



ASSOCIATION OF
WOMEN'S BUSINESS CENTERS



WOMEN'S BUSINESS CENTER

2024 Membership Guide

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ABOUT US



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The **Association of Women's Business Centers (AWBC)** ignites entrepreneurial opportunities for women by supporting and sustaining a national network of 152 Women's Business Centers* (WBCs) across the country. Since 1998, AWBC has represented and advocated for the entire WBC community to influence policy, create a sustainable resilient network and deepen our collective impact with women seeking to start or grow their businesses.

Who we help

WBCs provide counseling, training and funding opportunities directly to women entrepreneurs; whereas AWBC serves the entire national network of WBCs.

A WBC is defined as an organization that provides free or low cost training, counseling, and access to capital for women starting and/or growing their businesses. A current OWBO WBC award is not mandatory for eligibility.

Why we matter

- Increased WBC program capacity
- Network growth: 111 to 152 WBCs in 3 years
- \$48 Million in CARES Act funding in 2020
- Year-over-year increases in federal appropriations
- 28% annual increase in training and counseling sessions
- \$750,000+ in direct sub-grant funding allocated for WBCs

How we serve

Programs and services are designed specifically to increase capacity of each WBC. Current programs focus on leveraging partnerships to drive funding and other resources to WBCs and their clients, convening WBCs for networking, advocacy, best practice sharing and topical live training and webinars.

- 100% Women's Business Centers are Members of AWBC
- 100% AWBC Board Members are Women

Learn more about our latest impact In our [2022 annual report](#).



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MEET THE TEAM



CORINNE GOBLE

CEO

CORINNE@AWBC.ORG

Corinne joined the Association of Women's Business Centers as CEO in January 2019 and is charged with bringing about enhanced sustainability and increased capacity to the association and its members. She was born in Grand Rapids, Michigan, attended high school there and studied abroad in Spain where she received a dual Spain-U.S. high school diploma. Having graduated with honors, Hodges earned her BA International Studies from the University of Evansville in Indiana. She attended graduate school in Washington, DC at The George Washington University and has never stopped learning.



JESSIE YANKEE

VICE PRESIDENT OF
PROGRAMS

JESSIE@AWBC.ORG

Jessie Yankee is the Vice President of Programs for the Association of Women's Business Centers, focused on program development, advocacy, and capacity building for Women's Business Centers nationwide. Previously she was the Director of the Missouri Women's Business Center, with a heavy emphasis on economic inclusion and access to capital for the historically underserved. Jessie holds a lifelong passion for equitable small business development and entrepreneurship for women, and previously owned and operated an award-winning commercial IT business.



JACKIE PERRAULT

DIRECTOR OF MEMBER
& COMMUNITY
ENGAGEMENT

JACKIE@AWBC.ORG

As the Director of Member and Community Engagement for AWBC, Jackie is responsible for developing and evaluating engagement initiatives for AWBC membership, supporting AWBC programs designed to maximize recruitment and retention, and ensuring consistent branding and messaging for growth and development. Prior to joining AWBC, Jackie was the Director of the Jacksonville Women's Business Center.



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MEET THE BOARD

Roberta McCullough, Chair - Durham, North Carolina

Klassi Duncan, Secretary - New Orleans, Louisiana

Anne Flynn Schlicht, Treasurer - Pittsburgh, Pennsylvania

Nicole Liatos, Membership Chair - Cleveland, Ohio

Gwen Pokalo, Capacity Building Chair - Burlington, Vermont

Rana Shanawani, Advocacy Chair - Chatham, New Jersey

Ruth Garcia Corrales, Board Member - Los Angeles, California

Christy Dauer, Board Member - Bismarck, North Dakota

Cindy Ramos-Davidson, Board Member - El Paso, Texas

Nikki Hahn, Board Member - White Plains, New York

Katty Ibarra, Board Member - San Diego, California

Sophia Kanaan, Board Member - Sacramento, California

Mary Anne Petrillo, Board Member - Mendocino, California

Kathryn Rudloff, Board Member - Melbourne, Florida

Learn more about each member at www.awbc.org/board





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MEMBER BENEFITS

AWBC Members not only enjoy voting rights at the annual membership meeting, but have access to an array of exclusive benefits from partnership-based discounts, sub-grant opportunities, incentives, and more.



Bizminer

- Free one-on-one demonstration, 1-week trial account , 10% discount on nonprofit license



Cloverleaf

- 15% off automated coaching services of teams
- Code: WBC



Constant Contact

- WBC Partner [referral link](#)
- Pre-pay for 6-months and receive 20% off license
- Pre-pay for 1-year and receive 25% off license



Dream Builder

- Free online entrepreneurial training for WBC staff and clients in English and Spanish



GrowthWheel

- 50% discount on GrowthWheel Certification: one time \$1,000 pr. advisor
- 25% discount on License to Remote Counseling Platform \$125/month per advisor
- Free Certification and License for non-counseling center managers and staff
- Free GrowthWheel Software Access for Clients - LIFE TIME
- Free Ongoing Monthly Advisor Training, Free 24/7 support on chat, e-mail and phone



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BENEFITS CONTINUED

AWBC Members not only enjoy voting rights at the annual membership meeting, but have access to an array of exclusive benefits from partnership-based discounts, sub-grant opportunities, incentives, and more.



