



BIO: Ruth Garcia-Corrales - NEW Women's Business Center

In the midst of COVID, Ruth Garcia-Corrales partnered with the U.S. Small Business Administration and Go-Biz California Governor's Office to launch the New Economics for Women- Women's Business Center (NEW-WBC) in Canoga Park. Since then, she has provided vital assistance and resources to support local disadvantaged communities.

Under Ruth's leadership, the NEW Women's Business Center became a force for business and job creation in the San Fernando Valley. In 2022 alone, it has supported the creation of over 115 businesses and more than 340 new jobs. Of those newly employed, 95% were women, 61% minority and 5% disabled. Since its founding, the NEW Women's Business Center has supported almost \$9 million in economic growth. Last year, the center provided business assistance including tools, resources, training, counseling and mentoring to over 4,000 contacts in the San Fernando Valley.

Ruth and her team have made NEW-WBC a place of foundational support for the Valley's disenfranchised women, women of color and minority small business communities and been instrumental in helping them to overcome their business challenges.