



NAWBO

National Association of Women Business Owners



2010-2011

ANNUAL REPORT

OUR PAST, PRESENT & FUTURE

Building a Sustainable Foundation for the Future



Women business owners know that a strong foundation and a solid organizational structure is the key to business sustainability and growth. Such a platform of strength allows an organization to be at a ready crossroad to meet unanticipated challenges and seize new opportunities. Over the past several years, NAWBO® has been building such a foundation to propel the organization into its next stage of growth.

The nation as a whole, and especially the business community, has experienced several year of tremendous change and opportunity. When I first came on board, the economy was spiraling downward and women business owners were faced with unparalleled challenges to keep their businesses afloat. And NAWBO® was confronted with the huge undertaking of transforming the organization back to a self-managed infrastructure. Today, NAWBO® stands on a solid foundation built on a long-term strategic mission that will power its future destiny.

During the 2010-11 term, we celebrated NAWBO®'s 35th Anniversary in Washington DC by hosting a historical Women's Business Conference where we connected our past, present and future. We made valuable connections and shared best practices with our chapter leaders through the newly launched platform of the quarterly Regional Leadership Summits. And most significantly, we successfully piloted a capacity building educational program—the Accelerated Growth Series presented by the NAWBO® Institute—especially designed for women entrepreneurs to take their business from one stage of development to the next. The final strategy designed to further strengthen the future of NAWBO® culminated in the launch of a national search to identify a DC-based President & CEO.

In looking back over the past 3½ years, I can honestly say that it has been a true honor and privilege to have served NAWBO® in the capacity of President & CEO. My sincere appreciation to our sponsors, members, chapter leaders, National Board of Directors and staff—whose dedication and commitment made the journey so much more rewarding. I say my farewells with the proud knowledge that the solid foundation that we built over the years will serve as the springboard for unparalleled growth and success into the future of NAWBO®!

—Helen Han
President & CEO

Setting the Stage for Future Growth



One of the hallmarks of highly effective people and organizations is they begin with the end in mind. They have the ability to envision the future and take action to make that vision a reality.

During my time as Chair of NAWBO® National, I have been honored to partner with President & CEO Helen Han and a group of incredibly talented and dedicated National Board members who have envisioned what NAWBO®'s success will look like in the future, developed a smart strategy to evolve to this next level and have begun to take the necessary steps to get us there.

Over the past few years, we successfully moved NAWBO®'s operations from an outsourced association management firm to become a fully managed organization poised for tremendous growth. The next evolution, as we envisioned, would be to relocate our national office back to Washington, DC, where our organization was founded in 1975, and where we can have a greater impact today on issues that contribute to the success of women and small business owners. We would also bring on a DC-based President & CEO who would be responsible for the strategic direction and vision of our organization's future. By the end of my time as Chair, I was pleased to be a part of NAWBO®'s leadership as we announced who this next President & CEO would be: Diane Tomb.

Through it all, however, we never lost sight of what women entrepreneurs need in the here and now to grow in this tough economy. We provided a Women's Business Conference experience in Washington, DC, in 2010 that furthered our advocacy efforts and set the stage for future engagement. We advocated for and saw the implementation of the hard-fought Women-Owned Small Business Federal Contract Program, which expands federal contracting opportunities for women-owned small businesses. We hosted Regional Leadership Summits across the country that provided chapter leaders with the knowledge, resources and best practices to build sustainable chapters, and we introduced a capacity-building program through the NAWBO® Institute, the Accelerated Growth Series®, to get women business owners out of the day-to-day to envision their future and plan for how to get there. We also were the first national organization to become a Delegate Partner for Futurallia, the largest international annual meeting of small and mid-size businesses, which was held in the U.S. for the first time.

Thank you for the opportunity to serve as your National Chair during this year of such tremendous evolution and impact. We now have a clear vision for what our organization's future looks like and a solid foundation at our back—a combination that will only lead to growth and success in years to come!

—Kelly Scanlon
2010-2011 Chair

OUR LEADERSHIP

NAWBO® sincerely thanks these women leaders who contribute their time and talent to serve on our board and help further our organization's excellence.

