

# THE STATE OF THE SHECONOMY & ENTREPRENEURS!

## JHBC OFFICE OF ACADEMIC EQUITY

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The 2nd Annual ShEconomy took place on February 6th, 2020 at Cal State, San Bernardino (CSUSB). The event was originally scheduled for October 24, 2019 to celebrate the Women Entrepreneurs Week. Unfortunately, it was postponed due to the campus closure. The 2nd Annual ShEconomy was created by the JHBC Office of Academic Equity in collaboration with the Department of Marketing (JHBC), Inland Empire Center for Entrepreneurship (IECE) and the Inland Empire Women's Business Center (IEWBC).

Dr. Francisca Beer, the Jack H. Brown College of Business and Public Administration (JHBC) Office of Academic Equity Director and Associate Dean welcomed participants and introduced Dean Lawrence Rose. Dr. Beer provided information about the office of academic equity and statistics about women in the economy.

She presented the number of women participating in the labor force, the wage gap and how to reduce the gap. She also talked about the difficulties experienced by women with disabilities and those who are widows. Also discussed in this presentation, is the issues faced by many women who are caregivers. Dr. Beer ended the presentation by presenting the benefits of education for all women.

The panel included four (4) entrepreneurs: Wendy Roland who is the CEO of Specialized Staffing; Manal Iskandar the executive producer of Musicology and the owner of PCtronics and The Greenshack Marketplace; Mariatu Browne the owner of Tu Organics Salon and Spa and Kusum Kavia, the Co-Founder and President of Combustion Associates, Inc (CAI). Michelle Skiljan, the Executive Director of the IEWBC joined us once again to serve as the event moderator. She highlighted each entrepreneur's achievement and conducted the Q&A skillfully.

The Q&A included questions by the audience and answers by the panelists. Participants asked for advice on how to start a business. They also asked what the panelists have personally done to reduce the salary gap. Participants were also interested in knowing where the panelists found the financial resources needed for their businesses. They were also interested in understanding the entrepreneurs' motivations to start their businesses. A participant mentioned that women's opinions aren't valued because they are looked at as women despite their management positions. Wendy's response was, "often women feel the need to justify their responses." Wendy states that if women go in with a very authoritative manner and do not justify their statements, they will be heard differently. She mentions that women should always be ready to state facts and to argue when someone thinks otherwise.

With approximately 60 attendees, the event logistics organized by Dr. Beer and Marina Kamel were well received. It took place at CSUSB's new commons. The survey designed by Dr. Beer's Graduate Students, Tumblin and Chung, shows that participants were highly satisfied with the event.

The office will be coordinating the third annual ShEconomy in October 2020.

