

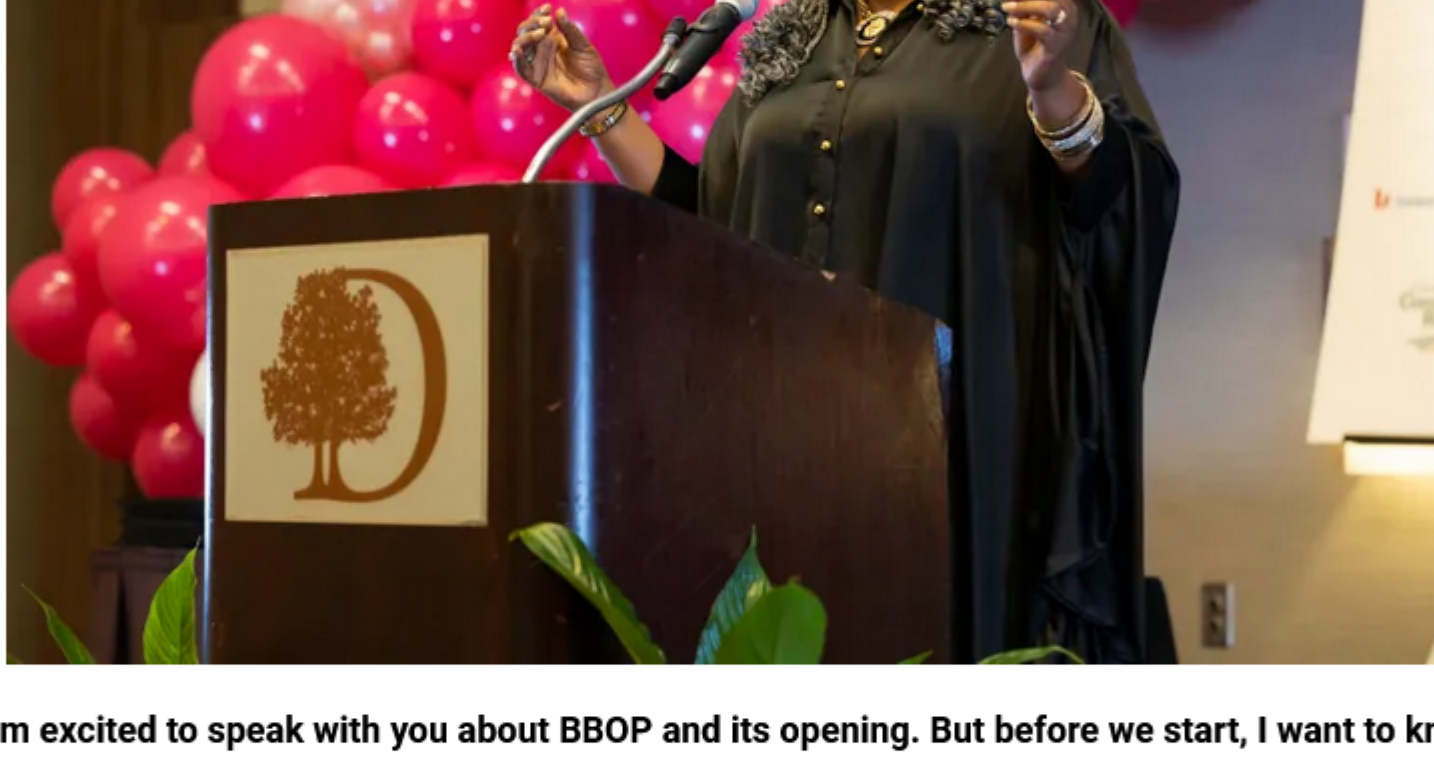
# CEO Spotlight – Kim Carter and her amazing work!



Michael Cox • May 3, 2023



Nothing can stand in the way of Kim Carter's determination, vision, and God-given mission. She is one example of a woman who proves that not all heroes wear caps or that the path to achievement must look a certain way. Kim is on a quest to level the playing field, having overcome a difficult past to create a brighter future for others. She goes out of her way to provide underrepresented women of color an opportunity to flourish. This is her narrative, her triumphant path of resilience.



