

WEB WORKS

Since 1989, WEB graduates have:

- > Started over 1800 new businesses
- > Increased their median household income by \$22,080
- > Returned \$14 to the local economy for every \$1 invested in their training
- > Created an average of 1.58 new jobs per business

Women Entrepreneurs of Baltimore, Inc.

Vol. 14 - Issue 1

BUSINESSES ARE BOOMING AT WEB



Fellow graduates and guests encourage graduate B. Penny Parsons (center) after her presentation.



WEB graduates found the ceremony light-hearted as well as inspiring.



Allegra Bennett, keynote speaker and founder of Renovating Woman magazine, recounted her own struggle to succeed as an entrepreneur, transforming “tragic into magic” in the process.

At its June 25 graduation ceremony, WEB welcomed over 150 new businesses into Baltimore’s growing micro-enterprise community. The ceremony recognized students who completed WEB’s rigorous business skills training program. The program, taught by local business leaders and WEB professional staff, takes aspiring entrepreneurs through all stages of business start-up – from refining the business concept to developing marketing, financing, and business plans. This year’s graduate businesses ranged from catering, landscaping, home improvement, construction, to financial services and more.

Addressing an auditorium packed with family and friends, graduates B. Penny Parsons and Wendy M. Dowe reflected on the challenges many WEB students overcome to complete the training – homelessness, unemployment or underemployment, outdated skills, and the challenges of juggling family commitments and limited resources.

Graduation requires more than simply acquiring business skills: it takes grit and determination. As Board President Blair Slaughter pointed out, “WEB provides not only the very best business training. It provides an extensive mentoring and support system fueled largely by the dedication of volunteers from local businesses.”

While WEB programs focus on limited income women, WEB services are open to both men and women of varied socioeconomic backgrounds who share the dream of financial independence. Since 1999 WEB has partnered with the State of Maryland’s Self Employment Assistance (SEA) Program to train unemployed or underemployed Marylanders in entrepreneurship. June’s graduating class included 87 graduates of the SEA program.

Said WEB CEO Joanne Saltzberg, “The payoffs to WEB students and the community are enormous. Since its founding, WEB has helped create over 1800 new businesses. And in turn those new businesses have each created an average of 1.6 jobs, produced average revenue of \$60,000 and a net profit of \$34,000.”

Parsons, the proud creator of the Goddess clothing line, faced homelessness while at WEB but notes of her fellow graduates “We have dreams. And we held onto them. We have taken control of our lives.”

must read
Inside

2 Messages from the Board and CEO • HHS Award 3 New Programming • Announcements
4 Graduation Photos 6 Impact Studies • Green Enterprise 7 Sign Up!



who we are

OUR MESSAGE



Blair Brennan Slaughter
Board President



Joanne M. Saltzberg
Chief Executive Officer

Dear Friends,

WEB builds strong, women-owned businesses that lift up families and communities. That is our mission, our passion, and what we do best. We are gratified that recent economic impact studies conducted through the Aspen Institute, Health and Human Services Department (HHS), and the Small Business Administration (SBA) document WEB's continuing ability to create businesses, jobs, and household wealth. In the next newsletter, we will share their study findings.

But metrics alone do not tell the whole story. WEB is making a difference every day in the lives of those seeking economic independence through entrepreneurship. At a recent end of class celebration, the mother of a WEB grad said that WEB training helped her daughter "go from getting what you get to getting what you deserve." That's the whole story.

This is an extraordinary time for WEB. **Through vibrant new programming and a dynamic consulting services division, we are strategically positioned to help more individuals and organizations create economic growth. And, with a dedicated Board and staff, we have the organizational will and expertise to help Baltimore's struggling communities embrace the opportunities of microenterprise.**

WEB has been able to change lives and communities because of friends like you who support this work. Stay tuned and in touch as we move forward to 2009 and our 20th anniversary.

For independence,

Blair Brennan Slaughter,
Board President

Joanne M. Saltzberg,
Chief Executive Officer

grant award

HHS FUNDS

ECONOMIC INDEPENDENCE

For a second time, Health and Human Services' Office of Community Services has awarded WEB an outcome-based grant to help poverty level and below poverty level individuals create living wage jobs through small business ownership. In addition to business training, the three-year \$667,000 grant will enable WEB to intensify the support services and technical assistance provided to its clients throughout the business design and launch process.

WEB CEO Joanne Saltzberg is particularly grateful for the funding, noting that it will help ensure the best possible outcomes. Says Saltzberg, "The clients served by this grant face challenges that can derail even the best business plans. An important program innovation calls for every client to participate in our First Step

program, a highly structured self-assessment process to identify strengths, weaknesses, and any obstacles to becoming an entrepreneur.

"A trainer and counselor will help each client develop a success plan and will continue to provide dedicated services throughout our business training, development, and implementation process. The goal is to balance solid business development services with personal support so that the clients are in the best possible position to sustain the businesses they've created."

