

Astrid Daniela Galvez



For about a decade, Astrid Daniela Galvez worked for a finance company handling everything from customer service, to collections, finance, and insurance. "It was a great experience, so I decided to do it on my own," she said.

But Astrid didn't want to have anything to do with finance in the beginning.

"I just happened to fall into it," she said. I didn't have an accounting background when I worked for the financing company. I enjoyed human resources at the time. When I was working there I decided to finish my degree, and as I was studying business I was taking accounting courses, and I became more involved with business financial analysis at the time. It all started to make sense to me. I realized that finance wasn't just about accounting, there are other aspects to it."

As she became immersed in numbers, Astrid wanted to figure out a way to go into business for self using her newfound skills. So she became a client with SBDC before she became an advisor for the organization.

"At the time there was an office in Santa Monica. I met with SBDC advisors. I was a client and they encouraged me to start my own practice. I took a Quickbooks class. I started doing research on what accounting software was available, and that led me to the technology part of it, which became one of my passions. I like it, and I embrace it. That led me to liking numbers and the technology that moves the industry."

Astrid joined forces with her two sisters to create their business Accounting Specialist and Business Solutions (ASNBS), a bookkeeping and tax planning company. For 5 years she and her sisters have been helping their clients with bookkeeping, accounting, tax planning and tax preparation.

After a networking event where she received information about the Pasadena SBDC, Astrid decided she'd like to become an advisor with the organization. She contacted them and met with director Salvatrice Cummo who asked her to join the team.

Since then Astrid has discovered that many clients at the SBDC have a need for her area of focus. Beyond accounting, record keeping and tax planning, she also helps clients figure out if they should start a C Corp, S Corp, Sole Proprietorship or other types of businesses.

She finds satisfaction in the success stories of her clients including two well known companies, one of which had no bookkeeping system in place when they first came to her, and another that wanted to learn Quickbooks.

After falling in love with the technology part of accounting, Astrid now recommends the various

products, including cloud based accounting software, to her clients. "Several clients don't realize that even though they do it on their own, they're making some mistakes," Astrid said. "When clients first start their business I show them how to connect their accounts for record keeping. This way they can use the information for forecasting or if they want a loan, they have records they can go back to and utilize for financial planning."

Astrid enjoys the fact that she can give back to the community by giving of her knowledge and experience in finance. "One on one with the clients who pay for my business' services, I charge them no less than \$150 per hour. At the SBDC, I don't do the books for them, but I give them guidance. They get that free. They do their work, do research, or find location, and we have the ability to help them."

She finds it interesting that she's now helping small businesses with the same mind set she had starting out, when she didn't know as much as she does now about accounting.

"It's kind of a payback. The SBDC helped me when I was a client, and now I'm giving back. It brings me great satisfactions."