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Women's Resource Center Hosts A Free Woman-Owned Business Webinar February 17

Guest speakers include representatives from the Small Business Development Center, the Manatee County Libraries Information Services, CareerSource Suncoast's Thrive program, and the owner of Snarky Tea.

(Sarasota-Manatee; February 4, 2021). According to the U.S. Census Bureau, new business applications are up over 26 percent compared to last year with many of those coming from companies started by women. A recent study found that, between 2014 and 2019, the number of women-owned businesses climbed 21 percent to a total of nearly 13 million companies, representing 42 percent of all U.S. small businesses with revenue topping \$1.9 trillion—growing at double the rate of all U.S. businesses.

Women's Resource Center (WRC) is hosting a free online webinar, February 17, noon-1 p.m., to help connect women to free resources to help them evaluate this potential career path. The session is part of WRC's monthly Career Connections program to link women to quality jobs and funded trainings. Participants can attend by phone or computer and will be able to ask questions via a chatbox. *Register at www.mywrc.org/womenowned or call (941) 256-9721 for more information.*

Panelists include a consultant from the Small Business Development Center; the Information Services Supervisor at Manatee County Libraries; and the director of Thrive,

a free entrepreneurial program at Career Source Suncoast. Founder and “Chief Snark Officer” of Snarky Tea, Jenni-Lyn Williams, will also be on hand to talk about her experience on the TV show *Shark Tank* and how she started a company that offers a line of “funny yet functional” teas.

“It is important entrepreneurs seek assistance from the resources available that support them as they start and grow their business. Their growth strengthens our community, and it is a win-win for all,” explains Yanina Rosario, Associate Director at the Florida Small Business Development Center at the USF Muma College of Business.

According to SCORE, a nonprofit offering free mentoring services for small businesses, women are slightly more likely than men to start businesses. Women-owned businesses are as successful as men-owned businesses as measured by business starts, revenue growth, job creation, and number of years in business. And mentorship increases the likelihood of a business opening and staying open. WRC seeks to be a link to connect women to these free services and resources to help them explore their entrepreneurial aspirations to launch a new venture.

WRC also offers free individual career coaching. To learn more about this Career Connections information session or other services available at WRC, please call 941-256-9721 or visit mywrc.org.

About the Women’s Resource Center:

For more than 37 years, the Women’s Resource Center has been dedicated to engaging, educating, enriching and empowering women of all generations and socioeconomic levels. Today, WRC serves thousands of women and families in Manatee and Sarasota counties. Its vision is to provide unique strategies and programs that strengthen women through life’s

transitions and provide balance, confidence and determination, which not only meet their immediate needs, but also provide hope for the future. To learn more, visit www.MyWRC.org.