

# Tahoe entrepreneur headlines SNC speaker series

Jen Gurecki, CEO and founder of the ski and snowboard company Coalition Snow and the nonprofit social enterprise Zawadisha, will give a talk at Sierra Nevada College in Incline Village on March 22.

Gurecki focuses on bottom-up social change by building resilient communities and cultivating female leadership. Zawadisha provides small loans to rural Kenyan women to help finance their livelihoods, access renewable energy and water products such as solar lamps, rain water tanks, and clean cook stoves, and provide financial literacy, micro-enterprise, and leadership training to their communities as peer educators.

Coalition Snow is the world's first all-women's ski and snowboard company, proud maker of "women's gear that doesn't suck."

Gurecki also served as the executive director of the UC Berkeley Adventure Risk Challenge literacy and leadership program, integrating outdoor and academic education for underserved youth.

The free talk starts at 11:45am.