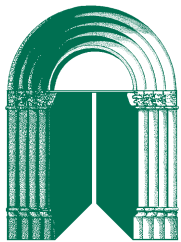




# *True Story of* **SUCCESS**



WISCONSIN  
WOMEN'S  
BUSINESS  
INITIATIVE  
CORPORATION

*"If my customers call me, they  
get me. I'm here for them."*

*– Mary Langer  
Active Sign Installation*

A growing real estate sales market was the “sign” for Mary Langer to start her own business after 15 years in the industry. Serving Madison, Dane County and surrounding areas, Active Sign Installation introduced PVC plastic posts, which maintain appearance through a Wisconsin winter better than traditional painted wood posts. With a \$50,000 WWBIC loan for equipment and working capital, and ongoing business assistance, Active Sign celebrates its first year in business this spring. Even in severe recessions, startup companies like Active Sign Installation are a major contributor to job creation, according to a 2009 Kauffman Foundation-funded U.S. Census Bureau study.

**Active Sign Installation, LLC**  
5112 Linden Parkway | McFarland, Wisconsin 53558  
(608) 212-3600  
mlanger@activesigninstallation.com  
www.activesigninstallation.com

# Linking Service to SUCCESS

## Our Mission

The Wisconsin Women's Business Initiative Corporation (WWBIC) celebrates more than 21 years of entrepreneurship, opportunity and success. We offer direct loans and access to other capital, quality business education, one-on-one business assistance, financial awareness and asset-building programming. WWBIC is a nonprofit, statewide, economic development corporation with an emphasis on low-wealth individuals, women, and people of color.

## Achievements over the past 21 years

- Directly financed more than 880 businesses
- Assisted in the creation of 2,900 jobs statewide
- Loaned nearly \$16 million to small business owners
- Served more than 31,500 individuals

## Economic Development Achievements in 2008 alone

- Assisted in the startup, expansion and sustainability of more than 200 businesses
- Boosted the economy through the creation and retention of 500 jobs. Each WWBIC loan client created an average of 2.2 jobs and retained an average of 3.3 jobs
- Approved \$2.3 million in 93 direct loans to business clients
- Leveraged additional millions in loans from other financial sources for our business clients
- Provided classroom or individualized education for 2,500 people

## Achievements through Financial Awareness / Asset-Building Programming

- 82 low-wealth individuals have become first-time home owners, leveraging more than **\$8.5 million in Milwaukee housing sales**
- 55 people have started or expanded their businesses
- 52 people have returned to school for post-secondary education

## WWBIC 2009 – From Good to Great

- 95% of respondents rated the service they received from WWBIC as effective or highly effective
- 97% of respondents said they would recommend WWBIC to others

## Wisconsin SAVES Campaign

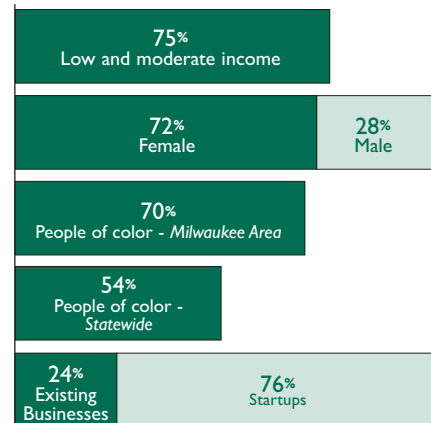
Yes, you can! Join the Wisconsin SAVES Campaign at [www.wisconsin-saves.org](http://www.wisconsin-saves.org)

## Coffee With A Conscience

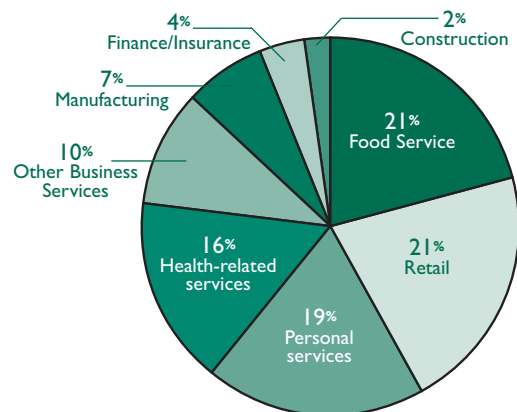
WWBIC's social business venture, Coffee With A Conscience, provides a hands-on learning lab and showcase for our clients while contributing to earned income.



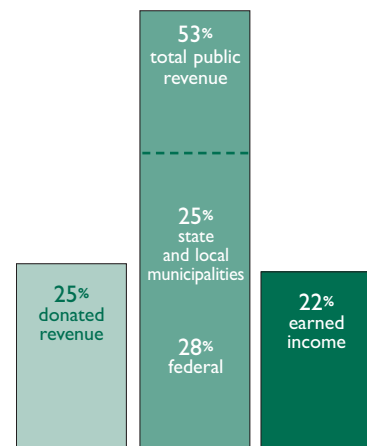
## A SNAPSHOT OF OUR CLIENTS



## BUSINESSES IN OUR LOAN PORTFOLIO



## HOW WE ARE FUNDED



WWBIC's financial statements have been audited by Virchow Krause for more than twenty years.

03/09

**Coffee With A Conscience**  
Milwaukee Art Museum  
700 N. Art Museum Drive

**Coffee With A Conscience**  
Schlitz Park Business Center  
1555 River Center Drive

**WWBIC MILWAUKEE / WEST ALLIS**  
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Fax: 262-654-4655  
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