

# QUARTERLY REPORT

2023-2024 Q1

OCTOBER 1 - DECEMBER 31



NORTH DAKOTA

**Women's Business**

CENTER

AMPLIFYING THE IMPACT OF WOMEN  
BUSINESS OWNERS THROUGH ADVOCACY  
AND ACCESS TO CRITICAL RESOURCES

# THANK YOU

TO OUR PARTNERS  
AND SPONSORS

## OUR ANNUAL PARTNERS



## OUR EVENT SPONSORS



## ABOUT US

The North Dakota Women's Business Center (NDWBC) is the leading voice, resource, and partner for women business owners. With team members located in Bismarck, Fargo, Grand Forks, Wahpeton, and Williston, NDWBC is accessible to the state's women-owned businesses. Through free services and paid programs, NDWBC offers in-person and virtual one-on-one business coaching services, group trainings and courses, and networking events, to build a foundation that will enhance the economic impact of women business owners across North Dakota.

### QUARTER 1 IMPACT

COACHING + GUIDANCE	UPSKILLING + CONNECTING	ADVOCATING + AMPLIFYING
<b>61</b> # CLIENTS COACHED	<b>30</b> # OF TRAININGS AND EVENTS	<b>77</b> WOMEN-OWNED CERTIFIED
<b>102</b> COACHING HOURS LOGGED	<b>226</b> CLIENTS TRAINED	<b>2</b> NEWLY CERTIFIED
<b>890</b> IMPRESSIONS MADE	<b>20</b> HOURS TRAINED	<b>54</b> BUSINESSES SPOTLIGHTED

# Women In Ownership ROAD MAP TO SUCCESS

## 1. Making Impactful Connections

By expanding their networks, women have honest conversations without the competition, and build the confidence to bet on themselves.

## 2. Breaking Down Barriers

With the right education and training, women are equipped with tools to help their business scale.

## 3. Enhancing Credibility And Access To Opportunity

Women can leverage their position with state and federal certifications and brand exposure as they grow.



Small Business Growth Fund: HELLO ALICE PROGRESSIVE \$25,000

Restaurant Disaster Relief Fund (Fall Round - 2023): Presented by \$10,000

Impact Fund: IMPACT FUND \$50,000

ZenBusiness \$5K Grant Program: Presented by \$5,000



AN INTENSIVE PROGRAM FOR  
**RETAIL**

Business Model Canvas RESOURCE PACK



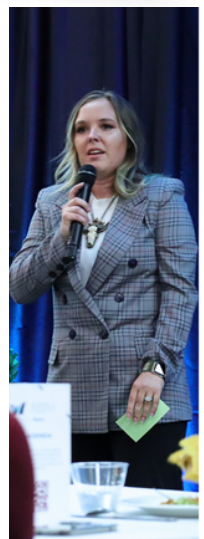
MEET OUR PANELISTS

- ADRIANA RIVERA, LAVALLE FLOORING
- DIANE HOCHHALTER, DIANE J HOCHHALTER STUDIO
- LONI TRAPP, IVY REAL ESTATE GROUP

HELP US MEET OUR MATCH THIS  
**GIVING TUESDAY**

Donations allow us to continue providing loans, and business services for women business owners.

NORTH CAROLINA Women's Business Center



BACK TO BUSINESS: LUNCH & LEARN

CREDIT CARD FEES - ARE THEY THE COST OF DOING BUSINESS?

WEDNESDAY, NOV. 1, 12:00 PM VIA ZOOM

A grid of video call windows showing several participants in a virtual meeting.



# IMPACTFUL CONNECTIONS

28 ATTENDED



— “ —

Loved that it was not a huge time investment and that it was a nice-sized crowd that could connect.

- SWSC Attendee

— ” —

## STRONG WOMEN, STRONG CONNECTIONS

SWSC made a stop in Valley City at LaValle Flooring, a local woman-owned business. The group spent 90 minutes connecting, discussing challenges and celebrating business successes, and learning from their peers.

## BIGGEST TAKEAWAY

“How small certain cities are in ND, and how much support the businesses there benefit from events like this.” - SWSC Attendee

## WOMEN'S BUSINESS SUMMIT

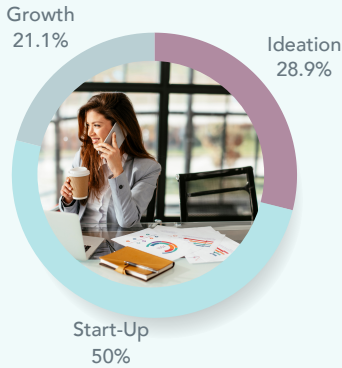
Save the Date! The 12th Women's Business Summit is scheduled for May 1-3. We're excited to bring this event back to Medora for two days of building deep connections, strengthening business resilience, and getting women the resources they need to move their businesses forward.