The WEB Board and staff take great pride in receiving this second HHS award, noting that WEB surpassed virtually every performance milestone for the first HHS contract. Under the last HHS funding allocation, WEB trained 100 individuals who started 52 businesses and created 67 full-time and 15 part-time jobs in the process.

Board President Blair Slaughter notes, "This grant recognizes WEB's capacity and commitment to build strong businesses for people who need it most."

Easy Giving!

For a limited time, SunTrust will donate \$100 to a charity of your choice when you open a checking account and use their Visa® Check Card.

For more information, go to www.suntrust.com/mycause, call 1.800.485.8982, or visit your local branch. Please remember WEB when designating your favorite cause!

You can also donate to WEB through your workplace giving campaign. Designate #73617 for the Combined Federal Campaign or #2237 for the United Way of Central Maryland.

goals-success TAKING THE FIRST STEP

In January 2007, WEB introduced a new program, First Step, to help aspiring entrepreneurs decide whether small business ownership is right for them.

While WEB's CORE business development program focuses on the nuts and bolts of business planning and start-up, the six-week First Step program guides students through a personal feasibility or readiness process. In a structured

self-evaluation, the student decides: Is my business idea viable? Do I have the skills I need? Does my personal life lend itself to the demands and rewards of entrepreneurship? What do I need to do to position myself for the next step?

CEO Joanne Saltzberg notes that "even students who decide not to pursue entrepreneurship gain a clearer appreciation of their own value in the

marketplace. It's a wonderful career development tool that helps students realize their potential and imagine greater possibilities."

Underwritten by the Baltimore Women's Giving Circle and Citicorp, First Step has proven extremely popular and classes fill quickly. To apply for our session beginning November 6 or to learn more, e-mail us at info@webinc.org or call **410.727.4921**.

you're invited ANNUAL HOLIDAY EXPO

WOMEN ENTREPRENEURS OF BALTIMORE, INC. CORDIALLY INVITES YOU TO ATTEND OUR ANNUAL HOLIDAY EXPO

December 5, 2007 • 4:00 pm to 7:00 pm
At WEB's offices at 1118 Light Street | Suite 101 | Baltimore, MD 21230

SHOP FOR THE HOLIDAYS!

Over 20 WEB businesses will be offering a diverse selection of holiday gifts. Previous year's exhibits ranged from hand-made ethnic dolls, to specialty candies, to artwork, and more. Here's your chance to finish your holiday shopping AND support locally-owned small businesses. And you can enjoy **refreshments** and **music** provided by WEB graduates!

Call 410.727.4921 for more information

date book WEB WORKSHOPS

COMING IN 2008!

If you're a small business owner interested in expanding your business, learning new marketing skills or tax strategies, or exploring the world of e-commerce, WEB workshops are for you! Our workshops, taught by local business leaders, are open to the public and WEB graduates.

For the latest workshop calendar, visit our website www.webinc.org or sign up to receive electronic notices.



Baltimore City Council President Stephanie Rawlings-Blake, shown here with Saltzberg at WEB's June graduation, is a strong supporter of the small business community.

ATTENTION SMALL BUSINESS OWNERS

The Baltimore City Council is now accepting applications to serve on its Ad Hoc Committee on Small Business. According to Council President Stephanie Rawlings-Blake, the committee provides a forum to address the issues and concerns of Baltimore's small business community and develop legislative priorities. This is a great opportunity to improve communication between the small business community and City government. If interested, please contact Mr. Babila Lima in the Council President's office at 410.396.4804 or blima@baltimorecitycouncil.com.



beginnings GRADUATION

Graduations at WEB are a joyous celebration of our students' hard work and accomplishments, shared by family, friends, and local dignitaries. WEB's Board, staff, and dedicated volunteers congratulate our June 2007 graduates. Please visit our website for a complete listing of their 150 new business ventures.



THANK YOU!

Thanks to the contributions of individuals, foundations, and corporations, WEB has trained over 1800 entrepreneurs since 1989.
Thank you for helping us to change lives and transform communities.

evaluation 18 YEARS OF PROGRESS AND COUNTING...

For five years after graduation, WEB diligently tracks the progress of its graduates through an annual survey, enabling WEB to refine its programming and quantify its effectiveness.

In a recent move to assess its long-term impact on the local economy, WEB launched a study to measure the cumulative effect of its graduates over time--from the first class in 1989 to 2009.

With seed funding from the Harvey Meyerhoff Family Charitable Funds, Inc. and first-year funding from the Sylvan/Laureate Foundation, this formal study is part of WEB's ongoing effort to define how microenterprise can and does lift women

out of poverty. As WEB puts it, "We must not only continue to do good but to be measurably good."

The Twenty-Year Economic Impact Study results will be available in 2009 and released as part of WEB's 20th anniversary

retrospective. The latest MicroTest results will be reported in late fall 2007.

** Defined as businesses with 5 or fewer employees and annual revenues up to \$250,000, microenterprise*

represents one of the fastest growing segments of our economy and is regarded as one of the single most effective ways of helping low income women combat poverty.

ATTENTION WEB ALUMNI AND FRIENDS!

