



NORTH DAKOTA
Women's Business
CENTER

2023-2024 ANNUAL REPORT

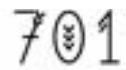
Amplifying the economic voice of women business owners through
advocacy and access to critical resources.



THANK YOU TO PARTNERS + PROGRAM SPONSORS



Funded in part through
a Cooperative
Agreement with the
U.S. Small Business
Administration.



PRIZED CONTRIBUTORS FROM WOMEN'S BUSINESS SUMMIT

Behind the Scenes Events
Grateful Cratefuls
Grow Coaching Co.
Legendary Steaks

JAECI
Event Badgers
SWEN Products
The Poppy Creative

Pemmican Patty Food Company, Inc.
Theodore Roosevelt Medora Foundation
Tosha Rochelle Photography

4	Our Clients
5	FY 23-24 Impact
6	5 Star Reviews
7	Roadmap of Success
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10	Solving to Childcare
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CONNECT WITH CHRISTY

NDWBC'S EXECUTIVE DIRECTOR CHRISTY DAUER

Dear Stakeholders,

Reflecting on the past year, I am filled with pride and gratitude for the progress we've achieved together. Our team has been on a journey. It has been one of resilience, innovation, and unwavering commitment to amplifying the economic voice of women business owners through advocacy and accessible resources.

This annual report highlights the collective efforts of our dedicated team, board of directors, partners, committees and community. Over the past year, we've served more than 1000 clients across North Dakota with impactful programs, trainings, and events. We hear every day how small businesses are being threatened. Owners need our support now more than ever. They do more than create jobs - they pour their hearts into their communities, supporting local events, donating to their communities, and fostering vibrant neighborhoods.

Our focus on women remains steadfast. We've addressed business acumen, entrepreneurial skills, and enhanced our "Business of Childcare" programming to tackle the broken childcare business model. We are continually sought after to provide an unbiased thinking partner alongside North Dakota's entrepreneurs. We've also expanded our reach through virtual services, ensuring our programming is accessible to serve more clients. These efforts strengthen the workforce and strengthen communities across North Dakota.

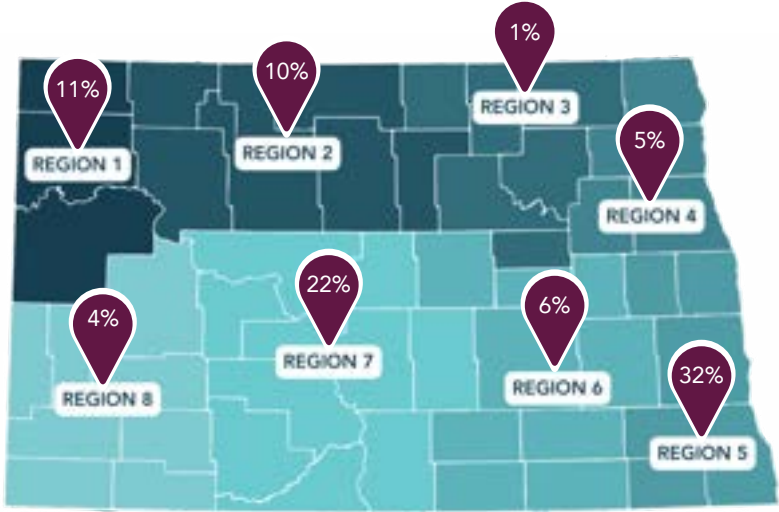
As we move into a new year, we remain dedicated to fostering a thriving entrepreneurial ecosystem and building a brighter, more inclusive future. We are grateful for our collective work across North Dakota. Thank you for your continued support and partnership.

