

WINC

WOMEN  
IN  
COMMUNITY

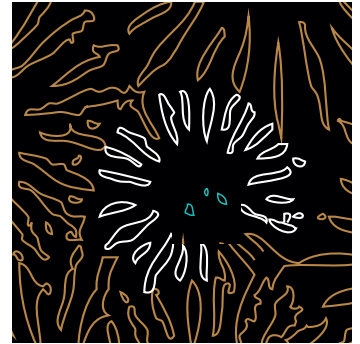
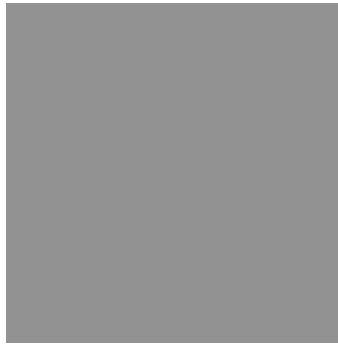
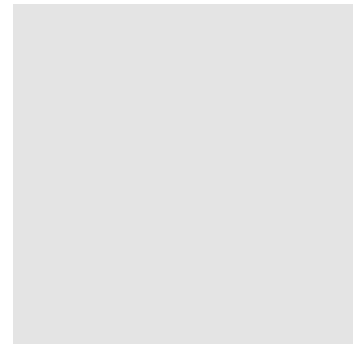
WOMEN  
IN  
COMMUNITY

HOW WOMEN ENTREPRENEURS  
GATHER & GROW



WINC

WINC IS A WOMEN'S  
SMALL BUSINESS INCUBATOR  
PROVIDING  
EDUCATION & TRAINING  
TO WOMEN ENTREPRENEURS



## + ABOUT WINC

### WINC PROVIDES TRAINING & EDUCATION TO WOMEN ENTREPRENEURS

WINC offers a time and place for women to support each other in doing what we love, improving the way we run our businesses, and discovering meaningful community and self-awareness.

In September 2012, WINC will bring together twelve women business owners in Boulder, Colorado. These twelve women will spend one year together in regular meetings to vision, plan, and execute the next layer of their businesses in a culture of cooperation and accountability.

The circle of twelve women will be a rich source of inspiration and an essential resource for each other's personal and professional growth.

Myka McLaughlin, the founder of WINC, will facilitate these bi-weekly meetings to:

- Cultivate genuine intimacy;
- Provide training on business development, business planning, and business operations; and
- Emphasize getting real work done during each meeting.

In February 2012, WINC will accept applications for a trial run of its first group of women entrepreneurs in Boulder, Colorado. Please see below for more details.

WINC and Myka both look so forward to meeting you!

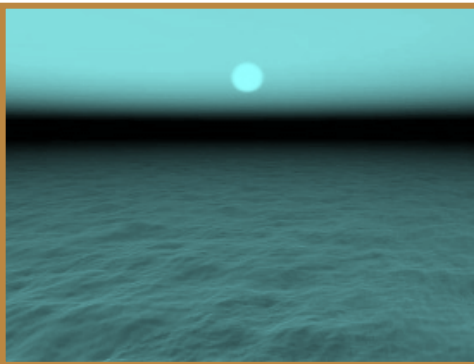
## ABOUT WINC TRIAL RUN

The WINC Trial Run provides a means to test the WINC model for bringing together women entrepreneurs in regular meetings to envision their business, develop a plan, and execute their life's vision. The regular meetings will be facilitated by the founder of WINC, Myka McLaughlin, and will focus on four themes described below.



### CONNECTION

Each meeting will provide a time to connect with the other self-employed women through a check-in format, allowing us to share the highs and lows of running our businesses. The women in the circle will become resources to each other – each bringing their own skill set and insight – while also providing a genuine community for women entrepreneurs to turn to for friendship and council.



### VISION

The first four meetings will focus on developing a vision for our businesses. Through a variety of inspiring business resources and exercises, each meeting will provide tools and time to dream about how we want to live our lives and businesses. The vision process will generate new clarity for each woman about how to plan the next layer of her business.



### PLAN

The last four meetings will focus on developing a plan for our businesses. Having identified our big-picture vision and goals for the amount of time we want to work, the revenue we need to generate, and the lifestyle we want to live, we can set about creating a plan to bring this vision to life. In this phase, we will focus on finances and marketing, two areas many self-employed women struggle with.



### EXECUTE

Each meeting will provide a significant amount of time to actually get things done. With computers and notebooks in hand, we will execute tasks discussed in each meeting. For example, we will spend time writing our biography and then workshop it with partners. In this way, after each meeting we will feel a sense of accomplishment, and delight in the energy moving forward to make our vision real.

# WINC PROFESSIONAL MEMBERS TRIAL RUN

BEGINS MARCH 14, 2012 – APPLICATIONS DUE FEBRUARY 22, 2012



## WHO

## HOW

## WHEN

- Women.
- Available to attend meetings in-person in Boulder, Colorado.
- Self-employed, owns a business, or would like to start a business.
- Available from 4pm – 8:30pm on two Wednesdays per month in March, April, May, and June of 2012.
- Is genuinely inspired by WINC; is ready to move your business forward; and is committed to attending every bi-weekly meeting (two absences allowed).

