

NextTribe Magazine Leads 2019 SXSW Panel

“How Midlife Women Work Their Entrepreneurial Mojo”

March 9th, 2019, 11:00 am – 12:00 pm CST

February 28th, 2019, Austin, Texas – NextTribe, the digital magazine for bold, smart women 45-plus who are aging boldly, will lead a panel, “How Midlife Women Work Their Entrepreneurial Mojo” at the 2019 SXSW conference. The session will take place on March 9th, 2019 from 11:00 am - 12:00 pm Central Standard Time at the Hilton Austin Downtown hotel as part of the SXSW conference’s Entrepreneurship/Startups track. For those unable to attend in person, the panel will be streamed live on Facebook as well.

“We’re thrilled that NextTribe will have a presence at this year’s SXSW conference on the entrepreneurship track,” said Jeannie Ralston, editor in chief, NextTribe. “It’s time to celebrate midlife women who are defying stereotypes and taking advantage of a life’s worth of experience.”

The dynamic panelists, who all started businesses in their mid to late forties and fifties, will talk about the special drive among women 40+ who are on the rise as an entrepreneurial force. [Tammy Shaklee](#), president/founder/certified matchmaker, H4M Matchmaking, a gay and lesbian matchmaking service, will moderate the discussion which will include NextTribe’s [Jeannie Ralston](#), [Lyndie Benson](#), CEO/Founder BleuSalt apparel, and [Ricki Fairley, Founder/President, Dove Marketing](#).

[A new report](#) says that 3 in every 10 entrepreneurs are over the age of 50 today, compared to 2 in 10 in 2007. Success comes with experience, too. The most successful female entrepreneurs tend to be middle-aged, even in the technology sector, according to a recent [study conducted by the Census Bureau and two MIT professors](#). Among a list of 2.7 million company founders in the dataset, the average founder age was 45.0.

More information about the SXSW [NextTribe panel here](#).

About NextTribe

NextTribe is the digital magazine and growing offline community for smart, bold women 45-plus that has a reach on its website and via social media of 1.7 million women per month. Founded in 2017 by award-winning journalist Jeannie Ralston, the publication features original articles written by leading female journalists. Motivated and engaged, NextTribe readers are taking an unconventional approach to midlife--starting businesses, pivoting in their careers and seeking new adventures that foster independence and success. Visit us at www.nexttribe.com.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2019 will take place March 8-17, 2019. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

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