Warm regards,

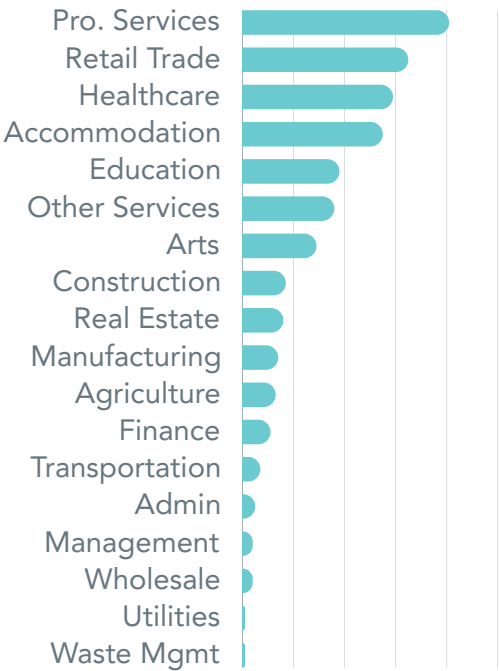


Christy Dauer

UNDERSTANDING OUR CLIENTS



CLIENTS SERVED BY ND REGION



Ideation Start-Up Growth Mature



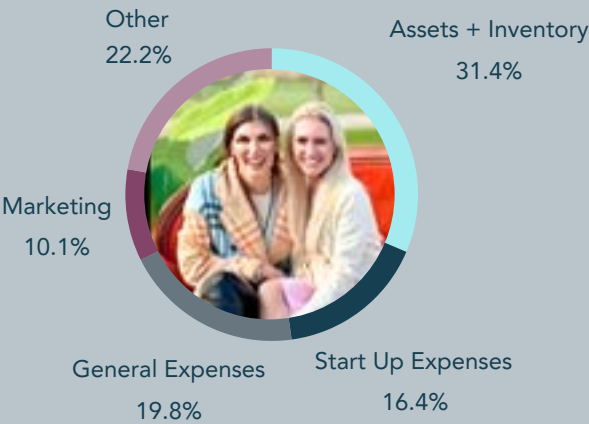
WHO WE SERVE



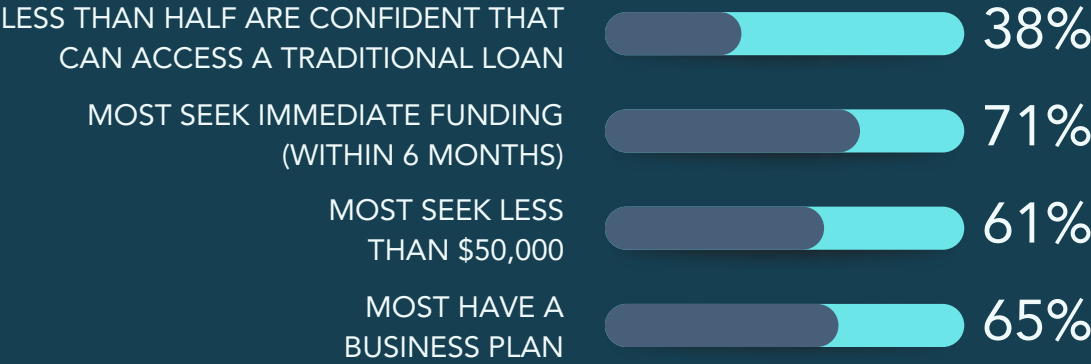
WHERE THEY ARE



WHAT THEY FINANCE



A FUNDING SURVEY OF WOMEN BUSINESS OWNERS FINDS WOMEN





HOW WE MAKE AN IMPACT

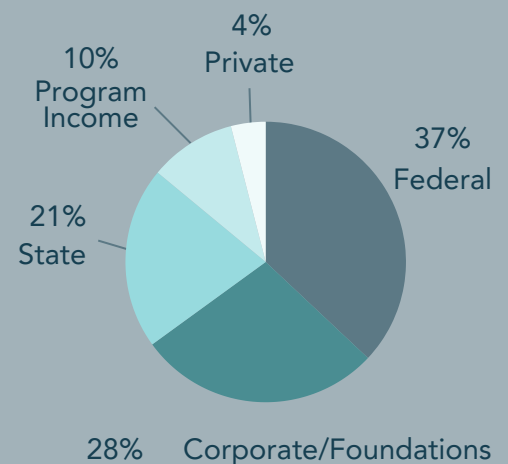
2023-2024 FISCAL YEAR STATS

GUIDANCE + COACHING	UPSKILLING + CONNECTING	ADVOCATING + AMPLIFYING
40 INTENSIVES GRADUATES	12 COMMUNITIES VISITED	75 CERTIFIED WOMEN-OWNED
1k+ # CLIENTS SERVED	4.3k IN-PERSON IMPRESSIONS	125 BUSINESSES SPOTLIGHTED
6.5k CLIENT HOURS	90+ FREE RESOURCES DEVELOPED	161 SHARED FUNDING OPPORTUNITIES

