



# WBDC

Women's Business Development Council

*The Leader of Entrepreneurial and Financial Training for Women in Connecticut*

educational

inspirational

impact energy

dynamic

women

community

creative

original

support

strength

passion

commitment

educational

vitality

empowerment

helpful

vision

efficiency

resourceful

passion

sharing

“WBDC ignites economic sparks in Connecticut, revitalizing neighborhoods and communities with entrepreneurial programs, financial education and professional development.”

*Fran Pastore, WBDC CEO*



## Forging pathways of economic growth...

At Women's Business Development Council (WBDC), we believe in revitalization because we experience it every day.

WBDC empowers women and men to become thriving employers and more effective employees. From starting or growing a business to advancing a career or increasing income, WBDC illuminates business success in a tangible and accessible way.

Founded in 1997 as a 501(c) (3) not-for-profit organization, WBDC is one of only 100 Women's Business Centers funded in part by the US Small Business Administration nationwide. Our clients exemplify what happens when desire, education and preparation come together. Opportunities are created. Ideas ignited. Dreams realized. Economies expanded.



# Growth Happens Here

Through workshops, one-on-one coaching and training programs, WBDC delivers business and financial education that makes a difference in people's lives. We help women and men to reach beyond where they are and grow to the next level.

## **Entrepreneurial Training**

WBDC educates startup, emerging and growth-stage entrepreneurs. At the core of our training is our nine-week FastTrac® business planning program. Our dynamic programming features a wide range of topics including Exploring Entrepreneurship, Marketing, Finance, QuickBooks, Internet Training, Women's Certification and Procurement, as well as general business information sessions.

Our counselors work with clients one-on-one to review business plans, provide advice on business growth and tackle strategic planning, cash flow management, sales and marketing challenges.

## **Financial Education**

Financial education gives people a solid foundation from which to grow. We tailor our personal financial coaching to the individual. With a focus on fundamental decision-making skills to give participants the confidence they need to take the first step toward changing their behaviors, saving and building personal assets, the Financial Education Program includes three individual settings for clients with different financial needs—One-on-One Budget Coaching, Seminars and long-term Financial Coaching that assists clients with debt, credit repair and other personal financial issues.

## **Professional Development**

Workshops and one-on-one career coaching guide clients to explore new avenues of growth. Whether in transition or looking to improve entrepreneurial or employment skill gaps, WBDC moves clients into action.

## **WBDCConnect**

WBDC promotes and markets WBDCConnect members through our website, events, publicity, advocacy initiatives and partnerships with organizations that directly benefit entrepreneurs.

## **WBDC Volunteers**

Over 100 WBDC volunteers conduct outreach, instruction, counseling and coaching. They bring a wealth of diverse experience in small business development and management, marketing, finance, accounting, legal and human resources. They are business experts who have a passion for giving back and helping our clients achieve their goals.

## **Advocacy**

Women are a powerful force in our economy, and WBDC works to advance women business owners' impact in our community. As the region's leading resource focused on women's economic empowerment, WBDC's advocacy initiatives reach thousands of women in Connecticut and beyond through our national and global strategic alliances.

“Women’s Business Development Council’s supportive coaching, high-quality training and effective networking provide the essential connections between the entrepreneur, the knowledge she needs to succeed and the people she wants to reach.”


*Christopher P. Bruhl, President & CEO, The Business Council of Fairfield County*



“Women entrepreneurs can benefit from workshops and training at WBDC because the programs are tailored to the specific needs of women, emphasizing best practices and helping them to build a network. Their success is proven!”

*Dr. Candida Brush, Division Chair in Entrepreneurship, Babson College*





Today's American dream has women front and center. Women-owned firms are growing at twice the rate of all firms, and one in 11 adult women is an entrepreneur. If women-owned businesses were their own country, they would have the fifth largest GDP in the world, ahead of countries including France, the United Kingdom and Italy. Here are just a few of the statistics that tell the story of women business owners in our state, in our country and in our world.

