

**2014-2015  
Annual Report  
Wisconsin Women Entrepreneurs  
South Central, Inc.**

**President's Message**

**President: Barbara Samuel**

Thank you to the 2014-2015 Board of WWE South Central, Inc. Our Focus for 2014-2015 was to fine tune our process' to allow for all of our programs to work together and provide as much value to our members as possible. With the update in bylaws we have many members of the board that will be leaving this year. Thank you for all you have done to make WWE a great organization. I know you'll be a great resource for the new board members to use as a resource. In the last 12 months some of the items we've accomplished are:

- 10 Minute Spotlights for members
- Experimented with Lunchtime substitute for monthly dinner meeting
- Implemented monthly mixer for members
- Developed and documented curriculum for Girls' Biz
- Developed the WWE Newsletter

The board was able to accomplish a number of items this year. The group of women we have is just remarkable.

## **2014-2015 Board**

President	Barbara Samuel
Past President	June Streveler
President-Elect	Crystal Hawks
Secretary	Claire Matejka
Treasurer	Judy Fowler
Membership	Andrea Hedquist & Shannon McMahon
Program	Laura Contreras/Jane Kuzma
Education	Crystal Hawks
Outreach	Joan Huedepohl
Sponsorship	June Streveler
PR/Communication	Janelle Higgins

## **Membership Committee**

**Co-Chairs: Andrea Hedquist & Shannon McMahon**

### **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.

### **Chief Accomplishments**

1. Refining monthly member orientation
2. Regular social events for new members

### **Goal for Next Year**

Improve member retention and new member engagement

## **Program Committee**

**Chair: Laura Contreras/Jane Kuzma**

### **Summary**

The Program committee meets once a month to find local speakers for our 10 monthly dinner meetings each year. The committee also schedules 12 brown bag lunches, oversees weekly breakfast networking meetings, and provides greeter for all events.

### **Chief Accomplishments**

Recurring programs for several monthly dinners each year

- August - Annual Member Meeting
- September - Guest Panel
- October - Progressive Dinner
- April - Girls Biz Celebration

### **Goal for Next Year**

Experiment with substituting lunchtime meetings for some dinner meetings

## **Education Committee**

**Chair: Crystal Hawks**

### **Summary**

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

### **Chief Accomplishments**

- WWE Peer Mentoring Groups
- 10 Minute Member Spotlight
- 5<sup>th</sup> Friday Workshops

### **Goal for Next Year**

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

## **Outreach Committee**

**Chair: Joan Huedepohl**

## **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.

## **Chief Accomplishments**

- Developed and documented curriculum for Girls' Biz
- Enrolled 2014-2015 class of Girls' Biz, and facilitated meetings and entrepreneurial activities

## **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.)

## **PR & Communication Committee**

**Chair: Janelle Higgins**

## **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.

## **Chief Accomplishments**

- Development of WWE Newsletter
- Usage of Text Message marketing of our events
- Active usage of our Social Media sites to promote members and events
- Organized website content for easy access for all members and events

## **Goal for Next Year**

Continue to develop smooth process for monthly newsletter. Promote events in Media.

## **Treasurer's Report**

**Treasurer: Judy Fowler**

**WWE Financial Summary, July 2014 through May 2015**

**Income:**

Dues	\$14,350
Dinner Mtgs.	\$10,283
Other	\$ 217

**TOTAL INCOME: \$24,850**

**Expenses:**

Accounting	\$ 1,050
Promotions	\$ 347
Donations	\$ 1,795
Internet/PayPal	\$ 1,227
Insurance	\$ 1,146
Admin.	\$ 4,118
Outreach	\$ 1,098
Workshops	\$ 1,130
Dinner Mtgs.	\$15,107
Legal	\$ 573
Website	\$ 3,238
Misc.	\$ 300

**TOTAL EXPENSES: \$31,129\***

**NET INCOME: \$1,098**

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