Intuit QuickBooks

- Free 30 day trial for WBC staff and clients, then 30% off for 12 months, and exclusive course content at awbc.org/quickbooks



Palo Alto Software

- Free LivePlan software for 3 months' access for WBC staff. For WBCs using LivePlan with clients, enjoy 25%-50% off retail



Outreach Systems

- \$2,500 annual discount on Neoserra Client Activity Tracking System and eCenter Direct online portal



Vista Share

- \$1,000 off outcome tracker license

On-going Support and Resolution

In addition to on-going support, the WBC issue tracker located [HERE](#) allows WBC's to confidentially report issues, concerns, and opportunities including regulatory or legislative concerns. Entries help us find solutions to surface issues and identify opportunities to improve the program.

Don't see an incentive valuable to your center? Email us your request at info@awbc.org



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EDUCATION

AWBC's online library includes a comprehensive offering of expert subject matter content in English and Spanish. The library is updated regularly, and accessible to all members and their clients.

FREE Content

Financial Education Program



Train the Trainer

FDIC Money Smart for Small Business- Includes Train-the-Trainer

Money Smart for Small Business (MSSB) provides an introduction to topics related to starting and managing a business. MSSB was...

Association of Women's Business Centers

FREE Content



Small Business Education

Get the Financial Support Your Business Needs

Google Primer's free, 5-minute online lessons offer actionable tips for business owners. Dive into this minicourse for tips on how...

Association of Women's Business Centers

FREE Content



Small Business Education

Aprenda las tecnicas digitales básicas para emprendedores

Google Primer's lecciones gratis, lecciones en linea de 5 minutos ofrece consejos prácticos para propietarios de empresas. Tome este curso...

Association of Women's Business Centers

Featured Topics & Content

- Accounting Basics
- Advocacy Training
- Annual Leadership Conference Content
- Business Operations Management
- Financial Tips and Tools
- Grant Reporting
- Marketing and Communications
- Mentorship
- Technology Solutions
- Time Management



This virtual small business learning hub will serve as an additional resource for your clients, and funnel **new** clients to your center by raising awareness of the WBC Program! The hub will feature on-demand small business training and both virtual and in-person events where your WBC can participate to earn training hours (for SBA grant reporting purposes). Visit www.hope2women.org or follow at [instagram.com/hopetowomen](https://www.instagram.com/hopetowomen)



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EVENTS & NETWORKING

Monthly and annual events provide members with on-going peer support, networking opportunities, educational resources and of course - fun! Stay up to date with upcoming events at awbc.org/events.

ONGOING

- Educational training webinars for WBCs and clients
- Schedule meetings with the AWBC staff for one-on-one support



QUARTERLY & MONTHLY

- AWBC Member Orientation
- WBC Connect Open Forum
- Rural Coalition



ANNUAL

- Leadership Conference
Discount for Members:
September 10-12, 2024
Kansas City, MO
- Membership Meeting



CONNECT WITH PEERS



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Newsletter and Members Groups

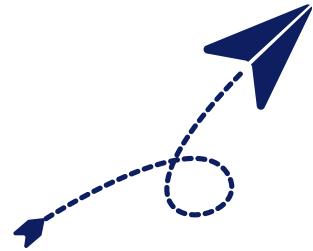
- Member-only communication to keep you up to date on all things AWBC - including funding opportunities, member spotlights, latest resources and advocacy updates

[Sign-up for AWBC Newsletter](#)

- Access information and source information from your peers on the private [AWBC Facebook group](#) and private [AWBC LinkedIn group](#).

AWBC National WBC of Excellence Program

- Annual cohort based program with desired outcomes of increased sustainability of WBC operations, resiliency to economic instability, and quality of services.
- Milestone assignments include strategic goal-setting, service delivery, continuous improvement and/or peer relationships





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GET INVOLVED

Interested in participating behind the scenes? Contact Jackie Perrault, Director of Member and Community Engagement at Jackie@awbc.org

SHARE YOUR EXPERTISE

Share your expertise with the WBC network by teaching a class, participating as a panelist for educational webinars, or sharing your services in our [WBC resource directory](#).

[Speaker/Facilitator Proposal Form](#)



JOIN A COMMITTEE

- Advocacy
- Capacity Building
- Fundraising
- Membership

[Committee Interest Form](#)

CAPITOL HILL VISITS

Participate in annual lobbying initiatives in Washington, DC to advocate for the WBC network

Bi-annually the Leadership Conference is hosted in Washington, D.C. allowing a day of Hill Visits and Advocacy Activities.