



IWS 2025

PHOENIX & FRESNO

IMPACT REPORT

WOMEN PIONEERING PROGRESS



EVENT
SPONSORS



At A Glance



161
Attendees



12
Speakers



KEYNOTE SPEAKER

Adelaida V.
Severson, Ph.D.



EMCEE

Christel Bell



SPECIAL GUEST

Jacque Keenan



13
Booths

HIGHLIGHTS



20
Volunteers



20
Raffle Prizes



3
In-Kind
Donations

- > Graphic Recording from 26 Letters Studio
- > \$20 Gift Cards from Postmates
- > Floral Arrangements from TNT Flower Shop

- > Breakfast, lunch, and happy hour provided
- > Complimentary Valet
- > Live in-person Phoenix BBB campus



SUMMARY

FRESNO

EVENT SPONSORS



At A Glance



113
Attendees



20
Speakers



KEYNOTE SPEAKER
Violet Rainwater



SPECIAL GUEST
Glenna Gates
BBB



SPECIAL GUEST
Kathy Mahan
ADAM SCHIFF
U.S. SENATOR FOR CALIFORNIA



SPECIAL GUEST
Dawn Golik
SBA
U.S. Small Business Administration



6
Booths

HIGHLIGHTS



10
Volunteers



20
Raffle Prizes



3
In-Kind
Donations

- Graphic Recording from 26 Letters Studio
- \$20 Gift Cards from Postmates
- Floral Arrangements from TNT Flower Shop

- Breakfast, lunch, and happy hour provided
- Live in-person

PHOENIX

100%

in-person
attendance

FRESNO



ABOUT OUR PARTICIPANTS

➤ Better Business Bureau, Pacific SW's 8th Annual Industrious Women's Summit was a success and we are happy to share some of the feedback we received after the event. In this report, we will be sharing the responses to our post-event survey.

Industry

Industry	%
Consulting & Professional Services	~19%
Utilities / Energy	~14%
Nonprofit / Associations / Gov.	~13%
Construction / Trades / Contractors	~12%
Financial Services / Banking	~11%
Marketing / Media / PR	~8%
Health / Wellness / Coaching	~8%
Accounting / Tax / Bookkeeping	~7%
Creative / Design / Photography	~6%
Other / Misc. Services*	~6%

*Miscellaneous represents a range of unique and specialized businesses that contribute to the richness and diversity of our ecosystem.

Demographics

➤ Leadership Presence

The data shows a high concentration of leadership roles, with 42.86% of respondents identifying as **Founders** and 28.57% as **President/CEO**.

➤ Business Ownership

Approximately 28.57% specifically identified as **Business Owners**, while 14.29% identified as **Entrepreneurs**.

➤ Management & Administration

A significant portion of the group holds organizational roles, including **Managing Directors** (21.43%), **Management** (21.43%), and **Administrators** (21.43%).

Please note that respondents were able to select all roles/positions that applied to them, so the percentages shown are cumulative.

Participant Roles/Positions	%
Founder	42.9%
Business Owner	28.6%
President / CEO	28.6%
Administrator	21.4%
Management	21.4%
Managing Director	21.4%
Coordinator	14.3%
Entrepreneur	14.3%
Analyst	7.1%
Other	7.1%
Site Supervisor	7.1%
Vice President	7.1%



Demographics cont.

Race/Ethnicity 14 Responses

35.7%

Identified as **White**
or **Caucasian**

35.7%

Identified as
Hispanic or Latinx

21.4%

Identified as **Black**
or **African**

7.1%

Identified as **Native**
American or Alaska
Native



Gender 14 Responses

99%

Identified as
Female

1%

Identified as
Male



Source of Awareness

Participants were asked how they heard of the event, to the right is the breakdown of their responses.

Channel	%
BBB Email	35.7%
Friend/Colleague	28.6%
Attended Last Year	14.3%
LinkedIn	14.3%
Other	7.1%