**Cox: I'm excited to speak with you about BBOP and its opening. But before we start, I want to know a little more about your journey during your time in San Bernardino and between trips to the Bay.**

Carter: I could think about all the times that I was met with resistance from white men when I tried to create opportunities for women and children in San Bernardino Michael, and some of them were millionaires who fought against me. These men would get out of bed just to come to the city council meetings to try and stop what I wanted to do to bring the city and the people a necessary resource.

**Cox: What were they fighting against when they showed up to the city council in opposition?**

Carter: There was this lot of dirt, Michael, that had been vacant and unused for about twenty-five years. I wanted to use it to create affordable housing. But they wouldn't have it and had an issue with it. So, this showed me how people could really be against others having the basic necessities.

**Cox: You had many moments like these where people tried to stop you from doing things for the greater good. What is something you always take away from these experiences?**

Carter: That we have to really start working to create our own economy that works for us. We need to really be our own banks. Listen, we have the manpower and people equipped with enough education and experience to get the jobs done. But it's the resources we need to leverage all of these things.



**Cox: Kim, you know better than anyone else what it means to bring yourself up and out of any situation.**

Carter: I'm around some amazing sisters with multiple degrees. And I'm one who didn't take the education route to succeed early on. I was on these streets and have been in jail. But see, Michael, it was a fact that I had to figure things out and understand that safe spaces are truly needed for us to be successful.

Regardless of whether your pathway came from the streets or college, we all need a safe space to share our thoughts and ideas. We need to have this without the fear of them being stolen or being double-crossed.

**Cox: Kim, you know this is what black excellence looks like. I feel that sometimes we have this one way of looking at black excellence, which is measured by education, salary, and other things. But you show that black excellence looks different for all of us.**

Carter: It's the mindset, Michael. You know, we have been raised to measure our excellence against a measurement system that was never there for us to measure up to or reach. We have to change what that looks like for us because true excellence comes from the freedom to do what you love and provide for your family.

**Cox: I love that you are so transparent with your life and that you had to really educate yourself so you could show up authentically.**

Carter: I had to, Michael, and that's because we don't have enough information when it comes to things like finance and business. We hear about LLCs and 501(c)3s, but we don't understand how to leverage them. If you start a business, do you know how to do the financials? Do you understand profits and losses and how they affect your business? Do you know which banks are better for your business or even how they work for you?



**Cox: You are so passionate about making sure people, especially minorities, women, and children, have the tools, resources, and education to make well-informed decisions. So, you came back to San Bernardino from the Bay. Was it an easy decision?**

Carter: It was not Michael. I had this vision, and these amazingly educated women came up with the idea of doing something. But I was hesitant at first because I knew it would be a huge fight for what we wanted to do down in San Bernardino. But I couldn't not do it because this was a vision that God had given me, so I had to see it through.

**Cox: What was different this time because we are here and BBOP is here?**

Carter: I didn't have to ask anyone for permission this time. Before coming back, I had already worked with our lawyers to secure the property. That was even a hassle, but I knew what I was doing and what I would accept and not accept. So, when I got here, I didn't need to ask the city, mayor, or economic development office for any support. We owned this property, and now I can transform it to provide services for the community.

**Cox: You go, Kim! For those who don't know what BBOP is or what it offers, please elaborate.**

Carter: BBOP stands for Black and Brown Opportunities for Profit (BBOP). It's a resource center for women of color looking to start or enhance their small businesses.



**Cox: I know that when you initially started, you had programs specifically for black women. What made you more inclusive with your outreach?**

Carter: I go back to the time I was incarcerated. When I looked at most people, I was surrounded by it was black and brown women. We shared this peril, which came in the form of discrimination. This struggle was something I saw in which you united us. That single commonality reminded me that we are in this together.

**Cox: Black women are leading the race when it comes to everything from politics to starting businesses and leading companies. What are your thoughts on this positive representation we see in this era of black women?**

Carter: This is the showcase we need. That we aren't waiting to be invited to your table. Black women don't have the luxury of hopping and waiting to get the invitation. We are in a place now where we aren't accepting being second place and won't ever come second to none again.

My God has prepared me to build my own table to uplift and bring my sisters to it.



**Cox: Before you go, what does it mean when a black woman like yourself builds her own table?**

Carter: That I get to be unapologetic in how I walk, talk, and operate things in my life. Black women are so powerful, and sometimes we don't realize it until we build our own. Having our own table, whether you built it yourself or at the table of another black woman, lets you show up as you. And there is so much power in being able to show up as yourself.

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