2010-2011 Board of Directors

President & CEO

Helen Han
NAWBO®

Chair

Kelly Scanlon
Thinking Bigger Business
Media, Inc.
Shawnee Mission, KS

Chair Elect

Evelyn Strange
Advanced Electrical
Systems, Inc.
Louisville, KY

Immediate Past Chair

Wendy A. Lopez
URS Corporation
Dallas, TX

Secretary/Treasurer

Laura Yamanaka
teamCFO, Inc.
Los Angeles, CA

Directors

Lorin Beller Blake
Big Fish Nation
Austin, TX

Kara Cenar
Bryan Cave, LLP
Chicago, IL

Michele DeKinder-Smith
Jane Out of the Box
Hudson, FL

Billie Drago
RepuCare, Inc.
Indianapolis, IN

Miriam Muley
The 85% Niche, LLC
Grosse Pointe Farms, MI

Dana Rambow
AristoCare Home Health
Services
Tucson, AZ

Deborah Stallings
HR Anew, Inc.
Columbia, MD

Chair, Presidents Assembly

Molly Gimmel
Design to Delivery, Inc
Bethesda, MD

Our Past Presidents & Chairs

2009-2010
Wendy A. Lopez

2008-2009
Cynthia McClain-Hill

2007-2008
Lisa Kaiser Hickey

2006-2007
Carol Kuc

2005-2006
Gayle Watson

2004-2005
Beverly Inman-Ebel

2003-2004
Suzanne Pease

2002-2003
Mary MacRae

2001-2002
Sandra Hernandez Adams

2000-2001
Barbara G. Stanbridge

1999-2000
Whitney Johns Martin

1998-1999
**Diahann W. Lassus,
CFP, CPA**

1997-1998
Phyllis Hill Slater

1996-1997
Suzanne F. Taylor

1995-1996
Margaret A. Smith

1994-1995
Patty L. De Dominic

1993-1994
Joyce M. McLaughlin

1992-1993
Grace McGartland

1991-1992
Janet E. Harris-Lange

1990-1991
Terry Neese

1989-1990
Carey I. Stacey (Deceased)

1988-1989
Peggy M. Leonard

1987-1988
Gillian Rudd (Deceased)

1986-1987
Mary Del Brady

1985-1986
Mary E. Kelley

1984-1985
Virginia Littlejohn

1983-1984
Sharon Poindexter
(Deceased)

1982-1983
Lourdes R. Miranda

1981-1982
Marlene Johnson

1980-1981
Denise E. Cavanaugh

1979-1980
Marge Rossman

1976-1979
Dona O'Bannon

1975-1976
Mary E. King

1974-1975
Susan K. Hager (Deceased)

2010-2011 FINANCIAL REPORT

Statement of Financial Position

As of December 31, 2010

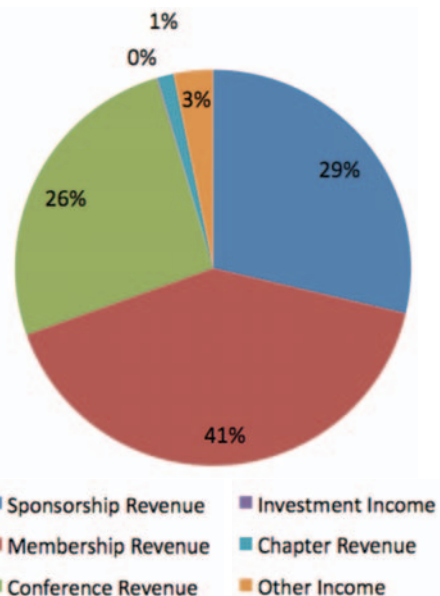
ASSETS

	<u>2010</u>
CURRENT ASSETS	
Cash and cash equivalents	\$ 860,339
Accounts receivables, net of allowance	3,842
Prepaid Expenses	29,814
Other Assets	6,711
Total Current Assets	<u>900,706</u>
FIXED ASSETS	
Computer Equipment	166,512
Association Website Management	320,510
	<u>487,022</u>
Less: Accumulated Depr & Amort	(369,966)
Net Fixed Assets	<u>117,056</u>
TOTAL ASSETS	<u>\$ 1,017,762</u>