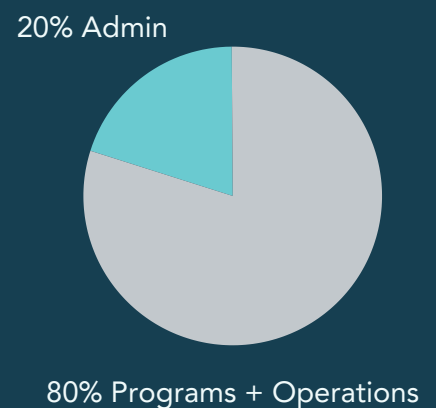
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"I wish I would have known about the NDWBC years ago! In a very short time I have felt the relief of knowing I am not alone, encouraged to keep dreaming and provided with resources and education beyond anything I could imagine."

REVENUES



EXPENSES





FIVE STAR REVIEWS



Thank you North Dakota Women's Business Center for always being a champion of small business and for always believing in me.

Indira Kovaci



I trust myself more after attending the event and having conversations around particular business topics.

Strong Women Attendee



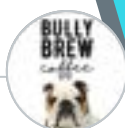
I would like to see all childcare providers work with NDWBC in the future for the insights of growing their businesses.

Cindy Kaml



I loved the feedback from others; I've got some new ideas, and feel like I'm narrowing my focus.

Coaching Client



Thanks North Dakota Women's Business Center for a great opportunity to teach, learn, and grow!

Sandi Luck



I have really enjoyed working with my advisor. She has given me valuable information and advice on starting a business.

Coaching Client



I have met so many incredible women who are smarter and know more about business than me. These women can be key figures to help grow my business.

Rebecca Moreno-Adam



We are so thankful for all of the support and resources that are provided. Connecting with women in business is something we should have done a long time ago!

Amanda Hendrickson



So thankful for this opportunity to learn and grow....Highly recommend the ND Women's Business Center for resources and connecting.

Kenzi Brown

NDWBC ROADMAP TO SUCCESS

The NDWBC team deliberately challenges our clients, ensuring that they become capable, well-rounded entrepreneurs. By means of our Roadmap to Success, our no-fluff training and resources advance our clients as they make important connections and build their confidence to address their challenges.



1. Business Accountability - With the right education and training, our clients get tools and resources to move their business goals forward in a genuine relationship with our trusted coaches.



2. Impactful Connections - Through our programs, we expand our clients' networks, and foster honest conversations without the competition. Our clients build momentum to bet on themselves.



3. Enhanced Credibility - Our clients can leverage their position with certifications as they build their brands and expand their reach all while building on viable businesses.

BUSINESS ACCOUNTABILITY

BUSINESS COACHING

NDWBC's business coaches elevate a business first by understanding our clients' goals. Next, we share the right strategies to move that needle forward. Whether clients are in start-up or the growth phase, our coaches are constantly questioning, equipping, and referring them to make sound decisions in the interest of their unique business goals.



99%

Positively
Rate The
Experience



99%

Comfortable
Asking
Questions



98%

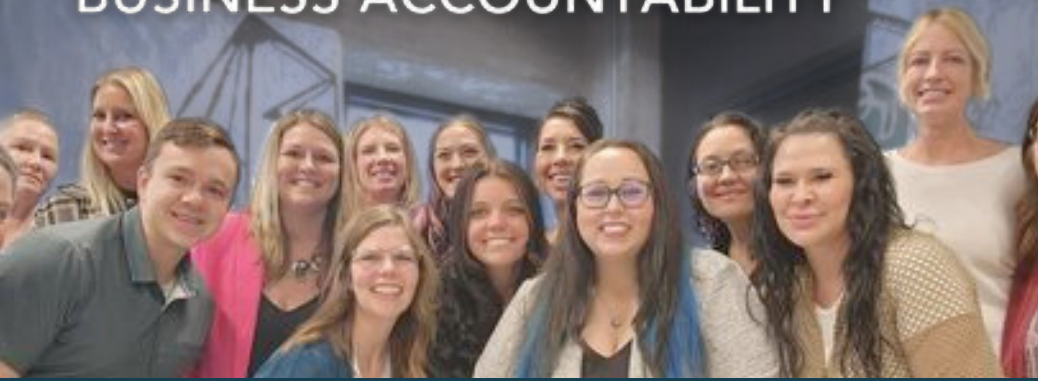
Understand
Their Next
Step



95%

Likely To
Refer
Others

BUSINESS ACCOUNTABILITY



FINANCIAL FREEDOM MASTERCLASS

In this masterclass, a financial expert shared strategies to eliminate the guesswork from decision-making. Twelve participants left with proactive, data-driven mindsets to enhance business decisions.