WEB is gearing up for a series of events to celebrate our 20th anniversary in 2009 and you should be part of it. Plans for the 20th include an evening anniversary gala and a conference on women and business. Send us your contact info as well as that of other WEB alumni and become part of the celebration.

WEB is a nationally recognized leader in developing standards for the microenterprise* development industry and is part of the Aspen Institute's MicroTest Initiative. This initiative is a national collaboration of 15 microenterprise agencies to perfect performance standards.

grant award GREEN ENTERPRISE USDA AND WEB EXPAND GREEN ENTERPRISE TO RURAL AREAS

In September, the USDA awarded WEB a \$148,000 grant to foster green entrepreneurship in distressed rural communities in Maryland and Delaware. Green businesses operate in ways that solve, rather than cause, environmental and social problems and represent a rapidly growing segment of the small business sector. Green enterprises range from biodiesel and ethanol fuel production to organic farming to agritourism and more.

Designed by WEB's Consulting Services Division and EcoVentures International, the Green Business Training program will teach aspiring entrepreneurs how to identify, create, and sustain viable green business ventures.

WEB will work closely with local communities, development agencies, and non-profits to build local support structures

needed to sustain green enterprises and entrepreneurs once the USDA funded project is completed. By focusing specifically on green business training, WEB and the USDA will help address not only the economic struggles facing rural communities but the environmental challenges as well.

Under the program, WEB will train 120 aspiring entrepreneurs, arrange advanced technical assistance to thirty to forty businesses, and create or expand twenty green businesses. At completion, the program will yield a model that can be used to promote green entrepreneurship in rural areas throughout the country.

WEB CONSULTING

WEB CONSULTING SERVICES (WCS): LEVERAGING EXPERTISE TO HELP OTHERS THRIVE

In 2004, WEB established its own consulting division to help other microenterprise development organizations (MDOs) and non-profits strengthen their capacity for sustainability and growth. WCS takes WEB's considerable management, marketing, strategic planning, and training expertise and tailors custom solutions for organizations as well as opportunities for underserved populations. (See our Green Enterprise story.) WCS serves clients across the country including: the Good Work Network in New Orleans, the Enterprise Development Group in Virginia, and the South Carolina Women's Business Center. Fees generated by WCS go directly to support WEB's mission.

Contact our WCS Director, Jason Friedman, at 319.341.3556 or jfriedman@webinc.org to learn more about our services in:

- Strategic planning
- Organizational assessment
- Market research
- Program design and implementation
- Staff training and development
- Fund development and long range financial planning
- Management information systems and outcome monitoring
- Board leadership and development training

stay informed

WEB NEWS

STAY INFORMED! GET THE LATEST ON WEB NEWS, PROGRAMS, AND WORKSHOPS!

This newsletter is a special print edition of WEB's new electronic newsletter. To receive future e-newsletters and other WEB information, please provide us with your e-mail address and contact information by returning the form below in the attached envelope or send us an e-mail at info@webinc.org. Your information will be used exclusively for WEB communications.

Name: _____

E-mail address: _____

Mailing address: _____

- I'd like to receive WEB communications via e-mail.
- I'd like to receive WEB communications via US mail.
- I'd like to make a donation. (See enclosed giving envelope.)
- Please contact me about volunteer opportunities.
- I am a WEB alumnus, former Board member, or volunteer.



get involved

VOLUNTEER OPPORTUNITIES

Last year, over 250 business professionals generously shared their time and talents to help WEB. You can make a difference by helping us screen program applicants or serving as a mentor to one of our students.

Screeners: Sign up to help screen students from 9 a.m. to 2 p.m. on Fridays or Saturdays. Location varies.

Mentors: Attorneys, CPAs, marketing professionals, and small business owners help WEB grads on an as needed basis.

Call us at **410.727.4921** or e-mail us at info@webinc.org to volunteer!

alliance

PARTNERSHIPS

WEB's programs are partially funded by the following government sources and agencies: the US Department of Health and Human Services; the Small Business Administration's Office of Women's Business Ownership and the Microenterprise Development Branch; the State of Maryland Department of Licensing, Labor, and Regulation; Baltimore City's Department of Housing and Community Development; and the Mayor's Office of Employment Development.

certification

EXCELLENCE...AGAIN!



CEO Joanne Saltzberg and Director of Program Services Patricia Harriday (center and center right) proudly accept WEB's recertification under the Maryland Association of Non-Profit Organizations Standards for Excellence Program at MAND's annual conference in November 2006.

wanted

DREAMERS

Are you an aspiring entrepreneur? Check our website for our latest business training schedule.

www.webinc.org

WEB WORKS

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STANDARDS FOR
EXCELLENCE

WEB MISSION

WEB builds strong, women-owned businesses that lift up communities and families.

WEB VISION

New businesses started by our clients are flourishing, creating jobs, revitalizing neighborhoods, and significantly contributing to the local economy.

WEB BOARD OF TRUSTEES

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WEB WORKS

WEBworks

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*We welcome comments, suggestions for articles, event
announcements, etc.*

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