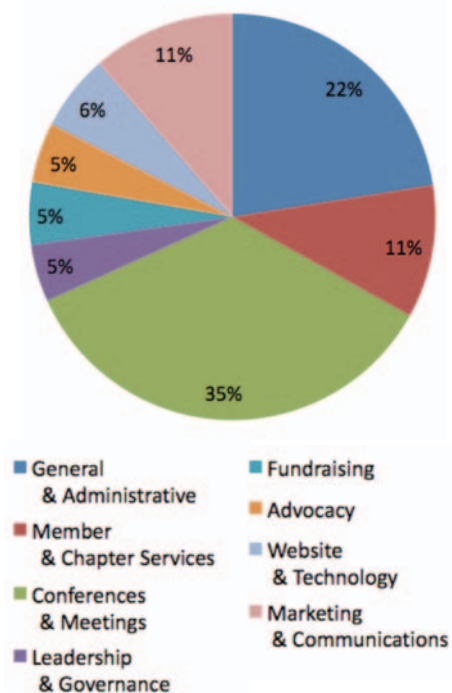
LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Accounts Payables	\$ 13,857
Chapter Payables	28,189
Other Payables - Institute	95,375
Deferred Revenue:	
Membership	332,645
Corporate Partner Income	337,915
Other	19,043
Total Current Liabilities	<u>827,024</u>
NET ASSETS	
Unrestricted	63,825
Board Designated	104,143
Total Unrestricted Net Assets	<u>167,968</u>
Permanently Restricted	22,770
Total Net Assets	<u>190,738</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 1,017,762</u>

Revenue



Expenses



OUR KEY HIGHLIGHTS OF THE YEAR

June 2010: In celebration of its 35-year anniversary, NAWBO® hosts its 2010 Women's Business Conference in Washington, DC—the city where the organization was founded and where it continues to advocate as the powerful voice of women business owners. The conference attracts hundreds of U.S. and global women entrepreneurs.

June 2010: NAWBO® holds its annual Board of Directors installation ceremony in Washington, D.C. The installing officer was Virginia Littlejohn, a NAWBO® past president who was a driving force behind the lobbying that led to the passage of the Women's Business Ownership Act of 1988 (HR 5050).

June 2010: NAWBO® honors three public policy leaders with its Advocate Award: The Honorable Nancy Pelosi, Speaker of the House of Representatives; Honorable Mary L. Landrieu, Chair, U.S. Senate Committee on Small Business & Entrepreneurship; and Honorable Olympia J. Snowe, Ranking Member, U.S. Senate Committee on Small Business & Entrepreneurship.



June 2010: NAWBO® Jointly Releases Roadmap to 2020, an unprecedented collaboration of the nation's major women's business organizations and entrepreneurial thought leaders. Roadmap launches a comprehensive action plan to achieve exponential revenue growth and job creation for the women's business community over the next decade.

August 2010: NAWBO® becomes the first official Network Partner of Futurallia Kansas City 2011. Futurallia is the largest gathering of global-minded entrepreneurs in the world. In 2011, it was held in Kansas City, Missouri, marking the first time the event was held in the United States.

September 2010: NAWBO® launches its Regional Leadership Summits each quarter around the country. The Summits provide chapters with customized training to facilitate the growth of strong and sustainable chapters; resources and tools to strengthen leadership skills and



develop a succession plan; a platform for communicating and building an effective partnership with NAWBO® National to leverage the resources and tools; and opportunities for best practice sharing with other chapter leaders.



January 2011: The NAWBO® Institute for Entrepreneurial Development announces the launch of the Accelerated Growth Series® sponsored by Wells Fargo—a premiere capacity-building program created by and for women business owners to help increase their business competitiveness and grow to the next level.

February 2011: NAWBO® sees the implementation of the hard-fought Women-Owned Small Business Federal Contract Program, which expands federal contracting opportunities for women-owned small businesses and for which we advocated.

April 2011: The NAWBO® Institute's Accelerated Growth Series® launches in San Francisco, California, with Workshop 1: Assessing Your Organizational Capacity. Workshop 2: Developing a Strategic Plan for Growth followed in June.

April 2011: NAWBO® Immediate Past Chair and Chair of the NAWBO® Institute Wendy Lopez is appointed to the National Women's Business Council. NAWBO® looks forward to Wendy's new role as she helps to strengthen the wealth creating capacity of our members and promote economic development within the entrepreneurial community.



