

## Laura Nelson-Cepeda President/Co-Founder F.L. Enterprises, Inc.



Laura Nelson-Cepeda is the President/Co-Founder of F.L. Enterprises, Inc. It has employed a total of 16 employees during its five years in operation, with majority being women. The company first opened in 2012 doing business as Neni & Me. Along with her partner Flora Weakley they launched a successful niche business as an online and pop-up shop in 2012 with a strong social media platform- to later successfully opening a brick and mortar location. They opened their business with the intention of supporting other local businesses and the Chamoru culture by launching their Loving Local line that specifically carries all locally made and inspired products. With the high demand from their customers to open a physical location they opened their doors at Sagua Managu in 2014. The company has then continued to grow in revenue, customer recruitment, and retention while expanding their product line and increasing their vendor relationships. Laura's greatest accomplishments are her involvement and advocacy for women's and children's health, women in business, and young women seeking assistance for career growth.

Laura's experience includes finance, marketing, branding efforts, retail, research and development, non-profit organizations, grant writing/management for federal, private, and local entities. Currently, she sits on the Guam Museum Product Review Panel and has held leadership positions in various non-profit and business organizations in Guam and Hawaii. Through her company they support numerous non-profit organizations like Guam Cancer Care, Sugar Plum Tree, Toys for Tots, Guam Moms Helping Moms, Healthy Mommies and Babies and Sagua Managu Holiday Babies.

### Education and Certificate Programs

- Professional Master of Business Administration, Spring 2010 *University of Guam*
- Bachelor of Arts in Marketing, Fall 2007 *Chaminade University of Honolulu, Hawaii*
- Course in Alignment with Baby-Friendly Hospital Initiative/Baby Friendly USA, Lactation Counseling- July 2014 (*Guam Community College*)
- Technical Assistance Carl D. Perkins Act of 2006 – February 2012 (*Guam Community College*)
- Grant Writing & Management- September 2011 (*San Diego State University-Interwork Institute*)
- ANA Grant Pre-Application Training – December 2011 (*Admin for Native Americans – Asia Pacific*)

### Family

- Spouse: Bryon Cepeda
- Children: Aramiah (10); Giovanni Paolo (7); Luca Salvatore (5); Theo Raffaeli (3); Lola Milan (5 months)

### Community Service

- Guam Museum Product Review Panel- *Member*
- Soroptimist International of Guam- *Delegate Officer*
- Guam Women's Chamber of Commerce- *Member*
- Woman in Business- *Panel Speaker*
- Guam's National Latch-On- *Host*
- Guam's Breastfeeding Action Team- *Member*
- Volunteer: Guam's Breastfeeding Fair & Coastal Clean-ups

Teaching at the University of Guam has given Laura greater insight into what our future island needs in order to sustain itself with the growing generation. Mentorship, resources, and direction are the key values needed to support growing women professionals. If chosen to serve on the board, Laura believes that her experience will provide a unique dynamic in supporting women by providing mentorships and assistance for women professionals and entrepreneurs. She understands the adversities woman encounter in business and initiating a start-up. A woman's creative ideas and innovative contributions to her community shouldn't be suppressed by these common challenges.

**Life Quote:** "Identify your problems, but give your power and energy to solutions!"