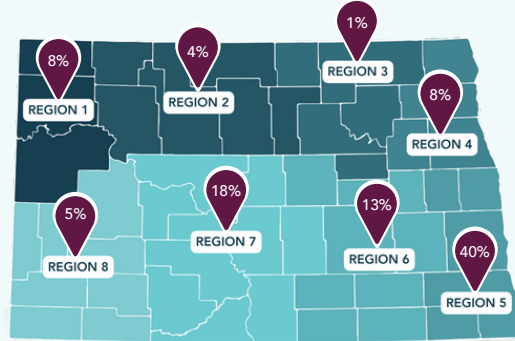
# BREAKING DOWN BARRIERS

## UNDERSTANDING + AWARENESS

### CLIENT PHASE



### BY ND REGION



### RURAL/URBAN



NDWBC is diligently building a robust data process, refining procedures, and expanding data collection. This quarter, we analyzed our client journey, considering regional, phase, and urban-rural factors to gain strategic insights in enhancing the precision of our services and optimizing the client experience.



**SPANISH  
RESOURCE  
DEVELOPED**

**5**

**NEW  
CLIENT  
RESOURCES**



## EDUCATION - INTENSIVES PROGRAM

We successfully launched our second class of Business Leadership Intensive sessions to build business leaders and improve essential skills. We bolstered our business coaching resources to assist owners to prepare for the new year. In addition, we expanded bilingual access to the Verizon Wireless Small Business Digital Ready site with a dedicated how-to page in Spanish.



# BREAKING DOWN BARRIERS

## INCARCERATED IMPACTS

This quarter, we launched a statewide program in collaboration with F5 Project to introduce Business Planning tools, Lean Model Canvas, and Market research to inspire business ownership, thinking like a CEO, and demonstration of a successful registration with the Secretary of State.



*Our second class featured an exploration of the market. Each person was handed a hypothetical scenario where they developed a company name and a target user within an industry to pitch to our coaches. Afterward, they used this experience to frame owning their own businesses.*

## FINDINGS

To build a solid foundation for their businesses, some participants are guided to workforce participation versus immediate startup. One past graduate of this class has used real world business ownership to help guide and facilitate the conversations.

## OUR CLIENTS

Taking this course gets clients relationships and resources to build successful businesses that will help them provide for themselves, their families and provide strategic direction on creating a healthy re-entry.

## OUR ENTREPRENEURS ARE EXCITED TO START:



CLEANING



PRODUCT PATENT



LANDSCAPING

# ENHANCED CREDIBILITY + ACCESS



Tanya Lee is unstoppable. From being a Traumatic Brain Injury (TBI) survivor to a resourceful Amazon Seller and Wellness Consultant, she embraces life one hurdle at a time.

[Click to read Tanya's story of gritty entrepreneurship.](#)

## WOMEN-OWNED BUSINESS CERTIFICATION

77

ACTIVE CWO

15

NEW + RENEWALS

Jade Scherr • 2nd

I help Midwest leaders crush their goals by gu...  
16m

4 years went by in the blink of an eye! 🍌

Thanks for your support [North Dakota Women's Business Center](#). North Dakota is the best place to run a business, especially when we have the support of great organization's like yours!

## DIGITAL CONTENT

### FACEBOOK

5.6K

Facebook Fans

36.4K

Post Reach

1K

Instagram Followers

### INSTAGRAM

775

Post Reach

### WEBSITE

5.9K

Quarterly Visits

16K

Website Pageviews

HIGHLIGHTING OWNERSHIP



54 SPOTLIGHTS

FREE RESOURCES ACCESSED



148 DOWNLOADS

FUNDING OPPORTUNITIES



3,760 VIEWS



NDWBC is a 501(c)(3) founded in early 2000 in Bismarck, North Dakota. When the organization was founded, our goal was to develop simplified computer materials for use in rural small businesses and to teach owners to utilize technology as a business tool. Over the last two decades, NDWBC has evolved to provide a variety of programs, trainings, events, and other support services statewide to equip our clients with the tools and opportunities to move forward in business.

**North Dakota Women's Business Center**  
[www.NDWBC.com](http://www.NDWBC.com) | [info@ctbnd.com](mailto:info@ctbnd.com) | 701-223-0707



FOLLOW US ON:   