



NATIVE AMERICAN WOMEN IN BUSINESS

Lac du Flambeau

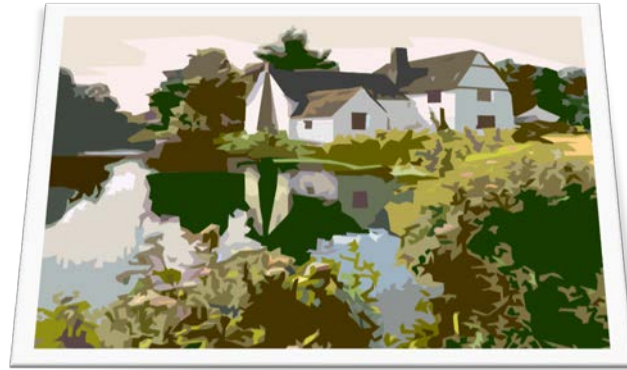
November 18, 2010

NiiJii Capital Partners, Inc.



AGENDA

- Overview
- Resources
- Challenges
- Discussion
- Wrap-up



WHY ARE WE HERE?

- Tell us your name and what you hope to learn today



ENTREPRENEUR

- ◉ En-tre-pre-neur (an'tre-pre-nur'). Noun. A person who organizes, operates and assumes the risk for business ventures.
- ◉ Good entrepreneurs:
 - Passion
 - Persistence
 - Good Health and Higher Energy
 - Good communication
 - Creativity and Innovation
 - Independence
 - Self-confidence
 - Listen to your customer
 - Flexibility



OVERVIEW

- Between 1997 and 2006, businesses fully women-owned, or majority-owned by women, grew at nearly twice the rate of all U.S. firms (42.3% vs. 23.3%). During this same time period, employment among women-owned firms grew 0.4%, and annual sales grew 4.4%. (womeninbusiness.about.com, 2008)



OVERVIEW

- A forthcoming NAWBO survey found that 59% of the 550 members surveyed said they did not seek new loans or lines of credit in 2009; 15% did attempt to obtain more credit but failed, 7% got financial help but was less than what they needed, while 19% said they got what they wanted. Roughly 75% of all those surveyed did not get loans or credit at all. (Fox Business Center, 2010)

NAWBO: National Association of Women Business Owners

OVERVIEW

- ◉ Women are far less likely than men to become self-employed, and recent research suggests that women enter self-employment for different reasons than their male counterparts. For example, women appear to base their decisions on lifestyle and family factors, whereas men are motivated by earnings potential. (SBA, 2009)

TRUE OR FALSE?

OVERVIEW

- ◉ The greatest challenge for women-owned firms is access to capital, credit and equity.
(SBA, Office of Advocacy and Business Times, April 2005)

Capital: Financial assets (or the financial value of assets)

Credit: Money available for the business that must be repaid to a lender at some point in the future

Equity: Ownership interest in the business (represented on the balance sheet)



OVERVIEW

- 85% of women surveyed don't believe being a woman is detrimental to their business success, while 32% believe it's beneficial.
(Center for Women's Business Research, 2005)



OVERVIEW

- ◉ Women are proving themselves to be a powerful small-business force to be reckoned with. Not only are women-owned firms contributing \$3 trillion annually to the U.S. economy and accounting for 16% of all jobs, but new research shows women entrepreneurs will create 5 to 5.5 million new jobs across the U.S. by 2018 - more than half of the total new small-business jobs expected to be created during that time, and about one-third of the total new jobs anticipated by the Bureau of Labor Statistics (Fox small business center, 2010)

RESOURCES

- ◉ NiiJii Capital Partners
- ◉ Wisconsin Women Business Initiative Corp
- ◉ Small Business Administration
 - Office of Women Business Ownership
- ◉ Great Lakes Intertribal Council
- ◉ SCORE



CHALLENGES

Barriers to business start up; real and perceived

- “She also stressed that women do not have the built-in networks or support system like many men in industries do.” Helen Han, president of NAWBO



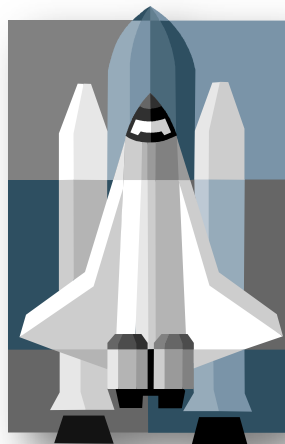
CHALLENGES

- ◉ All business owners face certain challenges, but women, because of their gender, often have additional challenges and obstacles that their male peers are less likely to encounter. Working women who have children experience even more demands on time, energy and resources. (About.com: women in business, 2010)



CHALLENGES

- Many professional women on the way up still feel the need to prove themselves. Not just to colleagues (male or female) but to themselves. These are the women you see who are totally driven. Success at any cost. The career comes before anything else. All too often the cost is one's personal life. (Ricky Gold & Associates, 2004)



CHALLENGES

- A vast majority of women are still attempting to do it all - have a successful career, be a fabulous parent and spouse, run a household and still have time for other interests. How exactly do you this? Give up sleep entirely? (Ricky Gold & Associates, 2004)



DISCUSSION

- ◉ What would you like to see to help you develop your business?



DISCUSSION

- Steps to business start up
 - Business planning
 - Secure financing (debt and equity)
 - Develop products and/or services

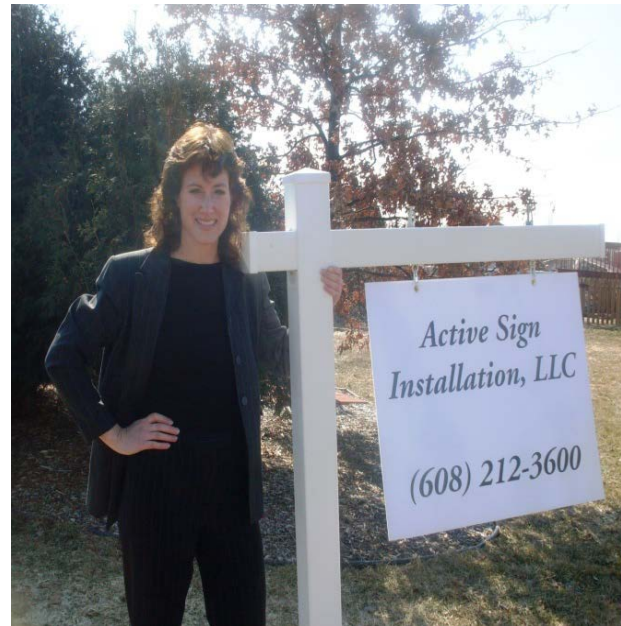


SUCCESS STORIES

Mary Langer

*Active Sign Installations, LLC
McFarland, Wisconsin*

- 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 loan from WWBIC for equipment and working capital, and ongoing business assistance, *Active Sign celebrates its first year in business this spring!*



Slide and story provided by WWBIC

WRAP UP

- ◉ Focus on the business plan
- ◉ Locate resources including NiiCaP
- ◉ Set your goals



NATIVE AMERICAN WOMEN IN BUSINESS



N559 Library Rd - PO Box 790

Keshena, WI 54135

Main office: 715-799-4806