

Wendy Katherine Werkmeister

Career Summary: A qualified and creative director of economic development, business development, microenterprising and marketing with education and experience in organizational fund development, strategic planning, corporate partnerships, quality management, and exceptional education.

Special Skills: Business planning, human resource development, and institutional marketing and promotion. Strong written and oral communication skills and research ability. Knowledgeable and sensitive to all issues relating to hearing impairments. Traveled extensively—South America, Africa, and Europe. Languages: Spanish, some French.

Work Experience:

1994 - Current

President

The Wisconsin Women's Business Initiative Corporation (WWBIC)

Leads and directs all activities of the statewide economic development corporation. Creating opportunities, systematic change and identifying new paradigms for business development, WWBIC recognizes the need for access to information, technology, business education and financial opportunities. WWBIC's philosophy in business development encompasses two dimensions: Access to traditional and non-traditional sources of capital and Quality business education and training.

Director - Small Business Development

Milwaukee Area Technical College (MATC)

The Milwaukee Enterprise Center Projects

Developed and directed the Small Business Resource Centers, located in two large business incubators in Milwaukee, Wisconsin.

Marketing Agent

Tex Par Energy, Inc.

Developed and coordinated the marketing and sales efforts throughout Wisconsin and the Midwest to large industrial commercial corporations.

Executive Director

The Hispanic Chamber of Commerce of Wisconsin

Created a strategic and promotional marketing plan for the Chamber, resulting in it's national recognition as 1988 United States Hispanic Chamber of the Year (Awarded in Washington, D.C. 1988).

Coordinator of Development and Research

The Council for the Spanish Speaking, Inc.

Organized, established and directed a competitive development and fund raising marketing plan with the Executive Director and the Board of Directors.

Program Coordinator

Goodwill Industries of Greater Milwaukee

Developed and marketed a new program for the recruitment, referral and placement of disadvantaged individuals into competitive employment.

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Education:

- **University of Wisconsin–Milwaukee**
Masters in Exceptional Education
- **UW-Milwaukee Graduate of the Last Decade 1998**
- **University of Wisconsin–Milwaukee**
George Washington University, Washington D.C.
Bachelors of Arts in Psychology and Sociology

Civic and Community Service:

CURRENT:

- Milwaukee North Shore Rotary Club (President 96/97)
- World Community Service–Rotary District Board
- Milwaukee Economic Development Corporation (Metropolitan Milwaukee Enterprise Corporation - Director)
- Milwaukee Metropolitan Civic Alliance (Past President)
- Institute of World Affairs (Board Member)
- Professional Dimensions
- The Alexander Graham Bell Association for the Deaf (Board Member–Secretary–Charter Member)
- Wisconsin Women Entrepreneurs
- The Hispanic Chamber of Commerce of Wisconsin
- The National Business Incubation Association
- The Wisconsin Business Incubator Association
- The Milwaukee Area Technical College–International Advisory Committee
- Circle of Women
- Greater Milwaukee Nonprofit Institute
- The International Institute of Milwaukee
- Spanish Club of Milwaukee
- TEMPO
- National Association of Female Executives–NAFE
- National Organization of Women–NOW
- League of Women Voters
- Wisconsin Center Advisory Board
- Miller Park Advisory Board
- National U.S. Small Business Administration Advisory Board
- Wisconsin U.S. Small Business Administration Advisory Board
- National Association Women Business Centers (Founding Charter Member)–President Elect
- The Business Forum
- Visiting Nurses Association Foundation (Board Member)
- UW–Milwaukee Alumni Association Board Member
- Consumer Federation of America–Increasing Income in Low-Income Households National Advisory Board

PAST:

- County Task Force on South Side Incubator
- Walker's Point Lion's Club (Secretary)
- Minority Economic Development Advisory Committee
- Council for the Spanish Speaking–Community Affairs
- Milwaukee Enterprise Center–JTPA Committee
- Boy Scouts of Greater Milwaukee–Chair–Committee Council
- Governor's Council on Hispanic Affairs (Since 1987)
- Wild Space Dance Theatre (Board Member)
- Community Development Corporation of Wisconsin (Board Member)
- Bank One, Milwaukee, NA–Community Advisory Council
- Centro Legal Por Derechos Humanos (Board Member)

AWARDS:

- SBA Women's Business Advocate of the Year–1996
- Urban Economic Development Association Business Advocate of the Year–1997
- Marian Center Award
- Graduate of the Last Decade–U.W. Milwaukee–1998
- Rotarian of the Year–1989, 1990
- Kiwanis Club Secretary of the Year
- The Milwaukee Business Journal Women of Influence Award–2001