WWBIC Southwest Region – 2025 Impact

WWBIC Southwest Region

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.

The Southwest region of WWBIC includes Crawford, Grant, Iowa, Juneau, La Crosse, Lafayette, Monroe, Richland & Vernon Counties in Wisconsin.









In the WWBIC Southwest region in 2025:

- Served **206 individuals**
- **118 small businesses** were started, strengthened, or expanded through WWBIC's support
- Clients attended **190 hours of training** sessions
- **675 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



Driftless Healing Arts

Words from the Owner:

WWBIC has given me hope about what is possible. Using the tools I learned during classes strengthens my confidence as a business owner. The equity injection [I received] is going to give my business some much needed financial wellness and savings [through] working capital to scale my business, and expand my impact on the health of the community, with more financial stability and confidence.

Owner:
Rebecca Ratte

Location:
Viroqua, Wisconsin

Number of Employees:
1

WWBIC Assistance:
Training, Equity Injection

Website:
driftlesshealingarts.com

About Driftless Healing Arts:
Owner Rebecca is a licensed acupuncturist with a two-room clinic space at the beautifully restored historic Fortney Building in Viroqua. She promotes self-healing to help people with their health and wellness concerns.

WWBIC
info@wwbic.com
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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%)

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Driftless Provisions

Words from the Owner:

Wins in the world of entrepreneurship are many. Most notably is that we [employ] 10 full-time employees that live and shop in our community. [The equity injection we received] is not the first time that WWBIC has helped our business. One of the very first loans we received for the build-out at our facility came from WWBIC. Nobody else wanted to support us as our track record was short and our collateral didn't exist. WWBIC came through, got the engine going and allowed us to scale from there. I am indebted to WWBIC for taking a leap of faith in my business.

Owner:
Ryan Wagner

Location:
Viroqua, WI

Number of Employees:
10

WWBIC Assistance:
Coaching, WWBIC Loan, WDVA equity injection

Website:
driftlessprovisions.com

About Driftless Provisions:
Driftless Provisions is a value-added premium meat processor located in Viroqua, Wisconsin. They have been selling salami, fresh sausages, smoked sausage, bacon, and snack sticks for the past seven years. Most of their sales are across the state of Wisconsin, however, they also sell products in every state of the union, and are broadening their reach to include Mexico.

Shear Madness

Owner:
Rachel Mohn

Location:
Platteville, Wisconsin

Number of Employees:
2

WWBIC Assistance:
Coaching, Kiva loan

Website:
shearmadnessproject.com



Words from the Owner:

Taking the leap of becoming a business owner was a dream come true, and I'm proud to have built a successful salon that reflects my creativity and commitment to excellence. The Kiva loan helped me update and modernize my [salon]. I'm constantly seeking innovative ways to grow and improve, while remaining true to my core values of empathy, integrity, and community involvement. I look forward to continuing to make a difference in the lives around me.

About Shear Madness:
Shear Madness is a hair salon in Platteville where beauty and expertise come together to create a truly unforgettable hair experience. Our story began with passion for hairstyling and a dream to provide a warm and welcoming space for individuals to express themselves through hair.

WWBIC
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414-263-5450
WWBIC facebook.com/wwbiclax

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