



SERVING THE COMMUNITY SINCE 2002

For over two decades, **WISE** has been the trusted resource for Central New York's women entrepreneurs — opening doors, building businesses, and fueling economic opportunity. Through education, small business counseling, and connection, we help turn potential into thriving, sustainable businesses.

26

New businesses launched

1002

No cost small business counseling hours provided

\$8M

Small business capital supported/revenue generated

537

Unique small businesses supported

WITH APPRECIATION

WISE is powered by an incredible team of staff, small business counselors, **volunteers**, **community**, and **philanthropic partners**. You see, support, and serve our business owners every day — and we are deeply grateful for you.



HIGHLIGHT

Small Business Counseling Program

Central New York's NYS Entrepreneurship Assistance Center

WISE Accelerate Business Plan Intensive & Other Training Programs

DETAILS

Supported 358 local entrepreneurs with individualized, no-cost business counseling.

Awarded 3-Year NYS EAC Grant & honored local business as NYS Entrepreneur of the year.

43 completed 10-week cohort. 1,533 enrollment hours to 396 entrepreneurs across programs.

OUTCOME

Expert support directly led to stronger businesses, \$8 million new capital secured/revenue generated, and over 300 jobs created/retained.

Expanded capacity to deliver high-impact programs and launched no-cost NYS MWBE support services for our community.

Empowered entrepreneurs with a business plan, financial strategy, and the connections to fund and grow their ventures.

2024 FUNDING SUMMARY

\$13,000	\$235,000	\$127,000
Donations/Other	Government	Grants

In 2024, every \$1 invested in WISE Women's Business Center generated \$21 in capital for women-owned businesses in Central New York.

Central New York's women entrepreneurs are at the heart of our economy. Their businesses fuel opportunity, support families, and strengthen our communities. We're proud to stand with them as they build and shape what's next for our region.

Meghan Florkowski, Director & The WISE WBC Team



WISE PROGRAMS & SERVICES



- 1:1 no-cost small business counseling (English & Spanish)
- State & federal certification support
- 10-week Accelerate Business Plan Intensive & 5-week Accelerate Financial Management program
- Specialized content, workshops, webinars, and events!

CELEBRATING OUR NYS ENTREPRENEUR OF THE YEAR: ARTEIKA HUNTER, CLEAN & GLO CLEANING SERVICES LLC



MEET OUR TEAM & ADVISORY BOARD

Meet the team behind WISE supporting local entrepreneurs every day.

wisecenter.org/the-center/our-team



Dedicated Staff: Jennifer McGee, Meghan Florkowski, Carolyn Tucker

Consultant Counselors & Advisors



Marisol Hernandez, Melody Smith Johnson, Me'Shae Brooks Rolling, Barb Stone, Kelly Wypych

WHERE IT ALL BEGAN



Since our founding by the Whitman School of Management in 2002, what started as a bold idea has grown into a thriving Women's Business Center and NYS Entrepreneurship Assistance Center. Whitman's vision, leadership, and support have made this possible, and we're proud to call Whitman and Syracuse our home.

20 FOR 20 CAMPAIGN: DONATE & CELEBRATE

As we near our 20th anniversary as a **Women's Business Center**, our '20 for 20' campaign will spotlight local entrepreneurs and the WISE supporters who helped build our legacy. Your support ensures this work continues and thrives. Celebrate with us on **October 14, 2025** at the **WISE Economic Impact Forum**.



“The Accelerate Business Plan Intensive was superb — paired with **1:1 counseling**, it gave me confidence, a finished business plan, and a priceless community. I'm now pitching, taking more chances, and seeing my impact grow.
2024 ABPI Graduate and 1:1 Small Business Counseling Client

THANKS TO OUR 2024 FUNDERS

Thank you for your support and partnership. We're especially grateful to the U.S. Small Business Administration and NYS Empire State Development for their ongoing investment in our mission.



U.S. Small Business Administration



CENTRAL NEW YORK COMMUNITY FOUNDATION



IN KIND FUNDERS