6 HRS OF CONTENT

12 TRAINED

INNOVATE ND BUSINESS COACHING



NDWBC administers and coaches the Innovate ND program, which supports startups with a reimburseable grant of up to \$22,500 as participants conduct market research and product validation.

“We accessed \$22,500 in capital thanks to Innovate ND.”

**nd
wbc**

**BUSINESS
LEADERSHIP
INTENSIVES**



**100% INCREASED
KNOWLEDGE**



**11 VIRTUAL
SESSIONS**



**8 LEADERSHIP
GRADUATES**

Peer learning, expert guidance, and actionable strategies from our virtual Business Leadership Intensive course enable graduates to strengthen their businesses and advance their goals. This program is made for business owners across all industries.

“Even if I only got to take the last five sessions, the value was definitely there.”

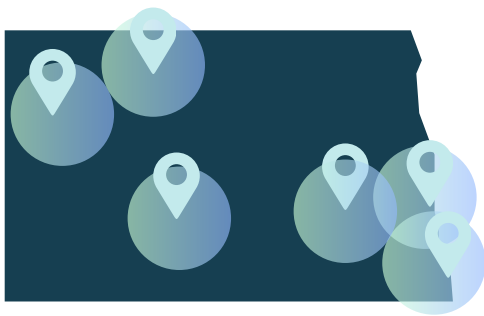


Callie Schiermester
Co-Owner of Luxe Beautique
Intensive Course Graduate

MAKING IMPACTFUL CONNECTIONS



STRONG WOMEN, STRONG CONNECTIONS



Watford City, Minot, Bismarck,
Fargo, Valley City, and Wahpeton

Our statewide tour visited and connected women in 6 communities. Through facilitated networking, Q+A with local business owners, and resource sharing, our vision to strengthen communities was a success. As we've seen, owners and communities thrive when they share their successes and lessons learned.

188 Attendees



98% Would Recommend



WOMEN'S
BUSINESS
SUMMIT

Our goal was to create an event for owners that is in a league of its own. Over the course of three days, Summit engaged owners in meaningful conversations and peer-to-peer sharing.

Summit accelerates business growth through deep connections and hands-on training. It provides an environment for growth-oriented owners to think bigger as they scale their businesses.

90

ATTENDEES

15

BREAKOUTS

50k

WEB TRAFFIC

Summit is the best \$500 I have spent for my business since I started. I have met so many incredible women who are smarter and know more about business. These women can be key figures to help grow my business.

If you think you have your business all wrapped up, I promise there are women at Summit that can make your business better!

Rebecca Moreno-Adams
Owner of Legendary Greens

INTENSIVES COURSES KICK OFF



36 Graduates expanded their capacity and strengthened their bottom line in NDWBC's Childcare Intensive course. The virtual program pushes participants to build stronger, more sustainable businesses and offers individualized feedback and peer-to-peer sharing opportunities.



96% LIKELY TO RECOMMEND



82% EXPECT REVENUE GROWTH

CHILDCARE CONFERENCE IN FARGO



NDWBC is proud to lead our state in equipping Childcare Owners with business acumen. Our partnership with Childcare Aware of ND provides the prerequisite and follow-up education that solidifies lessons from our programming. This fall, NDWBC presented at The Taking Care of You and Your Business Summit.



**100
EVENT
ATTENDEES**



**FUNDING, CASH
FLOW, AND
BUDGET TOPICS**

SOLVING TO THE CHILDCARE CRISIS IN NORTH DAKOTA

BUSINESS COACHING



NDWBC coaches support to childcare owners as they create strong operational foundations, build financial know-how, and develop strategic plans for staffing, growth, and sustainability.

NDWBC is a very valuable tool for all entrepreneurs. I have enjoyed all of the dedication behind their training. I would like to see all childcare providers work with NDWBC in the future for their insights of growing their businesses.



**Cindy Kaml Childcare
Grand Forks**

Thank you for concrete business ideas to implement in the ever-important childcare industry. Well worth the time. Thanks for the great resources with the NDWBC team and Library.