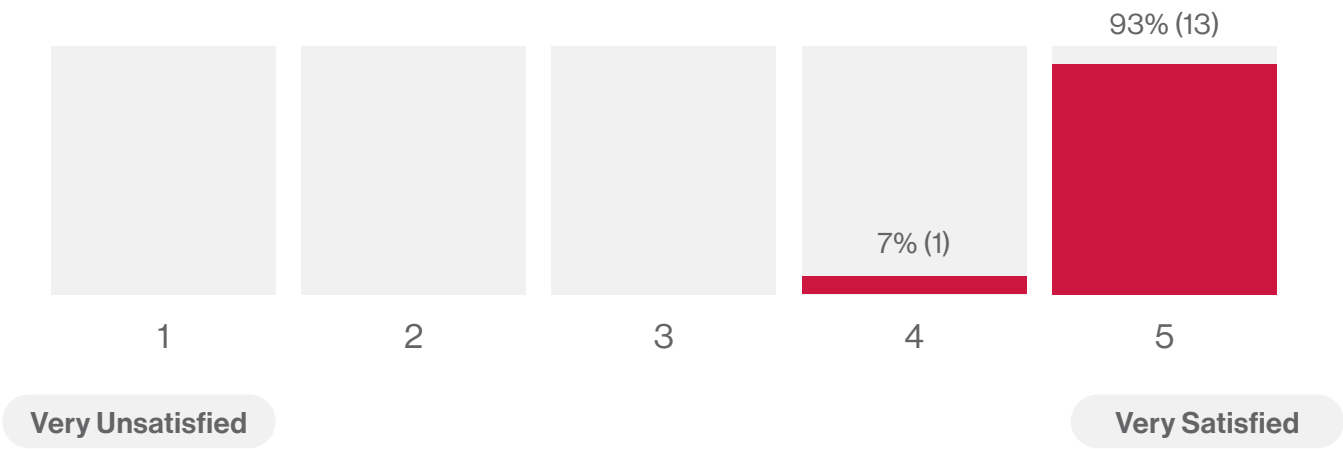


Attendee Satisfaction

14 Responses

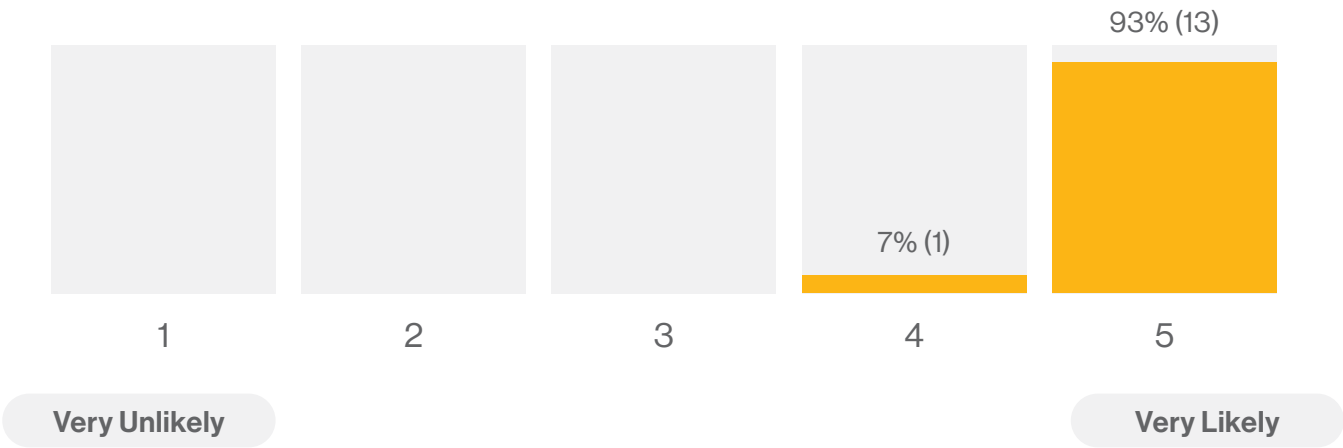
When asked about overall satisfaction, **93%** of respondents said they were **Very Satisfied**.

How satisfied were you with this event?



When asked how likely respondents would be to recommend this event to a friend or colleague, **95%** answered **Very Likely**.

How satisfied were you with this event?





FUTURE PARTICIPATION

When asked if they planned to attend this event in the future

100%
answered **Yes.**

35.7% were interested in speaking

28.6% were interested in participating in a panel

21.4% were interested in program sponsorship or in-kind support

Key Highlights & Feedback

“

The event also created a strong sense of community, with plenty of opportunities for connection and meaningful conversations...Overall, it was an inspiring and well-executed summit.

“

Everything from valet, the food for both breakfast, snacks, and lunch were all amazing.

“

I loved the speakers, and learned something from all of them. I loved the networking opportunities... What I loved most was the sense of COMMUNITY.

“

Everything was thoughtfully planned, and the emcee was absolutely amazing! I truly loved everything about this event.”

“

The food, the vendors, the speakers, the flow, the raffle, the valet, the check-in table, the times to connect with other women - all great.

“

Networking, the diversity of speakers, connections, resources, and all the amazing stories.

“

The women who attended were engaged and invested in being there, connecting, and learning from each other.

“

Everything from valet, the food for both breakfast, snacks, and lunch were all amazing. And the speakers, especially the keynote speaker.

For questions or further information, please contact us at

iws@bbbcommunity.org