

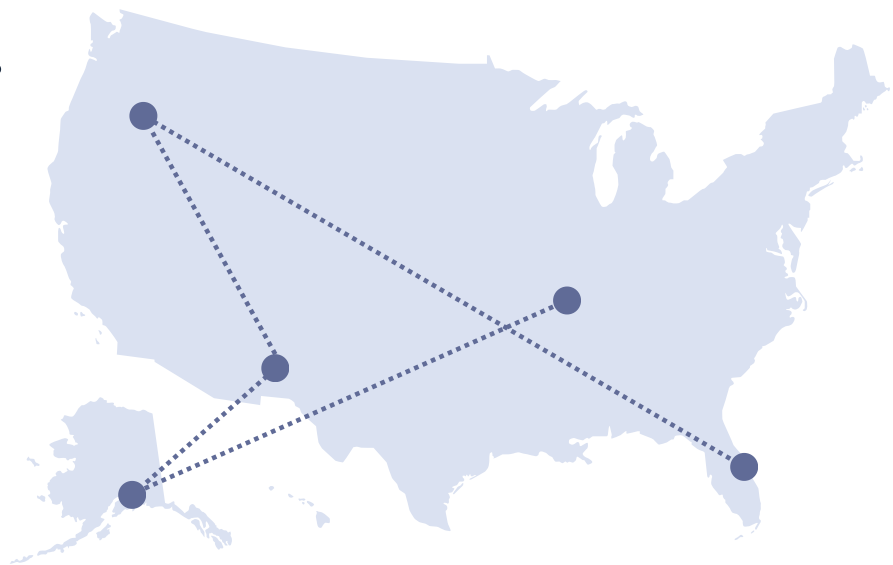
AWBC 2025 MEDIA SPOTLIGHT TOUR



5 Stops. 2 Months. 1 Mission.

Between July and August 2025, the Association of Women's Business Centers (AWBC) executed a five-market press conference tour designed to **highlight the impact of Women's Business Centers (WBCs) and elevate the stories of women entrepreneurs across rural communities.**

The events resulted in significant media coverage, increased social media engagement, and strengthened community connections for the WBCs, AWBC, and the business owners.



The tour also advocated for federal funding of WBCs and helped forge new relationships (*and deepen existing ones*) with local and federal representatives, amplifying awareness of the WBC network's vital role.



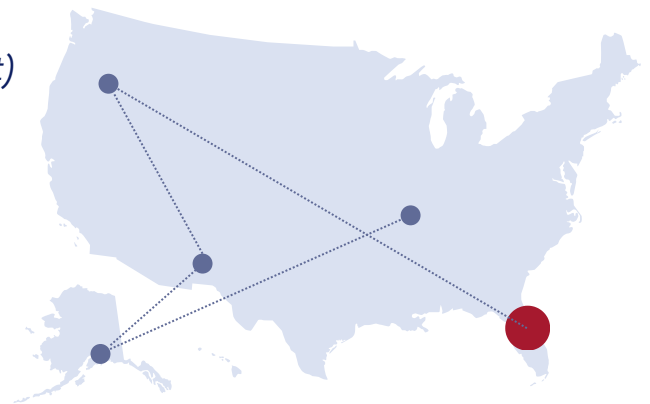
Also In Attendance:

7/22/2025

- Pam Persse, Office of Rep. Mike Haridopolos
- Dr. Ted Richardson, Dean of the Bisk College of Business at Florida Tech
- U.S. Small Business Administration staff
- Wendy Romeu, CEO Alluvionic (*featured WBC client*)

Press Impact

- Spectrum News 13 broadcast
- Florida Today and Hometown News features with photos



Other Impacts:

We are developing a **national case study on the City of Cocoa's partnership with weVENTURE Women's Business Center to provide grants to growing businesses.** This case study will showcase strategies that can be replicated in communities across the country.



Ukiah, CA

WEST Women's Business Center



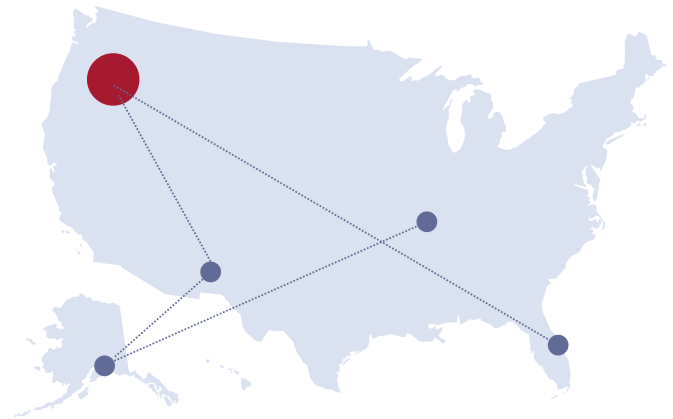
Also in Attendance:

7/24/2025

- Tiffany Gibson, Chief Community Impact Officer, North Coast Opportunities
- 5th District Supervisor Ted Williams, Mendocino Board of Supervisors
- Megan Peterson, Mendo LEAP (*featured WBC client*)
- West Board Members:
 - Tim Karas, President Mendocino College
 - Gerry Gonzalez, Willits City Council member

Press Impact

- Ukiah Daily Journal & Willits News features, plus MSN syndication



Other Impacts:

WBC leaders were introduced to new opportunities through programs like **Small Business Digital Ready** and **Skill Forward**, which provide free training, coaching, and skill-building resources for entrepreneurs. WBC staff plan to share these tools with clients to help strengthen their digital and workforce readiness. The event also sparked new interest in AWBC's Verizon subgrant programs and opportunities.



