

Wisconsin Women's Business Initiative Corporation: AEO honors Wisconsin business leader with 2022 Impact Award for Innovation on Main Street

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Wendy K. Baumann Receives Award at Gala in Washington DC

MILWAUKEE, WI – The Association for Enterprise Opportunity ([AEO](#)) presented Wisconsin Women's Business Initiative Corporation ([WWBIC](#)) President and Chief Visionary Officer Wendy K. Baumann with an Impact Award for Innovation on Main Street at AEO's 30th anniversary gala at the Smithsonian National Museum of African American History and Culture in Washington DC on July 20th.

"This award recognizes leaders who have made major contributions to Main Street through innovation and leadership," says AEO President & CEO Connie E. Evans.

"[Wendy remains] committed to championing equitable entrepreneurship while supporting existing entrepreneurs."

Baumann has led WWBIC, a leading statewide economic development corporation, since 1994. Under Wendy's leadership, WWBIC is celebrating 35 years of impact this year. They recently received an improved Aeris rating of A-*** and currently have a loan portfolio of over \$22.7 million with over 600 active borrowers and over 60 employees who collectively strive to achieve this nonprofit organization's goal of "Putting Dreams to Work."

“I’m very proud of all the good work that WWBIC has done for small businesses across Wisconsin over the years,” says Wendy K. Baumann, WWBIC President and Chief Visionary Officer. “What keeps me and all of our employees going every day is our passion to provide entrepreneurship and financial wellness training, lending and coaching, especially to under-represented groups who traditionally have difficulty gaining access to fair and responsible capital.”

Other recipients of the 2022 AEO Impact Awards for Innovation on Main Street include Usman Ahmed of PayPal, Janie Barrera of LiftFund, Kelly Burton of Black Innovation Alliance, Lisa Mensah of Opportunity Finance Network, Natalie Madeira Cofield of the Small Business Administration, Sean Salas of Camino Financial, William Bynum of Hope Credit Union, and Frank Altman of Community Reinvestment Fund