

CSUSB COACHELLA VALLEY WOMEN'S BUSINESS CENTER ANNOUNCES "IT'S YOUR TIME", AN INTENSIVE BUSINESS TRAINING SCHOLARSHIP PROGRAM

June 2, 2008
By: CVWBC

Palm Desert, California. – The Coachella Valley Women's Business Center (CVWBC) has been selected by Citi bank to receive scholarship funds for 2008 "It's Your Time", a program for women wanting to start a business or women business owners wishing to expand their existing businesses.

In June 2007, when Citi first inaugurated this program, twenty-five applications were accepted, sixteen women completed the program, six businesses were started, and twelve jobs generated. Ms. Olga Betancourt, Director of the Center was quoted as saying "We at CVWBC would like to double the number of applications, of women completing the program, of businesses opened, and of jobs generated. The objective is not only to strengthen the economy of the Coachella Valley, it is also to give women business owners the tools needed to build a strong business foundation by planning, knowing the financial risks and opportunities, and projecting the growth of the business".

The program, "It's Your Time: An Entrepreneurial Training Series for Women" will begin on July 12, and will complete in November, with women competing for \$1,000 in seed capital which will be awarded in December 2008 for the start-up or expansion of the business of one of the participants.

Participants will attend an intense series of eleven workshops on subjects ranging from "How to Start a Business", "Business Plan and Marketing Plan Writing", and "Financial Projections", and will work individually with a business counselor. Applications for the 2008 "It's Your Time" can be downloaded from CVWBC Website, www.cvwbc.org or call for an application at 760.898.1510.

The CVWBC is a program of the Inland Empire Center for Entrepreneurship (IECE) at California State University San Bernardino, in partnership with U.S. Small Business Administration (SBA).

The CVWBC provides free business counseling, training, mentoring, and networking designed for women in business or women who want to start a business. The Center's programs and services provided are targeted to a diverse range of needs and skill levels to meet all the client needs.

The CVWBC is a cooperative program between the Inland Empire Center for Entrepreneurship (IECE) and the US Small Business Administration (SBA). This U.S. Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made at least two weeks in advance. Contact Olga S. Betancourt at 898.1510

CVWBC also provides services to Latina entrepreneurs, currently the fastest growing group of women-owned businesses in the country, by providing services both in English and Spanish.

The Coachella Valley Women's Business Center is located at 53-990 Enterprise Way, Suite 8 in Coachella, with a satellite office at 73-710 Fred Waring Drive, Suite 106, Palm Desert. For an appointment, information on the programs and services, 2008 workshops schedule or more information please contact Kim Scanlan at (760) 898-1510, visit and register at www.cvwbc.org.



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