

# Vermont Women's Business Center

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## 2009 Annual Report



*Helping Women  
Start and Expand their Businesses*

## Vermont Women's Business Center Services

**68**

Artists attended monthly **Artists' Learning Circles**

*"People in the arts sharing business ideas"*

**211** Women took advantage of one-to-one **business counseling**

**745** hours of one-to-one business counseling with VWBC business counselors

**749** Vermonters benefitted from a variety of **workshops** on business finance, management, marketing, and e-commerce



*Jennifer Toce, Birchgrove Bakery, Montpelier*

**106** People gained skills at monthly **Networking Luncheons**

Some topics included: *It's Tax Season, Sales Tactics & Techniques, and Search Engine Optimization*

*Front Cover Photos (l-r): Jen Arey, Baby's Breath Quilts, Barre Town • Valerie Beaudet, Ladder 1 Grill, Barre • Anne McKinsey, AMCK Web & Print Design, Passumpsic*

## Vermont Women's Business Center Fiscal Year 2009 Outcomes



Natacha & Emma Liuzzi,  
Brown Dog Books & Gifts, Hinesburg.

483 Inquiries  
and referrals

61 Business  
improvements

93 New jobs  
created

24 New businesses in:

Richmond	Castleton
Brattleboro	Brownington
Montpelier (3)	Rutland
Poultney	New Haven
Chelsea	Passumpsic
Corinth	Barre (5)
Wolcott	Burlington (3)
Vershire	Hinesburg



Miranda Stewart, Syp Brand Pierogies, Barre

24 clients secured \$726,635 in funding for their  
businesses through loans, grants, and equity

## VWBC Business Counselors ~ Six Statewide Offices ~

*Northeast Kingdom:*

Amy Robinson

*Northwest:*

Gillian Franks

*Central:*

Rebecca Kerin,

Mary Johnson

*Southwest:*

Michelle Rock,

Annette Hoyle

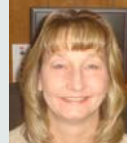
*Southeast:*

Denise Mason,

Karen Perlberg

*Program Assistant:*

Maureen Dougherty



### **Message from Linda Ingold, Director**

The excellent one-to-one business counseling and workshops provided by our VWBC counselors continue to enhance the economic status of Vermont women and their families. Since opening our doors in 2002 we have assisted more than 10,000 people through our services.

During all economic times, small businesses benefit from our guidance throughout the lifecycle of the business. We are proud to be part of the economic recovery and advancement of the women we work with. Women from all walks of life are turning to us in greater numbers for business development. The Vermont Women's Business Center is fulfilling the needs of entrepreneurs more than ever before!

## The Vermont Women's Business Center

Comprehensive business counseling, training, resources, and networking opportunities for women statewide to achieve business success.

VWBC provides **free access** (regardless of income) for:

### One-to-one Business Counseling

Start-up, expansion, business plans, marketing plans & more

### Statewide Referrals

Connecting you with services needed to succeed in your venture

### Networking for Entrepreneurial Training Opportunities

Learning from business experts

### Lending Library

Business books, magazines, video and audio tapes

**Classes & Workshops:** VWBC offers in-depth business classes which vary year to year based on the needs and feedback of clients. Fees adjust according to class, and scholarship assistance is available for income-eligible participants.

***Workshops presented in 2009 included:***

QuickBooks

Negotiation Skills

Accounting Basics

Practical Business Start Up

Creating Your First Website

“Home Grown to Home Made to Market”

Marketing for Holistic Health Practitioners

“From Specialty Foods to Value Added Food Products”

And a Marketing Series on pricing, profit, and budgeting



*“From Specialty Foods to Value Added Food Products” class, Barre*

## Thank You to our 2009 Donors and Supporters

### DONORS

#### *Mentors*

Janet & Don Bullard  
Anne Plourde  
Yvonne Straus

#### *Sustainers*

Mary Niebling & David Spence  
Amy Shollenberger  
Francetta Tice  
Anonymous

#### *Motivators*

Community National Bank  
Wheel House Designs

#### *Visionaries*

Citizens Bank  
Event Presenters  
FairPoint Communications  
State of Vermont Agency of Commerce  
and Community Development  
U. S. Small Business Administration  
Vermont Community Action Agencies



WVBC accepts check from Citizens Bank. Pictured (l-r):  
Rebecca Kerin, Linda Ingold and Brigitte Ritchie

### ADVISORY COUNCIL

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### **I want to support your work!**

Please mail your tax deductible check to:  
Vermont Women's Business Center, 8 South Main St., Suite G, Barre, VT 05641

## YWBC Financial Summary

Central Vermont Community Action Council -Vermont Women’s Business Center  
Revenue and Expenses for FY09

**Revenues:**

\$100,000 U.S. Small Business Administration  
\$34,065 Grants, donations  
\$4,366 Program income  
\$12,670 Non cash match  
\$151,101 Total

**Expenses:**

\$99,907 Personnel—salary, fringe, occupancy  
\$33,519 Office and administrative expense  
\$17,675 Training and counseling expenses  
\$151,101 Total

\$48,899 Non cash operating (In-kind donations - time, materials, space)

## THE “REINCARNATION” SHOP



*Traci Pena, Reincarnation  
Rutland*

Traci Pena came to the Vermont Women’s Business Center for assistance in getting her recycling business idea up and running. She wanted a retail store that would sell clothes, supplies for artists, furniture, household items and just about anything that could be reused.

Traci noted, “For the past 25 years, buying ‘used’ has been a natural part of my shopping routine. Sometimes it’s out of financial need, but overall because I simply love the hunt for the diamond in the rough and taking something discarded and turning it into something brand new.”

Traci calls herself “The Fab Finds Diva” and says she can find a “deal in the dark” therefore owning a recycled goods store is the perfect job for her. VWBC worked with Traci reviewing her business plan and providing pre-opening guidance.

Traci has followed her passion to make a dream come true. She registered her trade name, “Reincarnation” and secured a great location in Rutland. She held a celebratory Grand Opening in February 2009. “Reincarnation” is continuing to grow and be a very successful business in these tough economic times!

*The mission of the Vermont Women's Business Center is to provide women with the training, assistance, and support needed to start and expand successful businesses thus promoting economic independence and healthy communities.*



*Sue Bette, Bluebird Tavern,  
Burlington*



*Brenda Gleason,  
Country Groomer, Barre*

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