**Rebecca Leier
Rugby**

LEVERAGING PARTNERSHIPS ON UNIQUE PROJECTS

NDSU DATA PROJECT

STABILIZING LOCAL FOOD SYSTEMS



NDWBC is proud to partner with the North Central Regional Food Business Center. We supported the organization of a statewide and regional action plan. The plan contains objectives, strategies, and tasks to increase the resiliency of our state's local foods system. This plan works to provide healthy, affordable, and sustainable local foods for all.

3

STATES IN COLLABORATION

5

YEAR ACTION PLAN

30+

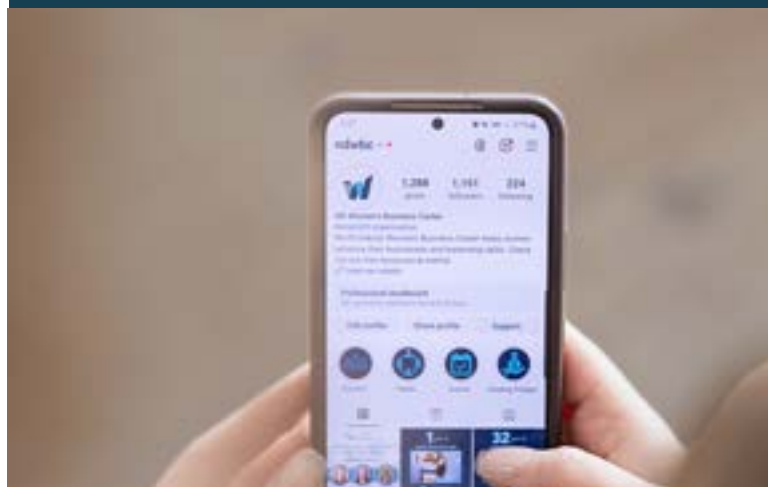
ORGANIZATIONS, GROUPS, AND AGENCIES PARTNERING

Action Plan Goals

- Reduce food costs
- Strengthen local economy
- Generate new wealth
- Increase producers and profitability
- Better understand mid-sized food businesses



NDWBC shared entrepreneurial insights with the next generation of entrepreneurs at NDSU. Students researched the driving motivations of some of NDWBC's most successful clients, gaining valuable perspectives on success and strategy.



VIRTUAL WOMEN'S BUSINESS CONFERENCE

In partnership with Jamestown Regional Entrepreneurial Center, we hosted a free 5-day virtual conference, training 143 attendees. Participants chose from 15 live sessions. Speakers tailored content and answered audience questions. Session recordings were available for post-conference access.

15

SESSIONS

143

ATTENDEES

ENHANCING CREDIBILITY

nd
wbc

CERTIFIED
WOMEN
OWNED



CERTIFICATION AVERAGES

17+

Years in
Business

40

Number of
Employees

\$10m

Annual
Gross Sales

NDWBC's Women-Owned State Certification prepared seventy-five businesses to reach new audiences, access contracts, gain recognition, and find new opportunities.

WHY CERTIFY?



OPPORTUNITIES



VISIBILITY



CREDIBILITY



CONNECTIONS

EVER WONDER WHAT'S ON

A WOMAN'S MIND

750+

Survey
Responses

70

% Immediate
Funding Needs

61

% Need Less
Than \$50,000

In NDWBC's **Anonymous Funding Survey**, women openly share their struggles and experiences. Responses highlight obstacles when growing businesses and building personal wealth.



"Building my net worth is a significant goal, but I worry that limited access to capital, being part of a minority group, and shouldering the responsibilities of single parenthood may hinder my progress due to reduced financial support and income."

Anonymous Participant



JOIN THE CELEBRATION

As we approach our 25th year in business, we are focusing on fostering deeper connections, financial resiliency, and more robust connection opportunities for business owners. We are on a mission to build a brighter economic future for all in 2025.

VISION FOR 2025

Join us to enhance North Dakota's supportive business environment for entrepreneurs and owners. Our programmatic data proves these initiatives will drive the growth and success of Main Street businesses. To succeed, we need everyone at the table.



Fundraising: In 2025, we are increasing partnerships to raise awareness of economic disparity and implement solutions to decrease this gap.



Bolstering Local Business Support: NDWBC is expanding Strong Women Strong Connections to four community chapters across the state. Our programming this past year proves local connections develop attendees' ownership mindset and give voice to specific challenges that communities are facing.



Creating a Community Engagement Platform: Our clients have requested and in 2025 we are on a path to deliver! Coming soon to a laptop near you, a virtual platform dedicated to sharing a pool of knowledge and providing on-demand resources for the pain points we hear most from clients.

