It has been a privilege and pleasure to serve as the Board Chair of the Women’s Business Center of Utah for a second term. 2019 was an incredible year of growth for the organization, launching a second center in Cedar City, and expanding our services throughout the state of Utah. I want to thank the WBCUtah staff, our financial supporters, volunteers, and partner agencies for their continued commitment to support Women Entrepreneurship in our incredible state. As you will see in the 2019 Annual Report, Women Business Owners have a significant impact to our state economy. The WBCUtah fulfills a need in supporting these women through the training, mentoring, and resources they provide. I have had the opportunity to interact with many of the clients the WBCUtah serves and have heard from each of them the value this organization brings to their companies and the confidence it helps them build as individuals. I am honored to work with an incredible Board of Directors who serve the WBCUtah and I look forward to seeing continued success in 2020 as the Women’s Business Center of Utah furthers their outreach to Women Owned Businesses statewide.

Sincerely,
Brittany Westover, JPMorgan Chase and WBCUtah Board Chair

This past year has been monumental for the Women’s Business Center of Utah! With a new team, our services have reached farther into Utah and served more women than ever before. I am thrilled about Debbie and Lisa, our new team members running services directly out of our new Cedar City office. Our statewide team is passionate about providing the beautifully diverse women business owners in Utah with in-person and online services that help them start new businesses, create jobs, earn more revenue, increase profit and access capital. I appreciate the support of the Salt Lake Chamber and the local grantors and sponsors who ensure we are able to accomplish our mission. Utah is a great place for women business owners to thrive and our center is committed to making sure women know about and access free and low cost services in their own communities and through WBCUtah.

Sincerely,
Ann Marie Wallace, Women’s Business Center of Utah State Director
Women’s Business Center of Utah was established in November 1997 as a partnership between the Salt Lake Chamber and the U.S. Small Business Administration (SBA). Our team is lucky to be employed by the Chamber yet focused on a separate but complimentary mission; to assist women business owners statewide. With our federal funding and backing, your tax dollars are coming back around to help you, your sister, friend and daughter.

The Women’s Business Center of Utah provide entrepreneurial advising and training for Utah women business owners and aspiring entrepreneurs to help them start and grow businesses across the state. These services enhance a woman’s technical knowledge and builds her confidence in understanding of business owners and operations.

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**MISSION**

THE MISSION OF WOMEN’S BUSINESS CENTER OF UTAH (WBCUTAH) IS TO HELP UTAH WOMEN BUILD CONFIDENCE, CREATE OPPORTUNITIES, AND EXPERIENCE SUCCESS IN BUSINESS OWNERSHIP.

**SERVICES**

The Women’s Business Center of Utah provide entrepreneurial advising and training for Utah women business owners and aspiring entrepreneurs to help them start and grow businesses across the state. These services enhance a woman’s technical knowledge and builds her confidence in understanding of business owners and operations.

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**BRANDED PROGRAMS**

- BUILD YOUR DREAM COMPANY
- SOLVE THE BUSINESS PUZZLE
- JUMPSTART TRAININGS
- INTERNATIONAL WOMEN’S DAY
- SWEET SUCCESS
- VENT
- INTERNATIONAL WOMEN'S DAY
- SUMMER SOCIAL
- RECIPE FOR SUCCESS
- STEP AWAY & RECHARGE
WBCUTAH
STATEWIDE TEAM

Ann Marie Wallace, State Director
Clancy Stone, Northern Business Advisor
Teresa Bagdasarova, Northern Program Coordinator
Debbie Drake, Southern Program Director
Lisa Jensen, Southern Program Coordinator
Robbi Richter, Development Director
Eve Rickles, Digital Media Coordinator
Elli Lavon, Rural Outreach AmeriCorps VISTA
(August - September 2019)
Ashleen McGirk, Minority Outreach AmeriCorps VISTA
(April 2018 - April 2019)
Molly Pace, Rural Outreach AmeriCorps VISTA
(October 2018)

