



# *NEWS RELEASE*

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## **Darcie Fulkerson Honored as Central California 2008 Women in Business Champion of the Year**

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### **National Small Business Week April 21-25, 2008**

San Luis Obispo, CA – The Fresno District Office of the U. S. Small Business Administration has named Darcie Fulkerson as the Central California Women in Business Champion of the Year. Champion awards are presented by SBA as part of National Small Business Week celebrated nationally, April 21-25.

Fulkerson was selected for this prestigious award because of her outstanding advocacy efforts and commitment to support women entrepreneurship. Nominations for this award were solicited from throughout the 15-county Central California area.

Carlos G. Mendoza, District Director of the Fresno SBA Office, said, "Fulkerson is a role model for all women owned businesses. Not only is she a tremendous asset as a mentor, but she is also a leader in our business community. We are honored to present Darcie Fulkerson with the Central California Women in Business Champion of the Year Award."

Darcie Fulkerson is the owner of Webeclectic.com of San Luis Obispo. Upon hearing of her selection to receive the award Fulkerson said, "I am honored to be nominated for this award and to be an example of a successful small business owner for other women in San Luis Obispo County who are thinking about starting or growing a small business."

Webeclectic.com is a custom website design company started in 1998 in order to offer affordable website design to small businesses. Darcie knew the importance of getting her business off to a good start and visited the Cuesta College Small Business Development Center (SBDC) for business assistance. Israel Dominquez, Cuesta College SBDC Director said, "It is very rewarding to provide technical business assistance to an entrepreneur, watch their business grow and knowing that we helped an individual reach a lifetime dream."

Webeclectic has grown from a client base of San Luis Obispo clients to include clients from all over the United States. Starting off as a dream for Darcie, today the business employs two to four contract employees depending on the volume of work.

Fulkerson volunteers for numerous organizations including the Women's Shelter Program, a member of the Technology Advocacy Committee for the San Luis Obispo Chamber of Commerce, a past participant in several events with the YMCA and the Hospice of San Luis Obispo County.

Fulkerson and another entrepreneur have recently created "Mastermind" a business group that meets weekly to discuss business concepts and to encourage each member to grow and develop in their own business success. This type of creativity and commitment to entrepreneurs is only one of the reasons why Darcie is looked upon by many in the community as a mentor and role model for women entrepreneurs.

Fulkerson was nominated for the award by the Cuesta College Small Business Development Center in San Luis Obispo.

Award nominations are evaluated on the following criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

This year marks the 45th annual proclamation by the President calling for the celebration of National Small Business Week. National Small Business Week recognizes outstanding small business owners for their personal achievements and contributions to the nation's economy.

**An award presentation to honor Darcie Fulkerson will be held on April 17 at the Cuesta College SBDC located at 3450 Broad Street, Suite 101 in San Luis Obispo from 12:00 to 2:00 PM. For further information regarding the award ceremony please contact Melende Ward at (559) 487-5791, ext 143.**

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