Valdez, AK

Alaska Women's Business Center- Business Impact NW



Also In Attendance:

7/30/2025

- Mayor Dennis Fleming (provided AWBC with the official Valdez City Medallion)
- Jessica Sunseri, Poor Bettys (*featured WBC client*)

Press Impact:

- Anchorage Daily News (ADN) and KNBA Radio attended the Valdez press conference virtually, extending coverage statewide.
- National and regional articles on BusinessImpactNW.org and OMGCulture.com generated significant earned media value and resharing by partner organizations.
- Coverage positioned Valdez as a national example of women-led, small-town innovation.

Other Impacts:

- Media visibility **helped increase one partner's funding commitment by 150%**, citing the national recognition as validation of AWBC's community impact.
- New **invitations received** from the University of Alaska Fairbanks (UAF) and the City of Cordova **to replicate the Valdez model** in their communities.
- One **featured Valdez business was invited to participate in Techstars Startup Weekend**, gaining statewide exposure and access to mentors.
- Featured entrepreneurs reported increased customer engagement, collaboration offers, and social media growth following the coverage.
- The spotlight instilled a renewed sense of pride and confidence among local entrepreneurs, affirming that innovation and leadership can thrive in rural Alaska.



El Dorado Springs, Missouri

New Growth Women's Business Center



Also In Attendance:

8/12/2025

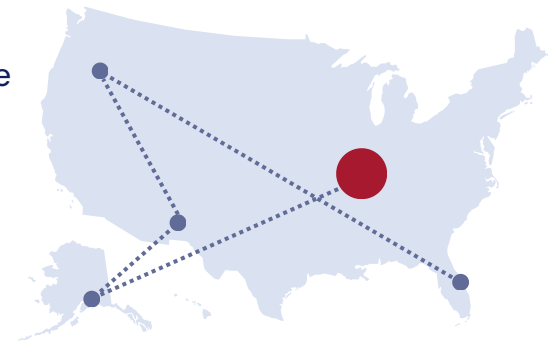
- Miranda Kassner, WEMO Waygu
- Congressman Alford's office
- SBA Staff
- Missouri SBDC
- Mo Source Link
- Vernon County Economic Development
- Benton County Economic Development
- El Dorado Springs Chamber of Commerce
- Cole Camp Chamber of Commerce
- Stockton Area Chamber of Commerce
- Osage Valley Electric Coop
- Sac Osage Electric Coop
- Simmons Bank
- Equity Bank
- Cottey College

Press Impact

- KYOO Radio coverage in Bolivar

Other Impacts:

We discussed advocacy efforts around **stalled USDA funding for rural farming projects**, highlighting the need to support small and rural agricultural businesses. These conversations will inform future initiatives to connect farmers with resources and amplify WBC voices in policy discussions.





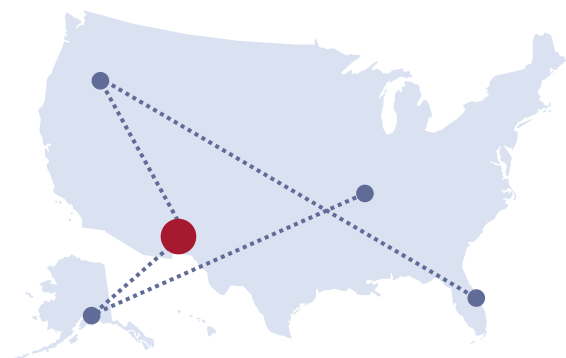
Also In Attendance:

8/21/2025

- Gabe Vasquez, U.S. Representative for New Mexico's 2nd congressional district
- Javier Martínez, Speaker of the New Mexico House of Representatives
- Representatives from the Office of U.S. Senator Martin Heinrich
- Representatives from the Office of U.S. Senator Ben Ray Luján
- Christina Starr, Boujee on a Budget (*featured WBC client*)

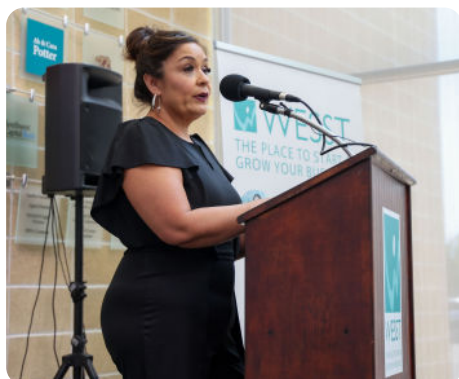
Press Impact

- Albuquerque Journal & Finno Expert features
- KUNM Radio segment & Online feature



Other Impacts:

Lindsey Kay will share her expertise through committee involvement and support with certification efforts, leveraging her background to strengthen processes and guidance for WBCs.



AWBC 2025 MEDIA SPOTLIGHT TOUR

Thank You,

The Association of Women's Business Centers extends its sincere gratitude to all the Women's Business Centers, hosts, partners, and small businesses that welcomed us throughout the 2025 Media Tour.

Your collaboration, energy, and commitment made this inaugural tour a success and helped amplify the voices of women entrepreneurs across the country.

Together, we continue to strengthen the WBC network and ensure that business owners in every community have access to the resources, capital, and support they need to thrive.

For media inquiries or additional information, please contact press@awbc.org or visit www.awbc.org.