

## **2017 - 2018 Annual Report**

### **Wisconsin Women Entrepreneurs South Central, Inc.**

#### **President's Message**

**President: Lysianne Unruh**

Thank you to the 2017-2018 Board of WWE South Central, Inc. Our focus for 2017-2018 was transparent leadership with the goal of the membership feeling informed about decisions being made at the Board level and feeling a part of the team. A Leadership Visioning meeting kicked off the year with committee chairs and committee members in attendance to discuss vision and set goals. A key outcome of this meeting was the formation of work groups committed to tackling the list of projects we'd identified. While great in theory, the work groups met with modest success and yet, the discussions at each meeting highlighted what needed to be done to carry WWE forward. The most successful effort to emerge from the committee work was new messaging to be used across WWE communication platforms: website, brochures, etc.

#### **2017-2018 Board**

President: Lysianne Unruh

Past President: Crystal Carlson

President-Elect: Laura Stanfield

Secretary: Jacy Imilkowski

Treasurer: Tatiana Dickie

Membership: Sonya Sullins

Program: Sonya Sullins

Education: Deb Klein

Outreach: Janelle Higgins

Sponsorship: vacant

PR/Communication: vacant

#### **Membership Committee**

**Chair: Sonya Sullins**

#### **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.

## **Program Committee**

### **Chair: Sonya Sullins**

#### **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**

Changed format of monthly evening events to a financially sustainable mixer-style model and incorporated a 30-minute speaker for about half of the events utilizing and highlighting in-house talent.

- August - Annual Member Meeting
- October - Progressive Dinner
- November – Silent Auction

## **Education Committee**

### **Chair: Deb Klein**

#### **Summary**

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

#### **Chief Accomplishments**

- 10 Minute Member Spotlight
- 5th Friday Workshops

## **Outreach Committee**

### **Chair: Janelle Higgins**

#### **Summary**

The Outreach Committee is responsible for WWE efforts to connect members with the community and vice 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**

- Continued to develop and document curriculum for Girls' Biz

- Enrolled 2017-2018 class of Girls' Biz, and facilitated meetings and entrepreneurial activities

## **PR & Communication Committee**

**Chair: vacant**

### **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.

## **Treasurer's Report**

**Treasurer: Tatiana Dickie**

WWE Financial Summary, July 2017 through June 2018

### **Income:**

Dues \$7,500

Dinner Mtgs. \$4,674

Silent Auction \$1,579

Other \$147

**TOTAL INCOME: \$13,900**

### **Expenses:**

Accounting \$1,320

Promotions \$284

Fees – Bank Service/Pay Pal/Event Brite/Square \$858

Business Licenses and Permits \$10.00

Computer and Internet Expenses \$180

Fundraising/Outreach \$206

Board Meeting meals \$655

Insurance \$842

Miscellaneous expenses \$50

Office Supplies \$753

Program expenses \$2,212

5<sup>th</sup> Friday \$60

Website services \$3157

**TOTAL EXPENSES: \$13,966**

**NET INCOME: \$66**