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Passion for Business is Growing in the Bay Area

Jenny McNulty, Executive Director of Urban Solutions

PHOTO BY AMY SAVICKY

Louise Baranowski, co-owner of Cowboys & Angels, is one of the many small business owners who have turned to Wells Fargo Bank for help in making their efforts a success.

Growing up in London's fashionable Sloane Square district, young Louise Baranowski discovered she had a passion for hair– and for helping others choose a style that makes them look their best. Baranowski's enthusiasm encouraged her to make styling a full-flown career. Within a few years she joined the ranks of women entrepreneurs. Today, she is co-owner of Cowboys and Angels, one of the hippest salons on Union Square.

Artsy, elegant, and hip, Cowboys and Angels exudes glamour. But it wasn't always that way. When Baranowski became the owner of the salon along with business partner Tracy McAlister, little did they know of the hurdles attached to the title "woman entrepreneur."

"When we purchased the business, financial backing was the biggest hurdle for us especially because we did not have a business plan," said Baranowski. "With the help of Wells Fargo we have been able to get a loan to pay off our debt, help guide our business financially, and run our business successfully for nearly 14 years and counting." Wells Fargo, the Bay Area's top small business lender, has the know-how and experience that help small businesses succeed. Since 1995, Wells Fargo has loaned nearly $34 billion to women and diverse small business owners.

Women entrepreneurs can also benefit from small business resources that support start-ups. Urban Solutions is one non-profit agency that's part of a network of many local organizations helping women and minority entrepreneurs. Urban Solutions' small business consulting program offers entrepreneurs free assistance developing business plans, preparing financial projections and securing loans.

"Our work is possible due to the rock-solid support from companies like Wells Fargo," explains Jenny McNulty, Executive Director of Urban Solutions.

Since 1992, Urban Solutions has worked closely with over 3,100 entrepreneurs. With offices in the South of Market and in the Western Addition, Urban Solutions focuses its efforts on helping businesses get off the ground in traditionally struggling low-income neighborhoods.

"It's the work of non-profits, such as Urban Solutions, that reach out to under-served communities and help entrepreneurs succeed that make economic revitalization possible," said Brenda Wright, Wells Fargo's senior vice president and San Francisco Bay Area Community Development Director. "Wells Fargo's proud to be able to support Urban Solutions and many other organizations that support economic development. It's gratifying to see new entrepreneurs succeed, create jobs and then help the community grow."

For more information about Cowboys and Angels Salon, visit www.cowboysandangelssf.com or call (415) 362-8516.

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