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**FOR IMMEDIATE RELEASE**

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## **ACCION TEXAS AND THE PIENSA INSTITUTE PRESENT FREE BUSINESS WORKSHOP**

**EL PASO, Texas** – Accion Texas Inc., the nation’s largest small business microlender, and The Piensa Institute, a strategic teaching organization, is offering a free “Making Money from a Market” workshop to small business owners, Thursday, October 17 from 6 to 7:30 p.m., at the Accion office located at 1421 Lee Trevino Dr., B-1.

Small business owners and guests will learn how to survive in a constantly changing and unpredictable global market. Cruz A. Jimenez, founder and president of The Piensa Institute, will discuss these topics:

- The optimal strategic definition of a market
- The basic structural components of a market
- The structural forces involved in a market
- How to make money in a constantly changing market?

At the end of the presentation business owners will also have the opportunity to network and build relationships.

Please reserve your seat. Space is limited. Reservations may be made by emailing Alejandro Valles at [avalles@acciontexas.org](mailto:avalles@acciontexas.org) or by phone at 888-215-2373 ext. 1603.

### **About The Piensa Institute**

The Piensa Institute, a strategic teaching organization, is dedicated to pioneering the next frontier of business management knowledge. Cruz A. Jimenez, founder and president of The Piensa Institute, has spent more than 40 years studying the human condition and commerce to understand the dynamics between the two.



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Jimenez has held the positions of CEO, CFO, COO and CIO for companies small, medium and large in the United States, Central America, South America and the Caribbean, giving him a unique perspective of the new knowledge to be required. The Piensa Institute's mission is to help small business owners gain the proper knowledge to succeed in today's competitive market. For more information, please visit [thepiensainstitute.com](http://thepiensainstitute.com) or call 915-799-9902.

**About Accion Texas Inc.**

Accion Texas Inc. is a nonprofit, multi-state micro-and small business lender that helps new and existing entrepreneurs successfully grow their businesses. Through affordable lending and business development services, Accion Texas Inc. is committed to empowering diverse individuals and small businesses that have limited access to traditional sources of capital. Accion Texas Inc. manages the nation's largest microloan portfolio and operates 21 offices in eight states: Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas. The organization is the largest member of the Accion U.S. Network. In the El Paso area, Accion Texas has made more than 1,800 small business loans totaling more than \$18 million since 1996. Founded in San Antonio in 1994, Accion Texas Inc. has disbursed more than 14,000 loans totaling more than \$150 million. For more information, please visit [www.acciontexas.org](http://www.acciontexas.org) or call 888-215-2373.