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Hera Hub Workspace Secures First Franchisee in Washington D.C.
San Diego success story branches to East Coast

SAN DIEGO, April 17, 2014 - Female-focused coworking space Hera Hub signed its first franchise agreement on Friday, April 11th, officially expanding the business to Washington D.C. The San Diego-based enterprise is now bi-coastal, the first agreement in a five year plan to open 200 locations all over the world.

Washington D.C.'s Julia Westfall is the collaborative workspace's first franchisee. Westfall, in partnership with Hera Hub Founder & Franchisor, Felena Hanson, plans to open doors by winter 2014/2015, serving as the premier coworking space for female entrepreneurs in the D.C. region. Hanson says, "I'm elated to have Julia join the Hera Hub team. Her passion for supporting women, coupled with her natural ability to connect and create community gave me the confidence to grant her the first franchise location."

Westfall says, "My experience has brought me to this point. This is a natural extension of the last 20 years of my career, supporting small business owners in a multitude of sectors by managing financials, business development, tax planning, and offering H.R. support." She adds, "Not only do I draw on my experience in marketing and sales management for two technology market leaders, IBM and Wang, but also as a founding board member of a charter school in D.C. – we worked together to build a school community and launch an innovative educational institution. I am not fazed by building from the ground level – it's exciting for me!"

According to [Nerd Wallet's study](#), Washington D.C. is the top city for female entrepreneurs and Hera Hub has responded to the region's growing market by making it the first east coast city. Hera Hub's shared workspaces serve women across multiple industries, from bio-tech and high-tech, business operations, legal advisors, and tax professionals to artists, designers, educators, and creative experts. The spaces, which offer an open layout, lend to collaboration across industries. Weekly educational seminars, intensive workshops, and monthly lunches also strengthen the business acumen and ties among members.

The Washington D.C. workspace will serve a thriving, international community of independent workers, a trend that's predicted to encompass up to 60% of knowledge-based workers by 2020. "My vision for Hera Hub D.C. is to build on the foundation that San Diego has established, providing women a platform to do what they do best, collaborating with and supporting each other as they work to achieve their goals. It's this spirit of collaboration that we hope will engage entrepreneurs from a wide variety of industries, also bringing them from our neighboring states of Virginia and Maryland to share in this exciting time of growth in female entrepreneurship." explains Westfall.

For more information about Hera Hub D.C., please visit <http://herahub.com/dc/>

About Hera Hub:

Hera Hub is a shared, flexible coworking and meeting space where entrepreneurial women can create and collaborate in a professional, productive, spa-like environment. The platform provides members with connections to other business experts, access to educational workshops, and visibility within the community, thus giving them the support they need to be prosperous. Hera Hub offers cost-effective monthly membership options that are suited for freelancers, independent consultants, entrepreneurs, nonprofits, and authors.

HeraHub.com

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