

Below are a collection of responses from women actively engaged in FemCity Des Moines:

TRICIA RIVAS

Owner of Trixie's Hair Salon

FemCity Women really do support each other. I've belonged to a lot of networking groups over my twenty year career in the beauty industry and FemCity is in my top 5. I'm constantly recommending other women to join also because of the many benefits I've received. The Mastermind group that I recently was involved in was a game changer for my business in teaching me about time management and taking care of myself. I've heard and have been told this numerous times, but for some reason this time it just clicked. I know it's because I was able to be my authentic self.

NORA CROSTHWAITE

Realtor with RE/MAX

FemCity Des Moines has enabled me to think past my mental limitations and redefine my business. I am in my second year as a full-time REALTOR(r), after having spent almost 20 years in a completely different field (IT). Through the connections and support I've received at FemCity, I've doubled my business this year and beat my initial annual goal by 50%.

Specifically, the FemCity Coffee Connections have kept my mindset extremely positive, I've learned about issues facing small business owners (taxes, first impressions, marketing), and I've found and employed several vendors that I met in the group (a business coach, stager, photographer, and search engine optimization specialist, to name a few). Finally, through my work with FemCity, I've gained new clients, and expect to grow my business even more in 2018.

This group is unique in that it allows for multiple people in the same field (e.g., there are quite a few REALTORS), and the focus is on supporting one another and gratitude. This group is innovative in its approach to networking, thanks to both the local leadership and the national leadership.

KATIE SPELLMAN

Owner of Revel and Grow

I attended my first FemCity event in February 2017. It was a free coffee connection and I had no expectations except I wanted to network with other local business owners. At that time, I had just launched my new business (a social media management company) and I had ZERO clients. As a social media manager, I expected most of my clients would come from my work connecting with others online.

However, FemCity has been my NUMBER ONE resource for finding new clients. I got my first 2 clients from that initial coffee connection. Then booked at least one client resulting from each additional FemCity event I attended. These were FREE events and I was getting clients and potential leads left and right. In July, I decided to pay to become a business member of FemCity because by then I knew the value this organization added to my business. To date, I have spent approximately \$250 on FemCity events/memberships. In return, I've gained \$6,150 in revenue directly from contacts made at FemCity events.

In addition, I've gained countless contacts for other professionals that I can reach out to when in need (accountants, financial planners, interior designers, etc). Plus, each time I attend a FemCity event I leave

feeling refreshed, uplifted and inspired - not drained and overwhelmed. FemCity has been the best thing that could have happened to my business. I know that I would not have had the success I've had in my first year of business without the FemCity community.

STEPHANIE MAJERAN

Owner, WellRun Results

I am so glad I found out about FemCity at the beginning of this year when I was first contemplating starting my own business. I was nervous about leaving secure paychecks and health insurance behind, but I was so encouraged by the women in FemCity who have gone out on their own.

I remember one specific time, I was chatting with another member about how a part time job had come along that might allow me to start my own business at the same time. She said, "That's it, that's your sign to go for it." I realized that if an acquaintance could see the opportunity, then clearly it was there for me to take. Since then, I have continued to meet wonderful women who encourage me as well as allow me to help them with my expertise. The connections formed with this group are the most genuine of any networking group I've ever been a part of!