SALT LAKE CHAMBER
SUPPORT TEAM

Lori Bodily, Accounting Manager
Lucas Goodrich, Accounting Clerk
Bianca Yardley, Graphic Designer

WBCUTAH BOARD
OF DIRECTORS

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Ann Marie Wallace, Women’s Business Center of Utah, Advisor
Marla Trollan, U.S. Small Business Administration, Advisor

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Michelle Whitley, Monarch Tea House
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Colette Cox, Kanab Chamber of Commerce
(Kanab County)
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Jennie Hendrix, Prestige Realty (Iron County)
Kathy Luke, Lending Club & WBCUtah Board Vice Chair
Kelly Bueno, San Juan County Business Resource Center (San Juan County)
Rachelle Morris, JP Morgan Chase
Tessa Douglas, Southwest Technical College
Melinda Workman, U.S. Small Business Administration
ACCOMPLISHMENTS

15
JANUARY
Grand Opening of second location within SUU Business Resource Center

12
FEBRUARY
Tooele Women Rock Business Launch Event

21
FEBRUARY
WBCUtah.org launched

22
MARCH
Hosted 5 female international guests from the Philippines

26
MARCH
Summit County Women Rock Business Launch Event

17
APRIL
$19K in WEC grants awarded to 23 Utah Women Business Owners

18
SEPTEMBER
3 New Americans Awarded $2K in grants

- Hired and trained 2 new team members in Cedar City
- Opened a second office within Southern Utah University Business Resource Center
- Hosted new office grand opening and ribbon cutting January 15, 2019 attended by 125 Cedar City community guests
- Launched WBCUtah.org with online client intake form
- Provided services to women in 20 Utah counties
- Began uploading reporting data into SBA federal portal
- Launched 2 new Virtual WBCs in partnership with Tooele County and Park City Chambers of Commerce
- Hosted a Young Leaders of the American Initiative (YLAI) Fellow, Jeanida Azor, from Haiti
- Hosted 3-day Recipe for Success event
- Hosted 10-week “$10,000 Entrepreneur Challenge” series
- Held 2 celebration events during National Small Business Week with keynote SBA Acting Administrator Chris Pilkerton at one of them
- Co-hosted 4th Annual Women’s Entrepreneurial Conference (WEC) attended by 125 women business owners
- Helped award 23 WEC grants totalling $19,000 to women business owners statewide
- Hosted 5 female international guests from the Philippines as part of the U.S. Department of State’s International Visitor Leadership Program
- Co-hosted New American Dream and helped award $2K in grants to 3 New Americans
Presented at the following events/programs: Women in the Money: Utah Financial Empowerment Conference and Cache Women’s Business Conference, Professional Women’s Roundtable, Utah Council for Citizen Diplomacy, Cedar City Chamber Board Retreat, SCORE Statewide Chapter Retreat, Wasatch Back Economic Summit, Made in Utah Festival Workshop and Salt Lake Chamber Leadership Utah
“I have been in business for 2 1/2 years but really it took a lifetime to get here,” said Johnson. “The setbacks, mistakes and lessons learned were only part of my journey to this celebrated event. The Women’s Business Center of Utah helped change my life and I can only hope to inspire other women to never give up on their dreams and reach for the impossible every chance they get.”

Kamea Johnson, Chosen Creative
Kamea Johnson is the owner of Chosen Creative, a stationery company based in Salt Lake City, which sells cards, wall art, vintage paper goods, custom wedding invitations, business and wedding logos, various notepads and paper goods. She uses bold typography and unique images to create charming designs.

