

**2013-2014
Annual Report
Wisconsin Women Entrepreneurs
South Central, Inc.**

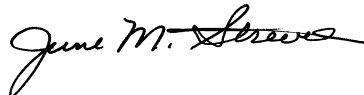
President's Message
President: June Streveler

Thank you to the 2013-2014 Board of WWE South Central, Inc. Our focus for 2013-2014 was to continue to provide the value we have worked so hard to create while defining our philanthropic vision and developing our community outreach and sponsorship programs. As our 3rd year of service comes to a close, I want to take a moment to recognize and thank those who have served on the WWE Board this year. We have accomplished so much in creating an environment of inspiration, support and collaboration for our membership. This group approached their duties with great zeal and enthusiasm. Over the past 12 months, we have:

- *Finalized our By-Laws*
- *Increased membership by 15%*
- *Created a strategic plan*
- *Created a foundation with 501c3 status for giving*
- *Developed a fundraising plan*
- *Defined and established processes for Girls Biz*
- *Developed a new logo and promotional materials*
- *Implemented monthly new member orientation and events*
- *Established Greeter & Sunshine committees*
- *Established a peer mentoring program*
- *Worked with WWBIC to implement 3rd Friday professional development classes*

I'm so proud of the work this Board has done over the past 12 months. They are truly remarkable women of excellence. They have more than exceeded my expectations and I hope the membership feels the same.

Thank you again for your leadership and friendship.



WWE President, 2013-2014

2013-2014 WWE Board

President	June Streveler
Past President	Janelle Higgins
President-Elect	Barbara Samuel
Secretary	Andrea Zehner/Joan Huedepohl
Treasurer	Judy Fowler
Membership	Andrea Hedquist and Shannon McMahan
Program	Denise Wood
Education	Barbara Samuel
Outreach	Joan Huedepohl and Lynn Freeman
Sponsorship	Chariti Gent
PR/Communications	Lauri Lee

Membership Committee

Co-Chairs: Andrea Hedquist and Shannon McMahan

Summary

The Membership Committee fosters sustainable membership growth, welcomes new members and guests and helps them feel connected to the group, organizes functions for new members, provides training in the art of networking, and works to improve member retention.

Three chief accomplishments

1. Developed monthly orientation presentation
2. Developed a 'calling tree' to maintain contact with new members for their first three months of membership
3. Implemented a regular social event for new members

Goal for next year

Improve member retention rate

Committee members

Libby Monson, Marcia Flammang, Rita Shimniok, Laurie Ellis-McLeod, Mary Braucht

Program Committee

Chair: Denise Wood

Summary

The Program Committee meets once a month to find local speakers for our ten monthly dinner meetings each year. The committee also schedules twelve brown bag lunches, oversees weekly breakfast networking meetings, and provides greeters for all events.

Three chief accomplishments

1. Established recurring programs for several monthly dinners each year
 - August - Annual Member Meeting
 - September - Guest Panel
 - October - Progressive Dinner
 - April - Girls Biz Celebration
2. Established a formal subcommittee of greeters to welcome all who attend WWE events
3. Continued a strong program of monthly brown bag lunches, where members can showcase their businesses

Goal for next year

Continue to schedule dinner speakers and possibly initiate some lunchtime meetings with speakers

Committee members

Laura Contreras, Barbara Boustead, Patricia Zelm-Emmert, Kelly Doyle, Jane Kuzma, Maria Kovach, Nancy McCulley, Kathy Newhouse

Education Committee

Chair: Barbara Samuel

Summary

The Education Committee develops and implements educational programs and opportunities for WWE members, such as 5th Friday workshops, mini-workshops (presented by members), peer mentoring groups, and 3rd Friday professional development classes. The committee also annually surveys the membership to discern educational needs and preferences.

Three chief accomplishments

1. Developed and initiated the WWE Peer Mentoring Group program
2. Worked with WWBIC to create a series of 3rd Friday professional development classes
3. Maintained the continuation of and enthusiasm for mini-workshops and 5th Friday workshops.

