



# WBC

WOMEN'S BUSINESS CENTER  
AT CORNERSTONE ALLIANCE



# 2024 IMPACT REPORT



[www.cornerstonewbc.com](http://www.cornerstonewbc.com)

# 2024 HIGHLIGHTS

## Recognized for Excellence

*Named the **2025 Michigan Women's Business Center of Excellence** by the U.S. Small Business Administration.*



## Serving More Clients Than Ever



***456 clients** participated in training and **59 clients** received personalized business counseling.*

## Jobs That Strengthen Our Region

***328 jobs** supported across Berrien, Cass, and Van Buren counties.*



## New Businesses, New Beginnings



***14 clients** launched new businesses with WBC support.*

## Fueling Access to Capital

*Helped **15 clients** secure nearly **\$850,000** in funding to support small business development.*



# SINCE 2004...

**10K**

Clients served throughout  
the Tri-County Area

**325+**

New business  
starts

**\$13.5M**

Capital  
Investment

**\$1**

Invested



**=**

**\$2.33**

In capital infusion driving  
economic activity

## WHO WE SERVE

**90%** Female

**50%** Minority

# OUR STRATEGY

## OUR MISSION

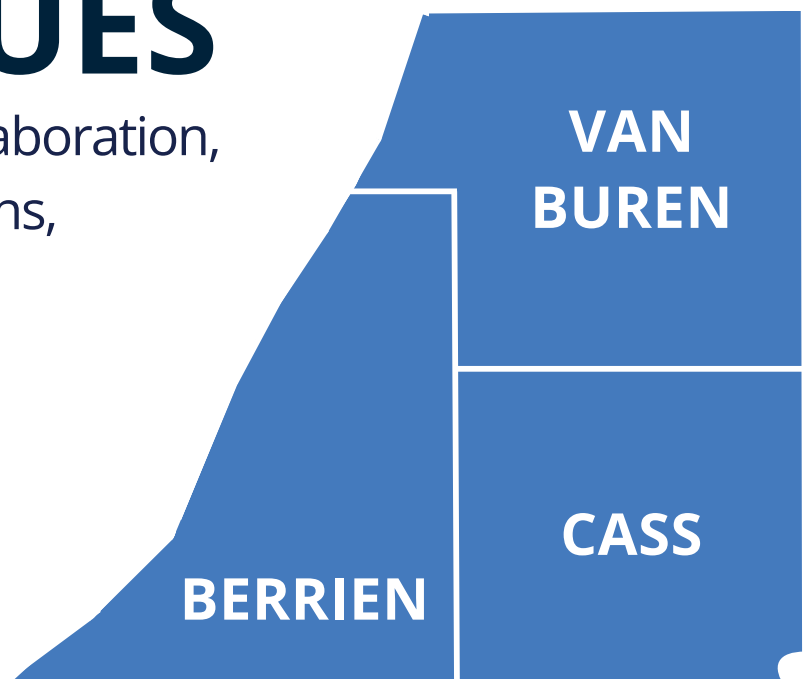
Empower women entrepreneurs with opportunities to achieve financial independence within Southwest Michigan.

## OUR VISION

Be the leading entrepreneur service to create a powerful, inclusive community of woman-owned small businesses that are the source of economic impact in Berrien, Cass, and Van Buren counties.

## OUR VALUES

Empowerment, Trust, Collaboration, Inclusivity, Creative Solutions, Accountability.



# OUR TEAM



**Brandy Jaquez**  
Managing Director



**Chrissy Meek**  
Senior Manager

## ADVISORY BOARD

**Ethel Clark-Griffin**

*4th Ward Commissioner,  
City of Benton Harbor*

**Sheryl DeLuca**

*Former Chief of Staff,  
U.S. & Global Consulting  
Strategy Leader, PWC*

**Ashley Stephens**

*CEO,  
N S Cosmetics*

**Afiya Latham**

*Owner,  
Express Employment  
Professionals*

**Laura Martin**

*Campaign Coordinator,  
Midwest Family SWMI*

**Marci Taylor**

*Program Manager,  
University of Notre Dame*

**Melanie Owen**

*Owner/Manager,  
Lazy Ballerina Winery*

**Becky Spicer**

*Retail Business Banker,  
1<sup>st</sup> Source Bank*

**Brigitte Vegter**

*Founder,  
Vegter Bookkeeping  
and Financial Solutions*

# STAY IN THE KNOW

## Women's Business Center



**WBCatCornerstoneAlliance**



**@WBC\_Cornerstone**



**wbc@cstonealliance.org**

**Become a  
Client Today!**



## **Women's Business Center at Cornerstone Alliance**

80 W. Main St., Benton Harbor, MI 49022

**[www.cornerstonewbc.com](http://www.cornerstonewbc.com)**



**269.925.6100**