OPPORTUNITIES

TO CONNECT WITH US

FRIDAYS
1ST

Monthly Open
Office Hours
VIRTUAL
9 - 11 AM

MAR
10

Day at the
Capitol
IN-PERSON
9 AM - 2 PM

APR
29

Women's
Business Summit
2 DAYS IN
MEDORA, ND



OUR BOARD

With grateful hearts, we celebrate the outstanding effort and dedication of our governing Board of Directors. We extend a special thanks to outgoing termed board members Kodee, Dr. Susan, and Samantha and warmly welcome members Briselda Hernandez Herrera, Jill Cederberg, and Sandi Luck.



Kathy Cochran is a founding partner of Elevate2 Consulting, LLC, an organization which provides management coaching and advisory services. With a passion for women entrepreneurs and breaking down systemic processes and practices to better support women, Kathy is looking to create generational change for women in business.



Representative of the North Dakota Legislature serving District 42 **Emily O'Brien**, is currently pursuing her Master's in Entrepreneurship. Emily has a passion for helping startups and nonprofits, investing, event planning, and working with others. Emily strives to help businesses grow and develop and to learn all that she can. She is strongly driven to giving her best to the entrepreneurial ecosystem.



Kodee Furst's life focus is grounded in supporting women and solving big problems. She also serves on the Boards for North Dakota's LIFT Fund and Emerging Prairie and is a Founding Partner for North Dakota's Women's Entrepreneurship Week. She resides in Dickinson with her husband, Matt, and their son, Dane.



Dr. Susan Mathison, founder of Catalyst Medical Center in Fargo, is affiliated with multiple hospitals in the FM area, including Essentia Health Fargo and Sanford Medical Center Fargo. Dr. Sue enjoys expertise in navigating partnerships, diversifying funding options, and board leadership. She is a strong support of North Dakota Women's Business Center, especially in the Greater Fargo Area.



As a Private Banking Officer at First International Bank & Trust in Mandan, ND, **Lindsey Rath-Wald** has a passion for supporting and promoting women business owners. Recognizing the challenges faced as a woman in a male-dominated industry, she empathizes with the struggles encountered by women in various fields, as she works to ensure challenges are acknowledged and addressed.



With a heart for rural, **Teran Doerr** is raising three children with her husband in Bowman, ND. Her driven personality and passion for making a difference have always led her to take on new things with enthusiasm. Teran is the Executive Director of Economic Development for Bowman County, serves on the Economic Development Association of North Dakota Board, and is Chair of the North Dakota Rural Development Council.



Samantha Rinas, a graduate from the Dakota School of Banking and a Gallup Certified Strengths Coach, serves as a performance coach guiding leaders through strengths-based principles for organizations and individuals. As a mother and a wife, she and her family are guided by their faith, they enjoy the outdoors and are always uncovering new adventures.

YOUR REGION 8 WOMEN'S BUSINESS CENTER OF THE YEAR



MARK WAGNER
Program Manager

ELIZABETH PHARES OREN
Client Success Director

LINDSEY HOCHHALTER
Program Manager

ROCHELLE VILLA
Business Coach

KAYLA WALLGREN
Business Development
Director

CHRISTY DAUER
Executive Director

KIRSTEN DEICHERT
Operational Support Manager



OUR ADVISORY COMMITTEE

We are grateful to our dedicated Advisory Committee who polish our best-in-class programming. Our partners challenge us to be better, serve more deeply, and truly take on the mind of our clients.

- | | |
|---------------|---|
| 📍 Dickinson | Angela Barber Adventure Academy |
| 📍 Bismarck | Ashton Hauff The Good Kids |
| 📍 Minot | Shannon Michels Karma Convenience Stores & Pinks Bar & Grill |
| 📍 Fargo | Kate Rutten L3Harris Technologies |
| 📍 Rugby | Tanya Lee Tanya Lee LLC & Fénix Flame Villas |
| 📍 Fargo | Sadie Schaeffer Emerging Prairie |
| 📍 Grand Forks | Sandi Luck Bully Brew & ND Coffee Roastery |



NORTH DAKOTA

Women's Business

CENTER

NDWBC is a 501(c)(3) founded in early 2000 in Bismarck, North Dakota. When the organization was founded, the 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 succeed and scale small businesses.

North Dakota Women's Business Center

www.NDWBC.com | info@ctbnd.com | 701-223-0707



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