

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 North Central office was established in 2024 and officially opened at 10632 Hayward Court in Hayward in 2025 and serves clients in 18 Wisconsin counties.



In the WWBIC North Central region in 2025:

- Served **63 individuals**
- **41 small businesses** were started, strengthened, or expanded through WWBIC’s support
- Clients attended **52 hours of training** sessions
- **345 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



Soft Lines, Inc.

Words from the Owner:

As new business owners, we have at times felt anxious about certain aspects of running a business and so having WWBIC’s free online business classes has really helped a lot in boosting our confidence, and the staff is sweet and supportive.

About Soft Lines, Inc.:

Soft Lines manufactures custom brands of dog leashes, horse leads and marine lines which are sold to retailers across the country.

Owner:
Heather Salley & Valia Ellsworth

Location:
Ashland, Wisconsin

Number of Employees:
5

WWBIC Assistance:
Training, Equity Injection

Website:
softlinesinc.com



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%)



Jennifer's Salon Boutique

Words from the Owner:

This program of wonderful believers in the small business community was the definite way to go! We would not be able to do this without the kindness and continued support of WWBIC.

Owner:
Jennifer Swan

Location:
Tomahawk, WI

Number of Employees:
1

WWBIC Assistance:
Lending, Coaching



About Jennifer's Salon Boutique

Jennifer's Salon Boutique is a full service salon offering waxing, perms, haircare, manicures and pedicures. Owner Jennifer has over 25 years of experience in the industry and is committed to contributing to the economy of her hometown of Tomahawk. Jennifer hopes to continue to grow her business in an effort to give back to her community and to allow others to follow their dreams as she did.

Owner: **Ariana Johnson**

Location: **Hayward, WI**

Number of Employees: **8**

WWBIC Assistance:
Training, Coaching, Kiva loan

Sweetgrass & Sage/The Lot

Words from the Owner:

Having WWBIC be a part of our community has enhanced my ability not only to receive funding but also specific areas within my business. They are there to give me the tools to actually succeed. I've made a connection with them, built a relationship, and now it's just this ongoing helpful situation.



About Sweetgrass & Sage:

Sweetgrass & Sage is a locally inspired boutique located in downtown Hayward. They offer Indigenous beadwork and designed jewelry, artwork and other products, blending contemporary and traditional dreams on Native land.



About The Lot:

The Lot opened in 2024 as a new community gathering space that is functional, fun and beautiful! They offer food & beverages with outdoor seating. They host markets, local entertainment, events, music, and more. They have a food truck vendors available on certain days throughout the summer & fall.



WWBIC North Central
10632 Hayward Ct, Hayward, WI
715-638-7052

WWBIC [facebook.com/wwbicnc](https://www.facebook.com/wwbicnc)

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