



WBC

WOMEN'S BUSINESS CENTER
AT CORNERSTONE ALLIANCE



2024 IMPACT REPORT



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,
NS 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,
1st 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!



WBC

WOMEN'S BUSINESS CENTER
AT CORNERSTONE ALLIANCE

Women's Business Center at
Cornerstone Alliance

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