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# HISPANIC BUSINESS<sup>®</sup>

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## In the Spotlight

Hispanic women lead the competition in revenue, employment, and payroll growth.  
Here is a story from the front lines of entrepreneurship.

### The New CEO

*Belinda Guadarrama sold her house and used the \$20,000 as start-up capital for the first six months of business.*

#### ■ Belinda Guadarrama

**Age:** 40

**CEO:** *GC Micro Corporation*, provides personal computer hardware, software, and peripherals, including integration services.

**1996 Revenues:** \$21.4 million **Employees:** 20

**Where:** Novato, California

**Clients:** Lockheed Martin, Chevron, NASA, Department of Energy, Department of Defense

**Start-up:** The company I worked for was sold. Since I had been the general manager, I had a strong background in all the areas needed to run a similar business. I sold my house and used \$20,000 as start-up capital and salary for the first six months.

**Biggest challenge:** Overcoming the stereotypes faced by women and minorities. During a meeting with a hardware manufacturer, the representative explained that because I was a minority woman, I "did not have the management expertise or the capital needed to adequately represent their product." Through sheer determination, I have proven them wrong.

**Competitive edge:** We offer customers an unparalleled level of service. We help our customers achieve their goals.

**Advice:** *Set specific goals and don't stop until you reach them. Nothing beats persistence. Join organizations that can offer you encouragement, advice, and contacts to achieve your goals.*

