Alumni Make A Difference at MCC’s Annual Women’s Entrepreneurship Week

Monroe Community College (MCC) in Rochester, N.Y. joined more than 125 colleges and universities in celebration of Women’s Entrepreneurship Week (WEW) in October. WEW is designed to increase the visibility of female entrepreneurship and to inspire and support women-owned businesses.

Stephen Palmer, MCC School Specialist for Business & Entrepreneurial Studies and Sherry Tshibangu, Professor of Business, served as co-chairs for this year’s event that attracted nearly 65 attendees.

WEW offered Monroe Community College an opportunity to connect successful local business owners with aspiring entrepreneurial students. The event which was held on October 21st, 2019 brought together a diverse panel of four local entrepreneurs including three MCC alumnae, Zury Brown’91 (El Pilon Criollo), Danette Campbell-Bell ’95 (Campbell-Bell Consulting), recent graduate Mason Broomfield ’19 (Lashes By Mason), and Dr. Gabriela Carranza (Victor Prosthodontics).

The panel discussion included topics such as the importance of networking, moving from a hobby to a business, marketing ideas for a small business, and the rewards and challenges of owning your own business.

In addition to the panel discussion, through a showcase of local small businesses, fourteen woman-owned businesses (a combination of alumni and students) had an opportunity to share their products and services, including event planning, financial services, and hair care products, just to name a few.

Hosting WEW at MCC provided an opportunity to engage alumnae and enhance the learning experience of our aspiring entrepreneurial students by helping them build connections through networking. Attendees not only had an opportunity to learn from the panel but they benefited from the feedback that panel members offered regarding the students’ products and services.

Having alumni so enthusiastically give of their time and share their talents with current students is a testament to the strong sense of community and leadership that is found at Monroe Community College. The quality of MCC’s diverse networking initiatives is evidenced by the devoted and successful alumni who return to guide and to inspire the next generation!