Johnson was honored on Thursday, August 15, 2019, at the 19th Annual Women in Business Summer Social.
## 2018-2019 Statewide Impact

- **New Businesses:** 110 started
- **New Jobs:** 321 created
- **Capital Infusion:** 50 transactions
- **Revenue:** $19.5M
- **Capital Access:** $1.4M
- **Profit:** $2M
- **Jobs Created:** 321
- **Capital Infusion:** $1.4M
- **Revenue:** $19.5M
- **Profit:** $2M

### Sources of Funds

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<th>Source</th>
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<td>Sponsorship</td>
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<td>Foundation Grants</td>
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### Allocation of Funds

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<td>Other Expenses</td>
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<td>Professional Services</td>
<td>$2,457</td>
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</table>
Raysha Carrasco always had an entrepreneurial spirit and wanted to start a business. When she came to Utah in 2015, she worked at hotels, using her hospitality degree. But she wanted to start something of her own. Her husband comes from France, and has always loved cooking. She noticed there were no creperies in town, and saw her opening. They began Monsieur Crêpes with just the two of them, catering weddings, baby showers, and corporate events and then opening a food truck. By the summer, they needed to hire employees.

Becoming a business owner was a tough decision for both Raysha and her husband. It meant leaving their stable jobs. She says that even when you know your product or idea is good, you still feel insecure. If you get too bogged down in that feeling, you may never start. Raysha’s advice is this: if you can take the chance, you just live one life. It’s amazing how good you feel about what you do, what you have built, and what people think about your business.

In 2018 when they opened their brick and mortar Monsieur Crêpes location, she noticed that the number of customers wasn’t increasing the way she had anticipated. She started looking for groups for business support. She was surprised to find all of the free resources that had been available to her all along.

She learned about Utah Microloan Fund and received a loan from them to help with her new brick and mortar. She began attending their free classes for business owners and learned about the Women’s Business Center of Utah. She has been so grateful to our Business Advisor Clancy, who has always been so interested in her business. She appreciates how Clancy has been able to connect her with the right people and resources.
Mika is the owner and founder of Honey Teahive. Women’s Business Center has helped her, through one-on-one consulting, develop her business and take it to the next level. One thing that she really appreciated was the opportunities the Women’s Business Center of Utah had given her in that it helped her connect with communities in Utah. It really helped develop her business plan into something that she never thought possible. She states it helped her with self-confidence and drive in completing something that she never thought was able to do.
Nailya and her family immigrated to the United States in 1992 and while transitioning to American life, she recalled her own transition to business owner. Nailya knew that coming to the United States meant she needed to make a change in her life. Coming to a new environment and becoming independent and motivated became a crucial part of her transition. She understood that she needed to make this change in her life in order to achieve independence and develop her dreams and who she is meant to be.

Growing up engulfed in the scents and constantly cooking, Azerbaijani cuisine is fundamental to her identity. Nothing made more sense than sharing her passion for traditional Azerbaijani food with the world in business form. She started thinking globally about her food when she began selling her Baklava at wholesale with Cisco.

With the help of WBCUtah and the Utah Microloan Fund, it was not long before she realized she wanted to take her company global and turn it into a franchise. With all of these decisions she had to make, fear never deterred Nailya from seeking out what she wanted with her business. As she continued making decisions while trusting her intuition, she watched her business and self-confidence steadily grow.
Alexandra Ortiz started Shades of Pale Brewing with her husband Trent in 2010. Trent had been homebrewing for fifteen years. He was looking to change careers, and to Alex, it seemed obvious. He loved to brew and people loved his beer; he was open to the idea but he didn’t want to do it alone. For the first few years, he was handling operations and she was working on the brewery while keeping her other job on nights and weekends. She felt like they were both working in the business rather than on the business.

Shades of Pale started in a small, 500 square foot space in Park City. Alex and Trent live in Park City, thought it would be great to live and work in the same place. They quickly outgrew the space and moved into Salt Lake City. They have taken their business one step at a time. These days, Trent focuses on production, Alex works on expansion; finding new markets, exploring potential partnerships, expanding the taproom. She says when they started they were naive. The things they thought would be hard turned out not to be so tough, but the greatest challenges were unexpected.

When they started, they figured out all the rules and regulations simply by googling. Alex and Trent called up the various offices and filled out the forms. In retrospect, it would have been so much easier to start with investors, to be able to hire all the professionals from the start, the best attorneys, etc. Though they had accounting and finance backgrounds between them, they didn’t learn entrepreneurship in school.

