



# LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

## AGENDA

**TUESDAY, APRIL 30**

### IN-PERSON REGIONAL PROGRAMMING

- 8:00 AM** Description: Regional in-person events will be held throughout the state on **Tuesday, April 30 from 8 a.m.-Noon**. You should plan to attend a regional event to gain access to regional businesses and technical assistance resources. Information including an agenda for the in-person locations will be sent in a follow-up email closer to the event. Locations include:
- **Appleton:** Fox Valley Technical College, Bordini Center  
5 N. Systems Dr. Appleton, WI 54914
  - **Beloit:** Beloit Public Library - 605 Eclipse Blvd., Beloit, WI 53511
  - **Eau Claire:** Pablo Center - 128 Graham Ave., Eau Claire, WI 54701
  - **Green Bay:** US Bank - 425 Pine Street, Green Bay, WI 54301
  - **Hayward:** Lac Courte Oreilles Ojibwe University  
13466 West Trepania Road, Hayward, WI 54843
  - **La Crosse:** Black River Beach Neighborhood Center  
1433 Rose Street, La Crosse, WI 54603
  - **Madison:** The Black Business Hub, located in The Village on Park Street on the 4th floor - 2352 S Park St, Madison, WI 53713
  - **Milwaukee North:** Schlitz Park - 1533 N. River Center Dr. Milwaukee, WI 53212

- **Milwaukee South:** Multicultural Entrepreneurial Institute  
3419 West Forest Home Avenue, Milwaukee, WI 53215
- **Racine:** Gateway Technical College, iMet Center  
2320 Renaissance Boulevard, Sturtevant, WI 53177
- **Rhineland:** Northwoods Center - 5350 College Drive Rhineland, WI 5450  
(first building on the Right side when entering campus)

**Specific agendas for each In-Person location will be sent via email to those who have registered to attend In-Person.**

## **12:00 PM In-Person Program Concludes**

# **WEDNESDAY, MAY 1** **VIRTUAL PROGRAMMING**

## **9:00 AM Welcome and Opening Remarks**

**Dr. Eugene Manzanet**, Senior Director of Diverse Business Development, WEDC  
**David Friedman**, Senior Vice President | Small Business Banking Leader

Midwest Region, U.S. Bank

**Missy Hughes**, Secretary and CEO, WEDC

**Sara Rodriguez**, 46th Lieutenant Governor, State of Wisconsin

**Isabel Guzman**, 27th Administrator, U.S. Small Business Administration

## **9:30 AM Starting & Growing a Winning Small Business: 2024 Small Business Administration Award Winners**

Meet five entrepreneurs receiving SBA's 2024 National Small Business Week awards in conversation with SBA's Wisconsin District Director Eric Ness. These winners get real about how they started, challenges along the way, and how SBA and its Wisconsin partners (many of whom are speaking during the Small Business Academy) delivered resources and expertise to help them succeed.

**Moderator: Eric Ness**, Wisconsin District Director, U.S. Small Business Administration

**Panelist: Sam McDaniel**, 2024 SBA Wisconsin Small Business Persons of the Year, Fortune Favors Nuts

**Panelist: Jessica Benish**, 2024 SBA Wisconsin Small Business Persons of the Year, Fortune Favors Nuts

**Panelist: Theo Iyasele**, 2024 SBA Wisconsin 8(a) Graduate of the Year, Toki and Associates

**Panelist: Jenny Birgitta Ulbricht**, 2024 SBA Wisconsin Emerging Small Business of the Year, East View Coffee

**Panelist: Amanda Roman**, 2024 SBA Wisconsin Minority Small Business Champion, Domina Consulting

**10:00 AM Ways to Access Capital for Your Business: What Options Do You Have?**

Having access to Capital is essential for growth. To grow your business, you must understand this fundamental principle of investing in you. In this module, you will gain an understanding of how the capital you obtain can be used for a pro-growth strategy of maximizing your profitability.

**Moderator: Joseph Davis, Sr.**, CBG Disadvantaged Business Enterprise Development Director, Construction Business Group

**Panelist: Wendy Bauman**, President/CVO, Wisconsin Women's Business Initiative Corporation

**Panelist: David Gouwnes**, Chief Operating Officer/Chief Financial Officer (COO), Native Loan Fund

**Panelist: Joe Kremer**, Director of Tech Council Investor Networks, Wisconsin Tech Council

**Panelist: Micae Brown**, Assistant Vice President, Business Access Advisor, U.S. Bank

**11:00 AM Future Planning: The Value of Financial Statements**

During this session, the importance of financial statements will be demonstrated. Furthermore, you will learn how you can use your financial statements to grow your business.

**Facilitator: Genia Stevens**, Founder & Executive Director, Rock County Jumpstart

**Speaker: Dave Chappell**, Certified Mentor, SCORE

**12:00 PM Small Business Story – Financial: Lunch & Learn**

Grab a lunch and join us for a conversation style presentation between a facilitator and a small business. Hear about the unique experiences of the owner and apply their lessons to your own business.

**Facilitator: Jack Warrick, Loan Officer**, Wisconsin Women's Business Initiative Corporation

**Speaker: Brandon Hawthorne**, Co-Owner, Twisted Plants

**9:00 AM Branding Basics for Small Business – Setting the Foundation to Build a Vibrant Brand and Thriving Business**

This workshop provides a high-level understanding about branding and its power to drive sustainable, long-term growth for your business. We begin by debunking a few common myths about branding. You will be introduced to best practices, new tools, and a lot of practical advice along the way, tailored specifically to the needs of early-stage businesses and startups.

