

Bettendorf Business Women Connection
Project Prospectus
Bettendorf Business Alliance

The Bettendorf Business Alliance (BBA) initiated and supports the Bettendorf Business Women's Connection (BBWC) program in an effort to help local businesses succeed, support the growth of a diverse and vibrant business community and empower business women, as leaders and contributors to the business community.

The BBWC program envisions six key activities enhancing the group's mission:

***Networking:** A monthly networking meeting will be offered at noon at a local hotel or restaurant to give participants the opportunity to exchange information with others about their business, and develop professional and social contracts. Business after five events will be held monthly at the business venue from five to seven pm. Appetizer and drinks to be provided.

***Advocacy:** 1) The program will advocate with school district, city, county and state officials and agencies. 2) The organization may also advocate and support community projects and activities which benefit the entire community and women businesses in particular.

***Learning:** Lunch and learn programs focused on women's needs and interests to be offered at monthly meetings or other suitable times and places. Topics may include: **business marketing,, financial management, human resources issues, entrepreneurship, work and family balance, product and service introduction, government issues, community improvement projects, employment opportunities.**

***Collaboration:** Participants will be encouraged to work together in ways that are mutually beneficial to their individuals businesses.

***Marketing:** Joint advertising campaigns and other promotions may be organized to promote businesses to the broader community. Best businesses will be recognized annually.

***Support:** The group may endorse other activities that impact women owned businesses in the community. The group may support charitable activities. The group encourages women to engage in entrepreneurial business opportunities and purchase goods and services from each other.

Financial Contribution; Individuals may be either contributing or participating members. Contributing members support the Bettendorf Business Alliance financially with a one hundred and fifty dollar annual contribution. Members who contribute funds to organization activities will be considered contributing members. No one is excluded and everyone welcomed based upon whether they contribute or not..

Connection Advocate/Associates: The Bettendorf Business Women's Connection encourages men to support women in their role as business owners, managers and employees. The organization is an inclusive in nature.. Men who support the organization goals are encouraged to buy from women's business, invest in women's businesses, employ women at equitable wages and support the group's activities.