

Linking Financial Wellness and Small Business Development

Wednesday April 27, 2022

Panelist Biographies



FINANCIAL EMPOWERMENT NETWORK



Jenefeness Tucker, MBA is an expert of Small Business Development and Financial Wellness. She is an Award-Winning Coach, Visionary, Educator, Author, Entrepreneur and Speaker. Jenefeness was recently recognized by the Washington State University as the 2021 MLK Jr Distinguished Service Award recipient for displaying altruism and being dedicated to community. She is one of the founders and collaborators of Black-Owned Business Excellence and the new Vice President of Community Relations and Public Affairs at Seattle Credit Union. She has been working with the historically underserved entrepreneurs and female householders in Washington since 2018 and has made a tremendous impact through her business Fiscal Finesse LLC. When Jenefeness noticed she was spiraling out of control and couldn't manage her time with work, life, and business during the onset of COVID, she developed a system to get R.E.S.U.L.T.S. Her system consists of steps you can employ today and start seeing immediate returns. While it may seem like adding one more thing to your plate will make it tip over, this is something that will decrease your load tremendously. With the help of this system, Jenefeness continues to set daily strategic goals and experiences enhanced time and energy management and pure joy continuously. In turn, Jenefeness became a Coach, Sponsor, Mentor and Advisor for others. She has been assisting numerous business owners with navigating the available resources and interpreting the ever-evolving framework for eligibility. As a Certified Business Advisor and Life Coach, Jenefeness has assisted many women in overcoming barriers and crushing their goals. Jenefeness does an amazing job of engaging any audience both virtually and/or in-person and shares her knowledge on Black owned business resiliency from different perspectives.

Sofia Austin is a Financial Coach at YWCA Seattle/King County. Sofia is a Seattle native who comes from a background in teaching, working abroad in Mexico and South Africa, and studying social justice and international identities. As a Bilingual Instructor in Spanish and English, Sofia facilitates Hope and Power for Your Personal Finances. Hope and Power is a basic personal finance course specifically designed for domestic violence survivors who identify as women. The content and facilitators are trauma informed and

concentrate on holistic content. Sofia partners with local nonprofits, financial institutions, and legal organizations to form strong community connections and de-isolate the survivors. Sofia is trained in trauma informed care, intersectionality and economic justice, and mental health first aid. Her classes prioritize and serve local underserved women of color, specifically black and Latinx women.

Mayra Gómez, Credit Building Manager at Ventures, teaches the [Financial Management Course](#) at Ventures, financial literacy workshops, assists entrepreneurs with financial questions and guides through the business licensing process. She also helps clients register their businesses as an LLC. Mayra is a small business owner with an entrepreneurial background – having owned and operated businesses in interior design, property management and in food services.

Beth Henriquez, Program Director & Loan Officer, has worked with Enterprise for Equity since 2007 serving as a Trainer, Program Director and Loan Officer. She has worked with hundreds of emerging and existing small business owners to overcome barriers, understand their businesses, financials, and reach their entrepreneurial goals.