

# Women's Enterprise Development Center Inc. (WEDC) 2016 Annual Report

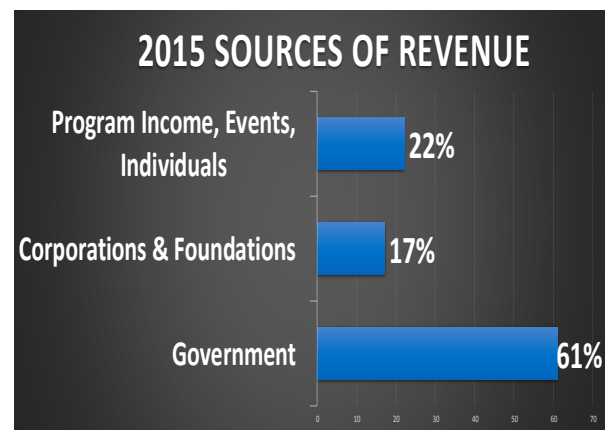
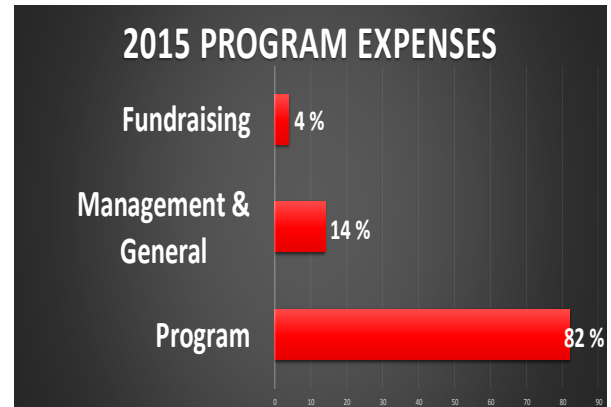
## Empowering Entrepreneurs, Strengthening Our Economy

### Our Mission

The Women's Enterprise Development Center empowers entrepreneurs to build successful businesses by providing high quality training programs, advisory services, and access to capital to generate economic growth in Westchester County and the Hudson Valley.

### Our Accomplishments

- ◆ Expanded our training programs and counseling to Orange County
- ◆ Created a partnership with the Hudson Valley Accelerator to provide our clients with access to additional manufacturing, engineering and technology resources.
- ◆ Launched the Leadership Fund for Women's Success to support the growth and development of women's entrepreneurship in the region.
- ◆ Implemented a series of small group counseling sessions for hands on application of specific business topics.
- ◆ Offered the "Strong Women Strong Coffee" networking and workshop series on a quarterly basis.
- ◆ Received a contract from Rockland County to conduct business training courses.

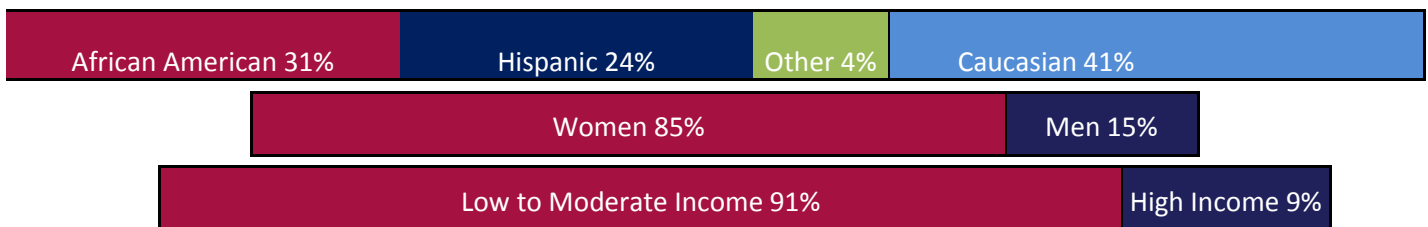


Based on 2015 Audited Financials

### 2016 Statistics

- ◆ Served 1,123 unduplicated clients
- ◆ Conducted 238 training sessions (9,529 hours) training 3,480 people
- ◆ Held 690 one-on-one counseling sessions
- ◆ Welcomed 555 new clients in 2016
- ◆ WEDC clients reported increased revenues of \$3,781,970
- ◆ 80% of clients were in business two years after completing the 60 hour comprehensive business training course\*
- ◆ 98% client satisfaction rate with services \*

### WEDC Client Demographics \*\*



\* Aspen Institute's Entrepreneur Tracker Survey results reflecting 2016 client outcomes collected from nearly 51% of surveyed micro-entrepreneurs who received long term training in 2014. It indicates no nonresponse bias, i.e. no significant difference between the characteristics of those not surveyed and those we interviewed. Therefore, these results can be extrapolated for the entire sample. \*\* 2016 Demographic information is based on clients in WEDC's 60 hour comprehensive business training course.

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# Helping Entrepreneurs To Succeed Since 1997

WEDC graduates start and grow all types of businesses including accounting firms, beauty supply, business consulting firms, child care centers, marketing and communications agencies, products and services for seniors, health, food and hospitality, construction, and many others. As a Women's Business Center for the Hudson Valley, we offer a full range of programs and services, including 60 hour comprehensive business training programs, individualized counseling, and assistance with M/WBE and loan applications to serve start-up companies as well as established businesses. Networking events are held throughout the year for WEDC clients and other small businesses.



"Programs like those that you have access to through WEDC, can give you enough knowledge to run your business effectively. If you surround yourself with the right supportive professionals and have a well thought-out business plan, you can succeed. You have to have S.M.A.R.T. goals. Grow your business with realistic goals. Have a plan, network and spend time on sales and marketing. If there is something you can't do, hire a professional and delegate. Trust that working with different individuals with different business styles will make your business well-rounded and multifaceted."

Crystal Denise Turner - Environmental Health and Safety Consulting LLC

"The WEDC class really propelled me forward at a faster rate than I ever expected to move. I always dreamed of owning my own jewelry store to provide a more distinct customer experience and fill the gaps that I noticed in the jewelry industry. My ambition was always strong but I needed help formulating the right business plan. The WEDC program did just that. It far surpassed my expectations from day one. Not only did I gain the knowledge to move forward with my business model but most importantly it gave me the confidence I needed to not stray from my ideas of a perfect jewelry store."

Isreal Morales - Sky Diamond Jewelers



"My business is on track and growing since I took the 60 Hour Business Training Course. WEDC was very instrumental with providing me support and guidance when I needed it the most. I will always be indebted to this organization. The group of women that took the class with me are all a huge part of my success. To date, we still keep in touch every six months and chat about our issues and accomplishments."

Diana McShea - Baby-On-A-GoGo



White Plains Fall 2016 Graduating Class



Sheila Appel, IBM  
Carla Harris, Morgan Stanley  
Lisa Salvadorini, Channel 12 News



White Plains Fall 2016 en Español Class

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