- **Global.** There are 200 million women entrepreneurs worldwide who together earn more than \$10 trillion every year and employ 23 million people.
- **National.** Nationally there are 8.1 million women business owners, generating nearly \$1.3 trillion in revenues and employing 7.7 million workers.
- **Local.** In Connecticut, there are an estimated 123,259 private women-owned firms, generating more than \$26 billion in sales and employing 141,267 people.
- **WBDC.** We're proud of our impact in Connecticut. Here are some 2011 statistics of our own:

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- > WBDC assisted in the creation of nearly 120 new businesses and helped more than 140 existing businesses with current operations, resulting in the creation of more than 240 new jobs in Connecticut.
  - > WBDC clients generated an estimated \$40 million in gross revenue.
  - > 60% of WBDC clients have low to moderate income, and 40% are minorities.
  - > For every dollar invested in WBDC, 87 cents is reinvested in the community.

Source: WBDC Annual Client Survey

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# Economic Impact

# Discover

the people behind the numbers

## **Moving from Idea to Action.**

### **Maxene Mulford, Uniquely U. College Essay Consultants.**

After helping a neighbor write a college application essay that won over Princeton admissions officers, Maxene knew she had a business opportunity in the works. She came up with the concept of Uniquely U. and enrolled in WBDC's FastTrac® NewVenture™ followed by Hands-on-Finance to learn how to expand her business, set up an accounting system, and understand P&L analysis, billing and marketing. Maxene is now successful in her business as well as being a valued WBDC volunteer.

## **Developing a Bankable Business Plan.**

### **Monique Wilson, Oasis Therapeutic Massage for Wellness.**

Monique, a graduate of WBDC's FastTrac® NewVenture™, completed her business plan and was awarded a business technology grant through the WBDC Opportunity Fund in the form of a Dell laptop. She can now keep track of clients and business financials with QuickBooks and visualize the growth potential of her business. She says, "Completing the FastTrac® program was a very empowering experience for me."

## **Taking a Financial Pulse.**

### **Davette Stephens, Just a Helping Hand, LLC.**

Davette, a WBDC FastTrac® NewVenture™ graduate, realized that her successful home-based daycare business could increase revenue considerably if she could expand the space to accommodate the maximum children allowed by state regulations. After completing FastTrac® and the QuickBooks program, Davette created financial projections and architectural plans.

Finally she enrolled in WBDC's Access to Capital program where she completed a business plan and secured capital with the CT Community Investment Corporation (CTCIC).

## **Evaluating Career Options.**

### **Sharon Kolenda, In Career Transition.**

Sharon worked with WBDC volunteer Christina Brandt, master certified life and career coach, to evaluate options for a more fulfilling career. Together, they created a plan to improve Sharon's resume, develop her networking skills, and honor her long-term goal of entrepreneurship by researching various small business options. Now Sharon is armed with the resources and support to find a new job, as well as the tools to work toward her long-term dream.

## **Relishing Success.**

### **Phyllis Haynes, Mariah's Chow Chow.**

During her first business counseling session at WBDC, Phyllis recognized that her family's recipe for Mariah's Chow Chow Relish had business potential. WBDC's business planning programs gave her the knowledge and confidence to turn her idea into a real business. Mariah's Chow Chow Relish is now sold in national supermarket chains, retail shops, farmers' markets and gourmet restaurants.

“Small businesses are the backbone of the American economy, and women-owned businesses around the state, the nation and the world are launching new ventures at an exponential rate every day. WBDC has been providing women entrepreneurs with training, counseling, technical assistance, access to capital and markets, and other resources for more than 14 years. With WBDC’s help, these women can launch their own businesses, create new jobs and help move Connecticut forward.”

*The Honorable Dannel P. Malloy, Governor, State of Connecticut*





Help forge the path to economic growth.  
When you support WBDC, you are fostering  
economic empowerment for women. Join us.

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Visit us online at [www.ctwbdc.org](http://www.ctwbdc.org)

“When you educate a woman,  
you educate a family...  
An economically secure woman  
means an economically secure family.”

~ World Bank



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