**Facilitator: Stephanie Chang**, Regional Business Manager – North Central WI, Hmong Wisconsin Chamber of Commerce

**Speaker: Jay Olson**, Workshop Presenter, Branding SME & Co-Mentor, SCORE

**10:00 AM Unleashing the Power of Digital Marketing**

Dive into the forefront of digital marketing trends and strategies with Jessica Williams, an esteemed media and marketing expert. Join an engaging speaker session where topics ranging from social media management and content creation to brand strategy and innovative marketing techniques will be explored. Gain valuable insights to elevate your digital marketing prowess and stay ahead in the ever-evolving online realm.

**Co-Facilitator: Ziming Wu**, Executive Director, Wisconsin Chinese Chamber of Commerce

**Co-Facilitator: Kaiping Chen**, Ph.D., Assistant Professor in Computational Communication, University of Wisconsin-Madison

**Speaker: Jessica Williams**, Founder & CEO, True Colors Marketing Firm

**11:00 AM Marketing & Pursuing Opportunities in the Government Marketplace: What You Need to Know**

During this session, you will learn how to develop a targeted and effective Capabilities Statement. A Capabilities Statement communicates to potential clients who you are, what you do, and how you differ from your competitors. It is a critical marketing tool when selling to the government or corporations.

**Facilitator: Benjamin Blanc**, Government Contract Specialist, Wisconsin Procurement Institute

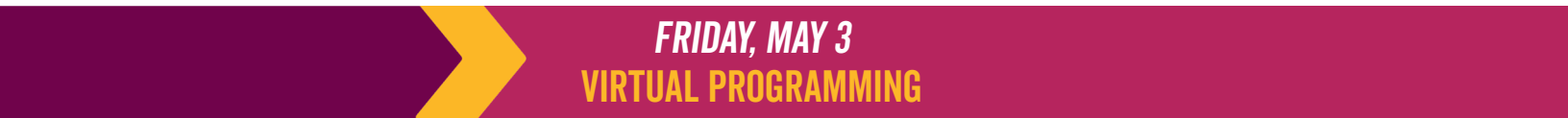
**Speaker: Carol Murphy**, Business Development Specialist, Wisconsin Procurement Institute

**12:00 PM Small Business Story – Marketing: Lunch & Learn**

Grab a lunch and join us for a conversation style presentation between a facilitator and a small business. Hear about the unique experiences of the owner and apply their lessons to your own business.

**Facilitator: Genia Stevens**, Founder & Executive Director,  
Rock County Jumpstart

**Speaker: Lester Grace, Owner**, Backyard Barbeque



**FRIDAY, MAY 3**  
**VIRTUAL PROGRAMMING**

**9:00 AM I Am a Start-Up: Where Do I Start**

Starting a business can be a daunting undertaking and understanding where to start is a common challenge. During this session, you will hear from Greg Clark, who has firsthand experience in starting three successful businesses.

**Facilitator: Harlie Juedes**, Interim Director, Small Business Development Center at UW-Eau Claire

**Speaker: Greg Clark**, Certified Mentor & Vice Chairman, West Central Wisconsin and Upper Peninsula of Michigan, SCORE

**10:00 AM Growth Strategy: Key Steps for Business Growth & Expansion**

Building a business isn't easy and usually doesn't happen by chance. In this presentation, learn how to construct a strong foundation for your business's growth.

**Facilitator: Juan Corpus**, Vice President of Diversity, Equity and Inclusion, New North Inc.

**Speaker: David Lindenstruth**, Owner, Van Zeeland Nursery & Landscape

**11:00 AM Government Certifications: How They Can Help Your Business Gain a Competitive Advantage**

Small and diverse businesses may qualify for certifications that give them preference in government or corporate contracting. During this panel discussion, representatives from Federal, State, Local and Corporate certifying agencies will discuss each of their unique certification processes, obligations and benefits.

**Moderator: Aina Vilumsons**, President & Executive Director, Wisconsin Procurement Institute

**Panelist: Alex Ysquierdo**, MSc, Wisconsin Supplier Diversity Program Director, Department of Administration

**Panelist: Shane Mahaffy**, Lead Business Opportunity Specialist, U.S. Small Business Administration

**Panelist: Rosalind Roberson**, Civil Rights Urban Outreach Strategist, Wisconsin Department of Transportation

**Panelist: Jason Rae**, President & CEO, Wisconsin LGBT Chamber of Commerce

**Panelist: Rosie Arabiyat**, Senior Business Analyst, City of Milwaukee

**Panelist: Amy Hacker**, Owner, White Buffalo Trucking

**12:00 PM Small Business Story – Business Development: Lunch & Learn**

Grab a lunch and join us for a conversation style presentation between a facilitator and a small business. Hear about the unique experiences of the owner and apply their lessons to your own business.

**Facilitator: Jacob Haupt**, Director of Jobs and Business Development, Western Dairyland Economic Opportunity Council, Inc.

**Speaker: Ashley Bender**, Founder & CEO, AMK Cleaning Services, LLC

**12:30 PM Program Concludes**

*Thank you for attending!*