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NATIONAL ORGANIZATION  
FOR WOMEN  
ROCHESTER, NY

**WOMEN EMPOWERING WOMEN: SHOP,  
LEARN AND CONNECT AT THE WOMEN MEAN BUSINESS EXPO**

**[ROCHESTER, NY, March 14, 2025]** – On Saturday, March 22, the Greater Rochester Chapter of the National Organization for Women (NOW) is hosting an expo to celebrate local, women-owned businesses and to unpack the economic issues facing women.

*Women Mean Business*, a free event, will take place at ARTISANworks (565 Blossom Road) from 12:00 p.m. to 4:00 p.m. The vendor expo will feature 20 local businesses including craftspeople, food and beverage retailers and more.

From 2:00 p.m. to 3:00 p.m. there will be a panel discussion: *DEI, Women in Leadership and Pay Equity*. This panel will explore the importance of DEI efforts in creating avenues for women's career advancement and pay equity, the impact to our community from recent backlash against DEI, the long term implications of the backlash (especially for marginalized communities), and what we can do to fight back.

Panelists include Yversha Roman, Director of Strategic Partnerships & CASH at Empire Justice Center, DEI Consultant Karima Miller, and Dr. April Aycock, Director Monroe County Office of Mental Health.

The event promises to bring attendees up to speed on these obstacles women are facing and offer them an opportunity to make a difference the very same day for local entrepreneurs by supporting their businesses. They can also connect with other like minded Rochestarians. That fellowship is just as important as the education and action that the event offers, said Rochester NOW Secretary and event organizer Nadia Schaubroeck.

"The people in our country that stand for equity of any kind are under siege right now. It can feel lonely to stand up for what we know is right," Schaubroeck said. "But events like this prove otherwise. We have strength in our numbers. Coming together to learn and act is energizing and incredibly powerful."

Following the event, all attendees will have free access to ARTISANworks' gallery.

**About the Greater Rochester NOW Chapter:** The Greater Rochester Chapter of the National Organization for Women (NOW) is dedicated to advocating for women's rights and gender equality in the community. NOW works to advance the economic, political, and social rights of women, fighting for reproductive rights, equal pay, and an end to discrimination.

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