

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 Southeast regional business center opened in 2007, with in-person offices currently operating on Main Street in Racine and 52nd Street in Kenosha.



In the WWBIC Southeast region in 2025:

- Served **951 individuals**
- **331 small businesses** were started, strengthened, or expanded through WWBIC’s support
- Clients attended **664 hours of training** sessions
- **3,395 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



## Yaya’s Sweet Treats

Words from the Owner:

WWBIC believed in my vision and gave me the support I needed to grow Yaya’s Sweet Treats. Their small business loan helped me expand, reach more customers, and turn my passion into a thriving bakery. I’m so grateful for their guidance and investment in my dream!

Owner:  
**Leah Livingston**

Location:  
**Kenosha, Wisconsin**

Number of Employees:  
**2**

WWBIC Assistance:  
**Lending, Coaching**

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



### About Yaya’s Sweet Treats:

Yaya’s Sweet Treats was launched in January of 2020, and they opened a brick and mortar location out of a commercial kitchen in Kenosha in 2023. As their name suggests, they provide sweet treats, but they specialize in gourmet and custom cookies. With a mission to really cater to the local community, the business has no order minimums and is happy to take customer-provided items for customization.



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

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



## Tenex Contractors

Words from the Owner:

With WWBIC, not only are you assisted in funding, but they provide solid advice on accounting software, projection software, etc. It is nice to see a lender not just want to lend you money, but also assist in

ensuring your success by pointing you in the right direction to make good choices. I'm very thankful for WWBIC!"

### About Tenex Contractors:

Don Pearson worked in the construction industry for 30 years before deciding in 2020 that it was time to start his own company. Soon after, Tenex Contractors was formed and began securing excavating and grading road construction contracts.

Owner:

**Don Pearson**

Location:

**Burlington, Wisconsin**

Number of Employees:

**6**

WWBIC Assistance:

**Lending, Coaching**

Website:

[tenexcorp.net](http://tenexcorp.net)



Owner:

**Stephanie Maurin**

Location:

**Elkhorn, Wisconsin**

Number of Employees:

**3**

WWBIC Assistance:

**Lending, Coaching**

Website:

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

[online](#)



## Classic Embroidery

Words from the Owner:

I don't think I could have come this far without WWBIC. WWBIC provided the funds I needed and worked with me to make sure I got a fair deal. They also helped me to get an additional grant and to turn my hobby into a lucrative career."

### About Classic Embroidery:

This business offers custom embroidery, as well as printed apparel, and personalization. They have been in business as an LLC since 2022 but has been selling online on Etsy for 15 years.



## Uncorkt

Words from the Owner:

I learned so much [in the business plan series] – not just how to build an actionable plan, but also from others as to how to make my business even better. If you are thinking about starting a business, do not think you know it all – take the time to take this course.



### About Uncorkt:

Located in Downtown Racine, Uncorkt is primarily a retail wine and beer store, but they also provide tastings of featured wines every week at their tasting bar. This veteran-owned business also features a lounge for larger groups as well as a second floor banquet room.

Owner:

**Tony Bigonia**

Location:

**Racine, Wisconsin**

Number of Employees:

**2**

WWBIC Assistance:

**Training**

Website:

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

