ali provides business and success advice and resources to nearly 50,000 members around the world via her offerings at [www.AliBrown.com](http://www.AliBrown.com).

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