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FOR IMMEDIATE RELEASE

Institute for Women Entrepreneurs Helps Small Businesses Hit the Ground Running in 2011

(Santa Ana)—The U.S. Census Bureau's 2007 Survey of Business Owners shows that 7.8 million businesses are owned by women in the U.S., a jump from nearly 6.5 million in 2002. These firms comprised 28.7 percent of all U.S. businesses and generated \$1.2 trillion in revenue. California ranks among the top states with the largest number of women-owned companies. In 2007, Orange County had 93,406 women-owned businesses ranking sixth in counties nationwide.

To ensure that women-owned businesses are poised for success in 2011, the Institute for Women Entrepreneurs (IWE) announces its free or low-cost resources available to the business community, including free one-on-one business consulting services and business workshops. The IWE's business consultants are already scheduling appointments for 2011. Here is a glimpse at the expertise available free-of-charge to local business owners:

- **JJ Richa:** With over 20 years experience in technology, Richa is a serial entrepreneur who shares his business planning expertise with IWE clients. Currently, he is a managing director at Trenchant Ventures, LLC, a private equity firm with concentration on distressed business acquisitions and restructuring. As an entrepreneur, he was responsible for the launch of several companies, including TransBoundaries Corporation, a technology company for the hospitality industry; UniquelySpecial.com, an online e-commerce portal for unique shoppers; and Ultimate Computer Systems, Inc., a software development company.
- **Joe Kibbe:** Kibbe, a corporate finance professional with more than 25 years of hands-on fiscal management, helps IWE clients focus on strategically reducing costs and systematically improving the bottom line. His clients have included Verizon Wireless, Westinghouse Digital Electronics, Hitachi, and Foundation 9 Entertainment.

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- **Vanessa Besack:** Besack is an author, speaker, and service professional who takes a realistic, no-nonsense approach to public relations, marketing, and media relations. She specializes in helping organizations raise their visibility and manage their reputations. Based on years of experience as a public relations and marketing strategist and a journalist, she helps IWE clients increase their bottom line by raising awareness of their products and services.
- **Eydie Stumpf:** Stumpf is a social media coach and an e-mail marketing specialist who focuses on educating business owners and entrepreneurs on how to network online. By using social media tools, IWE clients find avenues to increase their visibility and build trust-based relationships.

“We encourage business owners who see the New Year as a perfect time to reignite their enterprises to get to know the Institute for Women Entrepreneurs. Our goal is to provide women entrepreneurs—and their male counterparts—with access to high-powered business consultants and valuable business workshops to boost their revenues,” said Kari Caldwell Irwin, director of the IWE.

Upcoming IWE workshops include:

- The Power of LinkedIn—Wednesday, January 19, 5:30 p.m. to 8:00 p.m.
- Search Engine Optimization—Tuesday, January 25, 5:30 p.m. to 8:00 p.m.
- Blogging Bootcamp (three-part series)—Wednesdays, February 9, 16 and 23, 8:30 a.m. to 11:00 a.m.

The IWE is located at 2323 N. Broadway, Santa Ana, CA 92706. For further information, please contact (714) 480-7455 or visit www.ociwe.org.

About the Institute for Women Entrepreneurs

The Institute for Women Entrepreneurs (IWE), an economic development program of the Rancho Santiago Community College District Foundation, broadens the reach of business training and consulting to help women start, grow and expand their small businesses. The IWE supports local businesses through one-on-one business consulting services, key business workshops geared to the needs of women entrepreneurs and network-building opportunities. While welcoming men to its programs, the IWE caters to the needs of women entrepreneurs. The IWE is funded in part through a cooperative agreement with the U.S. Small Business Administration.

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