

Since 1987, the Wisconsin Women’s Business Initiative Corporation (WWBIC) has served as a leading innovative economic development corporation that is “Putting Dreams to Work” by assisting micro-enterprise and small businesses throughout Wisconsin.

Our statewide headquarters as well as our Greater Milwaukee regional activities (including Waukesha County) are housed at 1533 N RiverCenter Drive in downtown Milwaukee.



In the WWBIC Milwaukee region in 2025:

- Served **1,973 individuals**
- **935 small businesses** were started, strengthened, or expanded through WWBIC’s support
- Clients attended **4,116 hours of training** sessions
- **11,282 hours of technical assistance** (coaching) was provided to clients

Since 1987, WWBIC has:

- Served **78,743 individuals**
- **Loaned \$130 million** to small business owners
- Created or retained **16,895 jobs** through their technical and capital support
- **11,336 businesses** have been started, strengthened, or expanded through WWBIC’s support

## King Wood Pallets

Words from the Owner:

WWBIC has played a pivotal role in supporting our business by providing expert guidance and educational resources. The [business planning series] was an essential part of our

development. It equipped us with the knowledge to make informed decisions and optimize our operations. Thanks to WWBIC, we are confident in our ability to manage [our Kiva loan] strategically, advancing our expansion plans and continuing to offer high-quality products.

Owner:  
**Jesus Soto**

Location:  
**Glendale, Wisconsin**

Number of Employees:  
**4**

WWBIC Assistance:  
**Training, Kiva loan**

Website:  
[kingwoodpallets.com](http://kingwoodpallets.com)



### About King Wood Pallets:

King Wood Pallets specializes in the sale, manufacturing, and repair of both wood and plastic pallets. They stand out for their flexibility in pricing, commitment to quality, and personalized service, offering tailored solutions that adapt to clients’ specific needs. They also sell pallets starting from a single unit, allowing them to serve both small and large businesses. They emphasize the reuse and repair of pallets, contributing to sustainability and helping to reduce wood waste.



### Federal Funding Disclosure:

In accordance with Section 632 of Public Law 117-328:

Federal Funding: \$2,281,870 (29%)      Earned Revenues: \$2,940,277 (37%)  
State Funding: \$475,000 (6%)      Donations/Contributions: \$2,289,127 (28%)



## Arty's Sweet Talk Cupcakes

Words from the Owner:

I wouldn't take one step back in my journey, especially working with WWBIC because they have really been there for me. There have been times when I didn't know how I was going to do something, and then I called WWBIC and they made things happen. They create possibilities and connections.

### About Arty's Sweet Talk Cupcakes

Arty's Sweet Talk Cupcakes is a Milwaukee-based cupcake boutique. They put love into every creation that comes out of their kitchen and cater to those with vegan, gluten-free or diabetic needs. Their kitchen makes freshly-baked cupcakes daily, bundt cakes, and their famous orbes! We deliver in and around the Milwaukee area.

Owner:  
**Artaynia Westfall**

Location:  
**Milwaukee, Wis.**

Number of Employees:  
**1**

WWBIC Assistance:  
**Trainings, Coaching**

Website:  
[artyssweettalkcupcakes.com](http://artyssweettalkcupcakes.com)



Owner:  
**Jaime Bernabe**

Location:  
**Greenfield, Wisconsin**

Number of Employees:  
**6**

WWBIC Assistance:  
**Trainings, Grant**

Website:  
[marketing3media.com](http://marketing3media.com)



## Marketing 3 Media

Words from the Owner:

My business began to gain recognition thanks to WWBIC. What I value most is how [they] took the time to connect with me personally, understanding me as a professional and entrepreneur. They reinforced the importance of networking in making a lasting impact and leaving a meaningful mark on the community.

### About Marketing 3 Media:

This full-service marketing agency features graphic design and web development services designed to take business to the next level. Marketing 3Media provides marketing services their clients need to position their business and grow their client base.



## Belle Salon

Words from the Owner:

I wasn't able to get funding through a traditional bank. My salon literally wouldn't be around if it wasn't for WWBIC. I am happy to know I have an organization like WWBIC behind me [providing] resources, support and education at my fingertips. We rise by lifting others up and I am happy to be connected with an organization that truly believes that as well.

### About Belle Salon:

Belle Salon's mission is to foster a sense of community and connection both inside of their full service salon as well as within Germantown and the surrounding communities. They deliver an experience and results that inspire empowerment and leaves clients radiating confidence.


Owner:  
**Chevelle Smith**

Location:  
**Germantown, WI**

Number of Employees:  
**5**

WWBIC Assistance:  
**Lending, Coaching**

Website:  
[bellesalonwi.com](http://bellesalonwi.com)




[info@wwbic.com](mailto:info@wwbic.com)

[wwbic.com](http://wwbic.com)



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