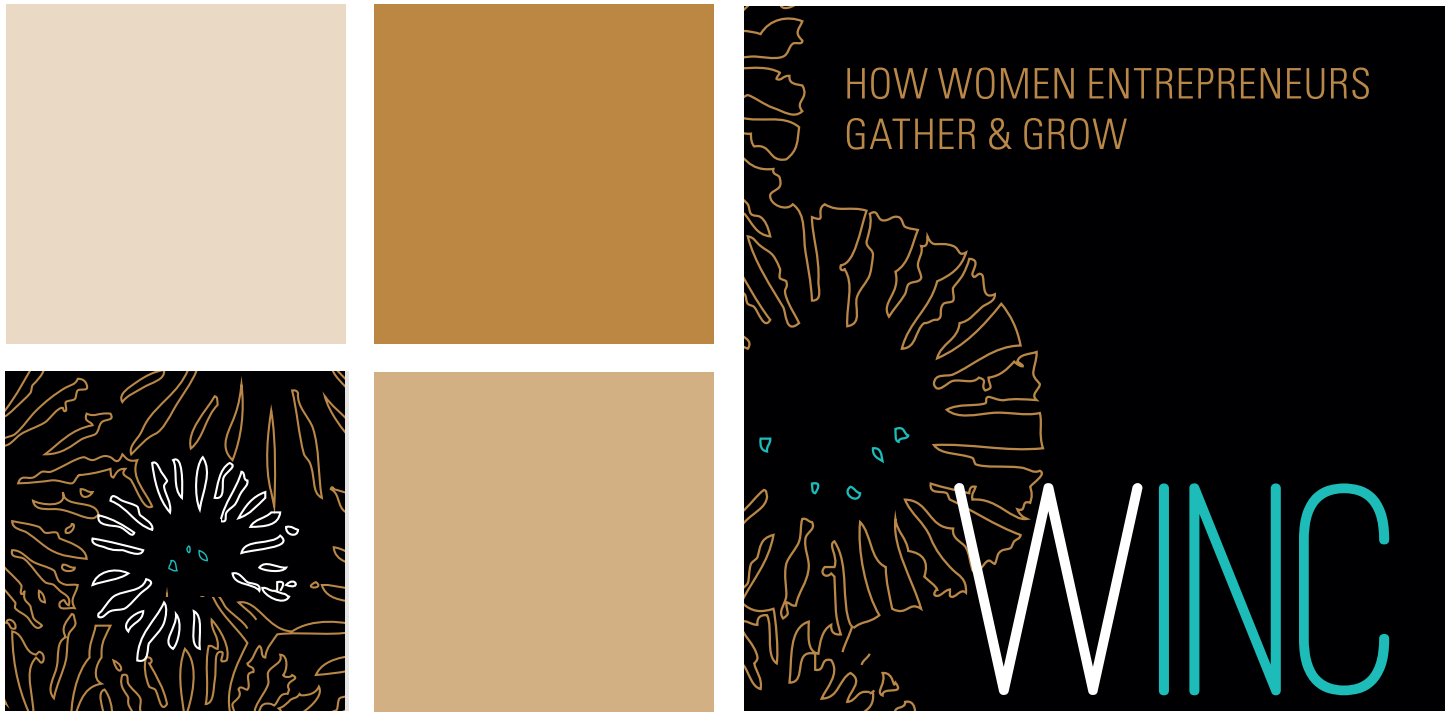
- Attend an info session on the WINC trial run on January 19 from 6-8pm or February 5 from 3-5pm to see if this is a fit for you.
- Fill out the WINC Application Survey [here](#) by February 22, 2012 at midnight.
- Pay WINC \$250 by February 22, 2012 by check or cash.
- Payment plans available for four payments of \$62.50 per month from March 1 through June 1.

- The location of the meetings is TBD within Boulder city limits.
- Meetings are held from 4pm to 8:30pm on two Wednesdays each month.
- Meetings begin March 14, 2012.
- Full schedule of meetings:
  - March 14 and 21
  - April 4 and 18
  - May 2 and 16
  - June 6 and 20

TO LEARN MORE ABOUT THE WINC TRIAL RUN, ATTEND ONE OF THE INFORMATIONAL SESSIONS

ON JANUARY 19 FROM 6 – 8 PM OR FEBRUARY 5 FROM 3 – 5 PM.

RSVP AT [MYKA@WOMENINCOMMUNITY.COM](mailto:MYKA@WOMENINCOMMUNITY.COM).



## + ABOUT MYKA

Myka McLaughlin is a small-business consultant that provides her clients with communications, research, and operational support. She has participated in women's community in Boulder, Colorado for nearly ten years, and genuinely cares about a culture of intimacy and friendship among women.