July 2011: NAWBO® releases a new membership survey, sponsored by Deluxe Corp, that indicates while NAWBO® members are optimistic about the long-term state of the economy, and feel things in their businesses are improving, they remain cautious in the short-term and have put hiring plans on hold so far this year.

OUR HISTORY

NAWBO® began in 1975 when a group of a dozen like-minded women business owners in the D.C. area gathered to share information and create an atmosphere of professional community to further and strengthen their entrepreneurial interests. Since then, NAWBO® has grown the organization from one U.S. chapter to more than 60 and extended its reach to 60 countries on five continents worldwide through its affiliation with Les Femmes Chefs d'Enterprises Mondiales.

2010-2011 was a year of tremendous growth and impact—from our national conference, to public policy efforts, to Regional Leadership Summits for our chapters and a new capacity-building program for our members, and the community of women business owners at large. Here's a look at how far we've come over the past 35 years.

1975

- Association of Women Business Owners (AWBO) is incorporated.

1976

- AWBO goes national as preparations for organizing a national network of chapters is successfully implemented.
- The newly renamed National Association of Women Business Owners (NAWBO®) receives a \$20,000 grant from Equitable Life Assurance Society to publish a directory of about 1,000 firms in the Baltimore area of which women were majority owners. The practice of publishing an annual directory continues, and today it functions in an online format.

1980

- NAWBO® national and chapter members attend the White House Conference on Small Business, testify before congressional committees, and participate in task forces and small business groups.
- NAWBO® seeds the creation of the Committee of 200.

1982

- NAWBO® holds its first conference, which takes place in Houston, Texas.
- The first National Public Affairs Day attracts Vice President George Bush and nine members of Congress who are presented with NAWBO®'s six-point plan.

1985

- NAWBO® organizes Project 2000 to direct where members want the organization to be in the year 2000.

- NAWBO® celebrates its 10th anniversary with 21 chapters representing 30 states and membership in Les Femmes Chefs d'Enterprises Mondiales (FCEM), an international organization of 17 countries.

1986

- NAWBO® national and chapter members participate in the White House Conference on Small Business.

1987

- Women are admitted to U.S. Rotary Clubs.

1988

- H.R. 5050, the Women's Business Ownership Act, is passed and the law is signed in a White House ceremony with President Reagan.

1989

- The National Foundation for Women Business Owners (NFWBO) becomes active as a research organization; they later changed their name to the Center for Women's Business Research (CWBR) in 2001.

1990

- A delegation of 13 Russian women, attempting to establish a Soviet Association of Women Business Owners similar to NAWBO®, fly to Washington, D.C. and meet with NAWBO® members and President George Bush. They also visit NAWBO® Chapters in New York City, Miami, Houston, St. Louis and Silicon Valley in California.

1992

- Women-owned firms employ more people than the Fortune 500 companies combined.

1993

- Past national NAWBO® presidents are inducted into the Women's Hall of Fame in Seneca Falls, New York.

1995

- Community banks use local data from NFWBO to designate women-owned businesses as a key market and take initiative to offer financial advice and education.

1996

- The U.S. Small Business Administration regional offices use NFWBO data to develop fact sheets for staffs to better understand and meet the needs of women entrepreneurs.

2000

- NAWBO® headquarters moves to Washington, D.C.

2001

- NAWBO® decides to invest in a new technology system to provide better chapter and member communications, reporting and services in light of reduced staff levels.

2002

- NAWBO® signs on to the Women21.gov project, and participates in four town hall meetings across the country with President Bush.

2003

- NAWBO® incorporates the NAWBO® Institute for Entrepreneurial Development (NAWBO® Institute), a 501(c)3 non-profit organization that seeks to create educational experiences for established women entrepreneurs.

2004

- NAWBO® welcomes American Express as a corporate partner, and exceeds \$1 million in corporate partnerships for the first time.
- NAWBO® hosts its first Summit of Women's Organizations, with 14 organizations participating. End results include securing government support to create a master calendar of women's business events, and new alliances, including one between NAWBO® and Count Me In for Women's Economic Independence.

