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Women in Business Advocate of the Year

Through her Peace Corps experience with microenterprise and women's empowerment programs, Jennet Robinson Alterman understood that entrepreneurship was essential to women's economic empowerment. And so when she became executive director of Charleston's nonprofit Center for Women in 2001, she brought a new focus on entrepreneurship to the organization.

In 2004, the Center for Women began offering the Entrepreneurial Woman program—a series of business workshops and networking sessions. That same year, Jennet partnered with the Charleston Metro Chamber of Commerce to launch the annual Women in Business Conference. More recently, she piloted the Center for Women's microloan program for women-owned businesses. In

October 2011, the Center for Women launched the South Carolina Women's Business Center (SCWBC) in Charleston, fulfilling one of Jennet's longtime goals. Partially funded by the SBA, the SCWBC offers free and low-cost business counseling and training. In late 2012, the SCWBC expanded into the Upstate, with plans expand throughout the state over the next four years.

Jennet was nominated for the Women in Business Advocate award by Christie MacConnell, director of the SCWBC.

Check out the Center for Women at www.c4women.org.

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