Alex is a lifelong learner. She has taught herself many entrepreneurial skills through podcasts and courses. What kept coming up in all the podcasts she listened to and books she read was the need to find a network of people for support. With her time away from the business, she decided it was time to start connecting. She got involved with the Utah Women’s Networking Group, which led her to learn about the Women’s Business Center of Utah. She was surprised to learn that we offer one-on-one business advising for free, because she didn’t think a business coach was in her budget.
See Your Strength is a business that promotes love, hope, encouragement, self-compassion, and teaches people how to access those feelings within themselves. Acknowledging our feelings and talking to ourselves with compassion can be one of the hardest skills to learn. They accomplish this mission through positive message mirror decals, hope walls, and suicide prevention resources. Amber Murray, the founder and owner, is primarily focused on schools but is planning to expand her business through new products and different mental health tools to serve a wider market in the near future.

Amber has been an entrepreneur her whole life and has owned numerous businesses. See Your Strength was created when she was having a particularly hard time in her life. She was very anxious, depressed and suicidal. It was during this bleak period of her life that she started to write positive messages to herself on her mirror with a bar of soap. When she would see these words of encouragement to herself, along with the image of her physical presence, she couldn’t help but read them. This would stop the negative voice in her head and it would cause a shift within her. Sometimes the shift was only for a few seconds, but other times it lasted a day or more. Through that shift in her mindset she realized there was power in what she was saying to herself in the mirror.
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Milt’s Stage Stop & Rusty’s Ranch House  
Nordstrom City Creek  
Purring Buddha  
Seraphim Helias Tarot Readings  
Snap Shop Photo  

ONLINE HOSTS

Box Elder Chamber of Commerce  
Cache Valley Chamber of Commerce  
Carbon County Chamber of Commerce  
Cedar City Chamber of Commerce  
Emery County Chamber of Commerce  
Heber Valley Chamber of Commerce  
Moab Chamber of Commerce  
Park City Chamber  
San Juan County Chamber of Commerce  
St. George Area Chamber of Commerce  
Tooele County Chamber of Commerce  
Vernal Area Chamber of Commerce  

COLLABORATORS

American Express  
Blanding Chamber of Commerce  
Carbon County Chamber of Commerce  
Cedar City Chamber of Commerce  
City Weekly  
Escalante Chamber of Commerce  
Garfield County Economic Development  
Garfield County Office of Tourism  
Google  
International Rescue Committee & Spice Kitchen Incubator  
Kanab Chamber of Commerce  
KRCL  
Ladybird Society  
Lemon & Sage Artisan Kitchens, Bakery and Market  
Microbusiness Connection Center  
Moab Chamber of Commerce  
My New Enterprise  

National Association of Women Business Owners, Salt Lake Chapter  
Presto Print  
Procurement Technical Assistance Center  
Ralph Little & Company  
Richfield Chamber of Commerce  
RubySnap Fresh Cookies  
San Diablo Churros  
Utah SBDC Network  
SCORE Salt Lake Chapter  
SHE Sparks Business  
SLC Pacific Island Business Alliance  
Southwest Technical College  
Square Kitchen  
St. George Chamber of Commerce  
Suazo Center  
SUU Business Resource Center  
SUU Community Professional Development  

SUU Small Business Development Center  
The City Library  
Tooele Chamber of Commerce  
USU Extension  
Utah Black Chamber  
Utah Department of Agriculture and Food & Utah’s Own  
Utah Food Truck CoOp  
Utah Hisapanic Chamber  
Utah LGBTQ+ Chamber  
Utah Microloan Fund  
Utah Women’s Networking Group  
Veteran Business Resource Center  
Villa Leadership  
Women’s Influence Center  
World Trade Center Utah  
Yelp  
Yoga With Lauren
ABOUT WBCUTAH
WBCUtah is a 501(c)(3) nonprofit organization funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

FIND US
175 E. 400 S. Suite 600, Salt Lake City, UT 84111
510 W. 800 S., Cedar City, UT 84720