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WCEC Women's Business Center Hosts Successful Business Pitch Competition
6th Annual Event to Empower and Celebrate Women-Owned Businesses

Chatham, NJ, June 20, 2024 - The WCEC Women's Business Center proudly hosted its 6th annual Business Pitch Expo on June 18 at the Eisenhower Corporate Campus in Livingston, NJ. The event brought together women entrepreneurs and community stakeholders for a morning of networking and celebration of innovation on the organization's 15 year anniversary of serving New Jersey's entrepreneurial community.

Senator M. Teresa Ruiz delivered a keynote address, emphasizing the importance of supporting women and fostering diversity in entrepreneurship. "I don't understand why entities still don't realize that if more of us [women] are seated at the table either on corporate boards, or in director positions or in leadership roles that you all would make so much more money! We are the consumers! We are over 50% of the voting block and we do not represent that at any level of government in the state." Her words resonated with attendees, highlighting the role of women innovators in driving economic growth.

Five clients who completed various WCEC programming presented their business pitches, showcasing unique and impactful business ideas. They were awarded cash prizes up to \$1,000, recognizing their potential for growth. For some of these businesses, this served as their first capital infusion and an official soft launch of their New Jersey-based small business.

Winners included Dr. Yaa Haber, owner of 3 Sisters Beauty in 1st place. Followed by Yvonne Gonzalez of YG Consulting in 2nd place, Chanice Fish of Taste of the Caribbean Food Market in 3rd place, Jacqueline Bediako of Eclipse Behavioral Health in 4th place, and Cassie McCombs of Agile Logistics Partners in 5th place.

The Business Pitch Competition significantly impacted participants, providing them with exposure, feedback, and financial support. "Thank you to the WCEC and all of the corporate sponsors for this opportunity to pitch and for your intentional mission of developing the next generation of women business owners! Thank you for seeing me." said Dr. Haber, WCEC client and winner of the top prize.

"The priority of this event was supporting the clients who pitched. Bringing them together with a room full of powerful resources from the government, banks, law firms, and investors, was an inspiring culmination of everyone's hard work," Rana Shanawani, Executive Director of the WCEC Women's Business Center.

The WCEC Women's Business Center extends its gratitude to the generous sponsors who made this event possible, including [Wells Fargo](#), [Affinity Federal Credit Union](#), [PNC](#), [Valley Bank Women in Business](#), [PSEG](#), [Brown Rudnick LLP](#), [Seva Digital](#), [AT&T](#), [New York Life](#), and [The Eisenhower](#).

The event underscored the importance of empowering women entrepreneurs and fostering a supportive community. The Women's Business Center looks forward to continuing its mission and hosting future events to support women in business. For more information about the WCEC Women's Business Center and its programs, please visit www.wcecnj.org.

About Women's Center for Entrepreneurship Corp.

The Women's Center for Entrepreneurship Corp. (WCEC) is a registered 501c3 nonprofit. As a resource partner for the U.S. Small Business Administration, the WCEC's mission is to empower women to invest in themselves via entrepreneurship by providing necessary resources for women to successfully start, own, operate, & grow their businesses. The WCEC works with women and BIPOC-owned businesses at the start up

stage and existing small businesses looking to scale up by providing educational resources, business counseling, and technical assistance. For more information, visit www.wcecnj.org

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