

## How Mompreneur A.C. Williams is Setting Her Dance Company Into Motion



A.C. Williams  
Access to Motion Dance Company  
Vandenberg Air Force Base, CA

Access to Motion Dance Company is dedicated to serving those who selflessly serve us and our country. It was launched in early February of 2020 located in the Vandenberg Air Force Base. This dance studio provides programs designed to teach a well-rounded education in all facets of dance to children and

adults. Dance classes are offered on a weekly basis and emphasize correct technique, fundamentals, and familiarization of the dance vocabulary.

A.C. Williams, founder of Access to Motion Dance Company is a military wife and mother. Although she didn't think of herself as an entrepreneur, she has been proving herself to be a successful mompreneur in the midst of a pandemic.

A.C. Williams is a lover of all things dance. She aspired to become a professional dancer, but as she explored her horizons, she found another love- teaching. A.C. Williams graduated from Clark Atlanta University with a B.A. in Early Childhood Education. Her new focus was to become a teacher with a vision of eventually progressing to a Superintendent.

She spent five years as an elementary teacher in inner city schools in Compton, California and Savannah, Georgia. It was during this time she met her husband and became a working mother. Although she enjoyed being a 3rd and 4th grade teacher, she realized that the more time she spent teaching other children, the less energy and time she had for her own. This struggle of emotions brought about a new epiphany and ambition. At this pivotal moment in her life she began to think outside the box brainstorming ways she could become a working, military wife and mother, while enjoying her daughter's daily growth and progress.

A.C. Williams' 'Ah ha!' moment emerged when she stumbled across a Facebook post regarding an available position within the Vandenberg Air Force Base for a Youth Dance Instructor, an opportunity to share her passion for dancing with her daughter and other military families. Within three days of submitting a proposal, her entrepreneurial journey began!

With this contract she can utilize government facilities and equipment to run her business. However, it was not that simple. It required a lot of patience and determination awaiting the extensive clearance and administrative work tied to contracting with the U.S. Government. At this time A.C. Williams reached out to the San Luis Obispo Women's Business Center (SLO WBC) for guidance, support, and resources. She met with various consultants and signed up for the SLO WBC entrepreneurial training course, 'Explore, Design & Launch'.

After six months of processing, Access to Motion Dance Company was launched February 3rd, 2020. A quaint studio within Vandenberg Air Force Base, a creative, safe space for dance, expression, and community.

In her first month she started with 10 dancers, and by the second month her clients tripled. The momentum was accelerating, and the interest was gratifying, however, going into the third month with a full class and high hopes, the biggest challenge presented itself- the beginning of a worldwide COVID-19 pandemic. A crisis that could have broken her business.

Shocked, and dismayed, A.C. Williams was faced with another pivotal moment- shutdown and give up or pivot and overcome. It was at this moment that A.C. Williams strived to overcome adverse circumstances. Despite the pandemic, she gained time to complete her curriculum for her students, hire another part-time instructor, and work toward her yoga certification.

Always tired and overwhelmed she is driven by her passion to create a better lifestyle for her family and all military families. Her vision goes beyond the walls of her studio and has a more profound purpose and that is to give military spouses accessible, consistent work while staying connected with their children. One of the most challenging truths of being a military spouse is relocation and having to start over in a new area. As a solution to this problem, A.C. Williams would like to scale her business across all military bases. This would provide consistent and stable work as well as a safe place for expression and community no matter how many times these military families need to relocate.

In April 2020, with the help of the SLO WBC, she was able to remain focused on completing her business plan, launching her website, graduating from the Explore, Design & Launch training program, and offering her classes virtually.

A.C. Williams is thrilled to announce Access to Motion Dance Company's reopen date of October 1, 2020. Her pre-registration has already doubled in size and she forecasts that her profits will steadily rise with the same momentum. Reflecting on her accomplishments she continues to utilize the SLO Women's Business Center's consulting services. Connecting with various consultants she says that they are consistently 'overly helpful and super supportive'. Her advice to fellow mompreneurs is this, "I would absolutely recommend the Women's Business Center for the budding entrepreneur that is ready to take the leap. It will be your greatest asset. They are waiting to help you visualize and execute your dream, the correct way. I do not think I would get this far with my business within the timeframe I have without the consultants of the SLO WBC believing in me and offering so much assistance."