2005

- NAWBO® publishes Tapping Your Inner Entrepreneur, the first in a three volume book series.
- NAWBO® premieres a draft of a new governance model to chapter and member leadership during the 2005 Women's Business Conference. A Governance Learning Community is started to debate, discuss, research and review governance concepts and structures.
- NAWBO® forms WomenBizRelief to assist women entrepreneurs impacted by Hurricane Katrina. NAWBO® convenes a coalition of 11 national organizations and corporations, established a website within 72 hours of the disaster, and raised over \$40,000 in individual contributions within two weeks, all of which were granted to women business owners. The program later wins an Award of Excellence from the American Society of Association Executives.

2006

- NAWBO®'s Member Services Council votes to implement the new governance structure, creating the Presidents

Assembly, five strategic forums and reducing the size of the board to 13.

- NAWBO® helps form and joins NEWWWW, a new organization dedicated to expanding global entrepreneurship.

2007

- NAWBO® leads a Women in Business Trade Mission to The Netherlands and Belgium, with 10 women entrepreneurs participating. The Mission receives a great deal of press coverage and is rated as "one of the most successful in the past five years" by the U.S. Department of Commerce.

2008

- NAWBO® submits testimony to the House and Senate Small Business Committees stating its criticism of the proposed rules issued by the Small Business Administration for the women-owned business set-aside program.
- NAWBO® celebrates the 20th anniversary of the passage of H.R. 5050 and the positive effect it's had on women's entrepreneurship in the United States.

2009

- NAWBO® re-brands its national organization to position it for future growth, launching a new Website, new communications vehicles and more to bring more value to its more than 80 chapters and 7,000 members.
- NAWBO® names Helen Han as the organization's first president and CEO.

2010

- NAWBO® celebrates its 35th anniversary by paying tribute to its history and the exemplary women whose achievements have propelled women business owners into economic, social and political spheres of power worldwide.
- The annual Women's Business Conference is held in Washington, DC where NAWBO® was originally founded and where NAWBO® is advocating on issues that are most important to women business owners.
- NAWBO® jointly releases Roadmap to 2020: How Women's Businesses Will Drive Economic Growth and Create Jobs in the Next Decade—a comprehensive action plan to achieve exponential revenue growth and job creation among women's businesses over the next decade.

2011

- The NAWBO® Institute launches the Accelerated Growth Series®—a premiere capacity-building program created by and for women business owners to help them grow to the next level.

ACCELERATED GROWTH SERIES®



Offered by the NAWBO® Institute for Entrepreneurial Development, the **Accelerated Growth Series®** offers a flexible and customized educational platform that offers exceptional tools and knowledge that **growth-minded women entrepreneurs** can apply immediately to their businesses.

The full program will enable participants to gain a comprehensive assessment of their business and implications for long-term success; develop a long-term strategic plan that serves as the roadmap for accelerated growth; implement growth strategies and monitor organizational performance; gain exclusive access to industry experts and business networks; and become a part of a community of peers who are all dedicated to each other's success.

The Accelerated Growth Series® is exclusively designed for women-owned businesses to deliver the highest return on your investment and at the same time manage the ever-increasing demand on their time and resources.

Here are what participants have said about the program:

"The workshop was brilliant and the tools we received are fabulous! My business will grow in new ways without limitations of the past. I'm excited!" —**Mary Darling**, Darling Environmental & Surveying, Ltd., Tucson, AZ

"The AGS program has—in only two workshop sessions—successfully created a comprehensive explanation and guidance for a custom A to Z application for the continual organizational development of my company." —**Raquel Meyer**, Michael Meyer Plumbing, Los Angeles, CA

"NAWBO® hit the bull's eye with this one! I am taking away the tools and knowledge that will help my company and staff grow to the next level. I highly recommend!" —**Debbie Hunsaker**, Alert-O-Lite, Inc., Fresno, CA

"If you are a WBO and are serious about business growth, this program is an absolute MUST! I feel like I received a business degree in 4 days." —**Elizabeth Radivoyevitch**, RAD Graphics, Inc. Cleveland, OH

"Working on my strategic plan with my CEO group was powerful. Taking the time to brainstorm is so energizing and is sure to propel my business forward." —**Wendy Ethen**, Guaranty Commercial Title, Inc., Minneapolis, MN

"Thank you for providing this opportunity to grow, review and plan for the future of our business. I highly recommend this program to anyone who wants to increase revenue, create a strategic plan and develop lifelong friendships with other business owners." —**Brooke Billingsley**, Perception Strategies, Inc., Indianapolis, IN



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