Goal for next year

Continue to build strong educational offerings, and opportunities for members to share their knowledge with others

Committee members

Crystal Hawks, Jennifer Amundson, Mary Crawford, Kathleen Bobholz-Rewey, Tina Hallis, Deb SuZan, Amy Climer

Sponsorship Committee

Chair: Chariti Gent

Summary

The Sponsorship Committee is responsible for creating, implementing, and overseeing fundraising activities for WWE and its newly established WWE Foundation.

Three chief accomplishments

1. Devised overall “big picture plan” for where to direct dollars raised in this calendar year, as well as future years, including but not limited to Girls’ Biz, a scholarship fund for members, and other educational opportunities for members
2. Established nonprofit (501c3) Foundation for Wisconsin Women Entrepreneurs
3. Initiated an annual fundraising drive among WWE Members.

Goal for next year

Continue building on the efforts of this year to develop fundraising opportunities and activities for the new WWE Foundation.

Committee members

Sara Alvarado, Ann Schuelke, Cathy Ramos, Laura Stanfield, Brenda Krist

Outreach Committee

Co-Chairs: Joan Huedepohl and Lynn Freeman

Summary

The Outreach Committee is responsible for WWE efforts to connect members with the community and visa versa. Outreach oversees Girls' Biz, a program that empowers middle school girls to start and run their own business and learn to be philanthropists. Outreach also works closely with the Sponsorship Committee to develop funding opportunities for members for professional development.

Three chief accomplishments

1. Institutionalized Girls' Biz by defining & establishing processes and roles needed, developing budget and financial stability, managing inventory and logistics, and understanding financials to create stronger budgets.
2. Enrolled a new class of Girls' Biz girls for the 2013-2014 school year and facilitated their meetings and entrepreneurial activities.
3. Worked with the Sponsorship Committee and the Board to establish the Foundation for WWE, a nonprofit 501c3 organization aligned with WWE that will support Girls' Biz and professional development funding opportunities for WWE members.

Goal for next year

Develop professional development opportunities for WWE members that can be funded through the new Foundation for WWE (guidelines, criteria and application process for grants, accountability measures, etc.)

Committee members

Neysa Chapparo, Jana Woodhouse, Fatou Ceesay

PR/Communications Committee

Chair: Laurie Lee

Summary

The Public Relations/Communications committee handles internal communication with WWE members, external communications with the public, and marketing and creative services for the organization as a whole

Three chief accomplishments

1. Developed a new WWE logo
2. Developed promotion and marketing materials for Girls' Biz
3. Facilitated member participation in community visibility activities, including Betty Lou fundraiser for the FEED Kitchen Business Incubator and Walk for Warner Park Pool fundraiser

Goal for next year

Provide all new printed materials incorporating new WWE logo.

Committee members

Communications: Melodee Patterson (web), Cathy Yerges (LinkedIn), Rena Ripp (Facebook)

PR/Publicity: Peggy Elath, Angie Rahm

Marketing: Amy Pierquet (WWE logo/branding), Candy Phelps (Girls' Biz logo), Monica Marone, Peggy Elath

Treasurer's Report
Treasurer: Judy Fowler

WWE Financial Summary, July 2013 through May 2014

Income:

Membership	\$18,300.00	56.84%
Dinner meetings	\$11,860.00	36.84%
Misc. (incl. contributions)	\$ 2,037.00	6.33%

Total Income: \$32,197.00

Expenses:

Dinner meetings	\$14,286.00	44.68%
Administration*	\$10,977.00	34.33%
Legal	\$ 2,823.00	8.83%
Programs	\$ 1,331.00	4.16%
Misc.	\$ 2,556.00	8.00%

Total Expenses: \$31,974.00

Net Income: \$ 223.00

*Includes website, accounting, PayPal, board meetings, insurance, office supplies, printing and postage.

Checking account balances:

June 30, 2013:	\$ 9,687.00
May 31, 2014	\$ 8,026.00