Her professional experience spans public, private, and non-profit organizations across diverse areas such as advertising, research/analysis, government, international relations, women's rights, peace and conflict, and energy and environment. She has been self-employed for the majority of her adult life and WINC is her second small business. Myka graduated with distinction from the University of Colorado with a B.A. in International Affairs and Economics.

Myka designed WINC based on the business skills she possesses, her experience in women's community, and the needs of self-employed women who make less than \$50K per year. She has spent the last year planning and researching the core training during the WINC trial run meetings. Myka believes the entire group of women will be resources for each other, and views her role of facilitator as being responsible for designing the meeting content, providing education and training on small business skills, and helping cultivate a collaborative and intimate culture among women entrepreneurs.

## LEARN MORE ABOUT THE WINC TRIAL RUN

To learn more about the  
WINC trial run beginning  
March 14, 2012, attend  
one of the informational  
sessions on:

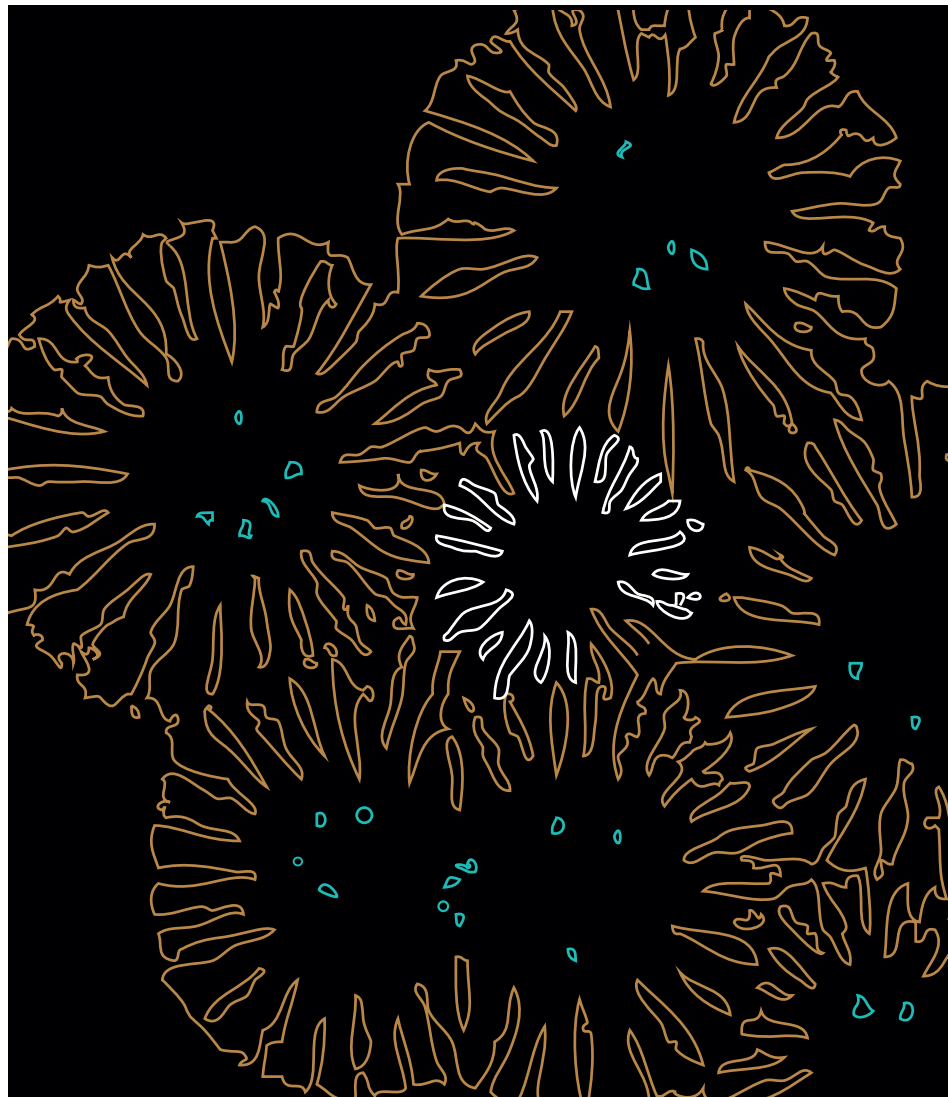
- Thursday, Jan. 19  
from 6 - 8pm
- Sunday, Feb. 5  
from 3 - 5pm

RSVP at Myka@

womenincommunity.com

## OTHER WAYS TO GET INVOLVED WITH WINC

- WINC Wednesdays
- WINC Blog
- WINC Survey
- Call or email Myka,  
she'd love to get to  
know you!



## HOW WOMEN ENTREPRENEURS GATHER & GROW

[WWW.WOMENinCOMMUNITY.COM](http://WWW.WOMENinCOMMUNITY.COM)

# WINC

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