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Chiquita C. Sorrels

Chiquita Sorrels is the founder and principal consultant of Caitlin Enterprises, L.L.C., a computer consulting firm that specializes in working with small businesses (under 10 employees). Most of her clients lack full time computer staff; however, because they use computers in their work, they need someone who can help them with computer-related issues.

“We serve as the computer department for these small businesses,” says Chiquita. “We help them select hardware, install software, teach them how to use the software, do general troubleshooting (often by ‘talking them through’ procedures on the telephone), and provide other services such as setting up the company’s databases and doing Power Point presentations.” While Caitlin Enterprises does no hardware repairs, Chiquita does do hardware upgrades (installing a new hard drive or an additional piece of equipment, such as a new printer, etc.). “Dealing with computers can be like working a puzzle or solving a mystery,” says Chiquita, who enjoys the problem-solving as much as she enjoys reading a good mystery.

Chiquita was once a “non-tech” person whose undergraduate major was Spanish. After she earned a Master’s degree in Library Science, she worked as a corporate librarian before assuming additional administrative responsibilities as an Office Services Administrator. When the company decided to computerize its supply tracking system, Chiquita (then in charge of supplies) had to get involved -- despite the fact that she had previously avoided anything to do with computers.

Much to her surprise, Chiquita discovered computers fascinating. She began to learn all she could about them, transferring from the administrative area to the computer area and enjoying on-the-job training while working at a Help Desk. She had access to hardware, books and software; she worked with people who willingly shared their knowledge and, eventually, Chiquita acquired a degree in Computer and Information Science. Coming from “the other side of the Help Desk,” she understands her clients who are afraid of computers. “I had an almost computer-phobic background myself,” says Chiquita, who also teaches credit and non-credit computer classes at Montgomery College, mainly at the Germantown campus.

Looking for a support group, Chiquita joined WBO in 1997, at about the time she started her business. A great believer in networking, she found many resources for her own business needs. “Approximately 85-90% of my business comes from WBO members or from referrals. That’s not why I joined, but the quest for support evolved into something extremely meaningful, she says, adding, “I think WBO is great!”