

“Aha” moments count, but so do lifelong passions, and those are what sparked Berenice Bonilla’s entrepreneurial pursuits. A series of exchanges over time with family, friends and community members influenced her decision to launch her own business venture. “Because of these nudges, I always considered the idea of becoming an entrepreneur,” she says. “But I also always wanted to tie it to a larger cause. When I discovered a way to connect my venture’s mission to community engagement, that’s when I realized it was time to move forward.”

Berenice’s passion for using the power of communication as a tool to connect with others awakened at a young age. She began volunteering in elementary and middle school by helping younger students with reading and writing. That led her to pursue internships with organizations and events focused on the empowerment of women and immigrant families in the Central New York region, a passion that has remained aligned with her business endeavors. After college and graduate school, with an international relations major and Masters in communication, Berenice began her career in national advocacy organizations that allowed her the flexibility to combine her skillsets to her passions and oversee projects on program design, communications, and leadership development.

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After relocating this past winter to the Syracuse area in which she grew up, Berenice publicly launched the Bérica Agency for Purposeful Branding during Hispanic Heritage Month of this year. “Attending events and classes at the WISE Women’s Business Center was one of the very first things I did when I moved back to Syracuse,” she says. “It gave me the opportunity to socialize with sharp, like-minded women and work towards reaching a concrete goal.” The agency is a strategic communications consultancy specializing in marketing communications, event design and organizational management. The company supports socially-focused clients during times of heavy communication needs, or when it’s crucial for them to engage in multicultural and community outreach. Through the firm’s expansion, Berenice hopes to become a change agent for social justice by harnessing the power of communications to promote social good.

“I’ve always found it inspiring to contribute a bigger vision that can help make the world a better place. My hope is to use this agency to expand the reach of important messages to key audiences. Through its success, I want to engage in philanthropic efforts myself and evolve Bérica to financially support programs that empower immigrants, women and children,” says Berenice.



*wise words  
of wisdom...*

**“Be relentless in your pursuit but flexible with your methods.”**

– Berenice Bonilla

## WISE HAPPENINGS:

► Check out [wisecenter.org/events](http://wisecenter.org/events) for a complete list of upcoming events!

**Women in Creative Businesses Roundtable Discussion**

October 1, 12:00 - 1:00PM  
October 15, 12:00 - 1:00PM

**The Building Blocks for Starting a Business**

October 6, 12:00 - 1:00PM  
October 28, 5:30 - 7:00PM

**Women in Business Against All Odds Roundtable**

October 8, 12:00 - 1:00PM  
October 23, 12:00 - 1:00PM

**Ask the Attorney: Protecting your Company’s Trademarks, Copyrights, and Trade Secrets**

October 20, 12:00 - 1:30PM

**Meet the Entrepreneur**

October 27, 12:00 - 1:30PM

*A women’s business center... run for women, by women.*

All events, unless otherwise indicated, are held at the **WISE Women’s Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202  
(315) 443-8634 // [wisecenter@syr.edu](mailto:wisecenter@syr.edu) // [www.wisecenter.org](http://www.wisecenter.org) // **FIND US ON:**