



Invest in California's Women Entrepreneurs

www.californiawbc.org



California Women's Business Centers Build Economic Vitality

The Inland Empire Women's Business Center (IEWBC) opened its doors in 2003; the Coachella Valley Women's Business Center (CVWBC) in 2006. The mission of the Centers is to counsel, teach, encourage, and inspire women business owners at every stage of development and expansion. Since inception, the Women's Business Centers—both of which are part of the Jack H. Brown College of Business and Public Administration's Inland Empire Center for Entrepreneurship (IECE) at Cal State San Bernardino—have taken the organization's mission seriously, providing services to 11,593 women, and counseling 4,070 entrepreneurs for 24,485 hours to assist business owners to get started or grow a business.

Our results in 2019:

1,768

clients served

1,846

jobs created/retained

1,074

Biz started/expanded

\$3,641,894

capital leveraged

\$9,995,923

gross revenues

Build resilient communities. **Grow** our economy. **Invest** in Women's Business Centers of California.



**Inland Empire
Women's Business Center**
1003 E. Cooley Drive, Suite 109
Colton, CA 92324
(909)890-1242
www.iewbc.org

**Coachella Valley
Women's Business Center**
77806 Flora Road, Suite A
Palm Desert, CA 92211
(760)345-9200
www.cvwbc.org

Our Clients
81% women
67% people of
color





Sonia Stewart Photography -Success Story

Sonia Stewart, owner and CEO of Sonia Stewart Photography, is a Latina who rose from extremely poor circumstances to make her way in a world where no one believed in her. Discouraged from an early age by the circumstances she was born into and the labels that society gave her, Sonia struggled to find her place in the world.

Sonia came to CVWBC to learn how to start a photography business, as she had developed a love for the art. At the time she came to the center, she had three clients, no self-esteem, and not a clue how to get started. In working with the center and its IYT program, she learned how to start and grow her business, beginning with creating a vision board and writing a business plan.

She launched her business in her garage at home, eventually expanded it to a home office, and in July of 2019 opened a brick and mortar location. She now has more than 800 clients, mostly repeat clients who have their children and families photographed multiple times a year. She has created four jobs, increased her sales in 2019 by \$33,327 over the previous year, exceeding her goal of \$100,000 by \$327. Sonia has accomplished all of this without obtaining outside financing, continuing to grow her business organically. She is currently featured as an SBA success story on the sba.gov website and credits her success to that serendipitous moment when she Googled "How do I start a small business in the Coachella Valley?" and found CVWBC.



Lindy and Friends – Success Story

Linda P. Romero, Founder and President of Lindy and Friends, contacted IEWBC through a referral from the SBA. She is a graphic artist and designer and had created a family of characters that were to inspire and educate young children. The designs became plush toys, pencil cases, backpacks and even comics. When she came to IEWBC, she was looking for marketing information and how to expand and locate her target audience via social media. Following initial tips from a consultant, her number of followers on Instagram spiked 150% to 900.

"IEWBC has helped my business gain exposure in social media. Through their successful and strategic planning and one-to-one counseling I have seen a real increase on conversions from social media posts and I have been able to set realistic goals to organically create brand awareness. "

Because of the improvements to her social media marketing, Linda was approached by an animation studio in her native country of Columbia that is interested in producing her comics in live animation and her sales increased by \$2,000 due to the branding and improved exposure and engagement with her target audience.

As Lindy continues to learn from IEWBC consultants, we see nothing but continued success on the horizon for her!



WOMEN'S
BUSINESS CENTERS
INLAND EMPIRE CENTER
FOR ENTREPRENEURSHIP

IECE
INLAND EMPIRE
Center for Entrepreneurship
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CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
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POWERED BY
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ASSOCIATION OF
WOMEN'S
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