

Wisconsin Lieutenant Governor Small Business Academy: May 2-5, 2023



May 2, Day 1:

- 9:00 AM **Welcome and Opening Remarks**
- Emcee: Alex Ysquierdo, Diversity Business Development Manager, WEDC
 - Dr. Eugene Manzanet, Senior Director of Diverse Business Development, WEDC
 - David Friedman, Small Business Banking Leader, U.S. Bank
 - Eric Ness, Director, U.S. Small Business Administration, Wisconsin District Office
 - Missy Hughes, Secretary and CEO, WEDC
 - Wisconsin Lieutenant Governor Sara Rodriguez
- 9:30 AM **Keynote Speakers**
- Dorothy Enriquez, CEO & Principal Consultant, The Elevate Collective LLC
- 10:00 AM **Show Me the Money: Non-Traditional Sources of Funding – A Panel Discussion**
- Description: Often more extensive and alternative funding sources are necessary to start or grow your business. Learn about various funding resources that help businesses access the capital needed to start and grow.*
- Moderator: Micae Brown, Assistant VP, Business Access Advisor, U.S. Bank
 - Tammie Clendenning, Lead Economic Development Specialist, U.S. SBA
 - Jacob Haupt, Director of Jobs and Business Development, Western Wisconsin Women's Business Center
 - Michael Hetzel, Director of Lending, WWBIC
 - Christopher Cote, Development Services Manager, First American Capital Corporation, Inc.
- 11:00 AM **Successful Scaling Strategies: Planning How and When to Grow Your Business – A Panel Discussion**
- Description: Planning how and when to scale a business is critical. Learn about key considerations needed to develop a strategic business plan, including a business strategy that covers operational and financial needs of a business.*
- Moderator: Rudy Gutierrez, SBS Sales Manager, U.S. Bank
 - Jessie Cannizzaro, Master Plumber and Owner, Milestone Plumbing, Inc.
 - Ugo Nwagbaraocha, President, Diamond Discs International
 - Ab Kue, CEO, RPM Bodywork

May 3, Day 2:

9:00 AM

Understand Your Cash Flow: Record Keeping and Financial Management

Description: Understanding your financial statements can improve your operations and maximize your cash flow; learn how to track your financial records and understand core financial ratios to help you become more successful at developing and managing your financial strategy.

- Facilitator: Jason Rae, President & CEO, Wisconsin LGBT Chamber of Commerce
- Michail Walker, Business Consultant & Outreach Specialist, Small Business Development Center at the University of Wisconsin - La Crosse

10:00 AM

Putting You in Your Business: Using Video Story Telling to Build Your Brand

Description: Business owners and key personnel can “sell” your business like no one else can. Learn how video story telling can set your business apart from your competition and enable you to grow.

- Facilitator: Andy Weins, Owner, Green Up Solutions LLC and Camo Crew LLC
- Genia Stevens, Founder & Executive Director, Rock County Jumpstart

11:00 AM

Leveraging Your Federal, State, and Local Certifications to Build Your Business – A Panel Discussion

Description: When selling to Federal, State, and Local governments or their primes, small and diverse business certifications can offer significant competitive advantages in the marketplace. You may qualify for these ownership-based certifications if you are a Small, Disadvantaged, Women, Minority, and/or Veteran owned business.

- Moderator: Aina Vilumsons, President/Executive Director, Wisconsin Procurement Institute
- Jim Strube, Business Opportunity Specialist, U.S. SBA
- Henry Hurt, President/Owner, Hurt Electric Inc.
- Jean Marie Thiel, President, Belonger Corporation
- Adam Skenandore, President, ANASA Traffic Services
- Dele Ojelabi, President, Comcentia

May 4, Day 3:

9:00 AM

Enhancing Your Online Presence: Implementing Your Brand in Digital Marketing

Description: Some businesses depend on an online sales strategy; others need one to grow. This session will identify activities needed to support the building of a brand using digital marketing strategies.

- Facilitator: Cory Highshaw, AVP Business Banking Relationship Manager, U.S. Bank
- Brian Alves, Digital Marketing & Events Committee Chair, Certified Mentor, SCORE Mentors SE WI

10:00 AM

Effective Workforce Retention and Attraction: Childcare, Benefits, and Other Ways to Engage Your Workforce – A Panel Discussion

Description: These are challenging times and finding and keeping the right workforce is critical. Learn how others are successfully addressing workforce considerations and are attracting, training, and supporting employees in ways that enhance the workplace experience and improve employee retention. Panelists will discuss current trends impacting childcare needs, alternative benefits that appeal to workers, and others.

- Moderator: Jona Moore, Vice President, African American Chamber of Commerce of Wisconsin
- Baltazar De Anda Santana, Co-Founder & Executive Director, Latino Academy of Workforce Development, Inc
- Kaitlin Ferrick, Grants Initiatives Advisor, Division of Early Care and Education, WI Department of Children and Families
- Mark Borowicz, Director of Workforce & Community Development, Blackhawk Technical College

11:00 AM

Upcoming Business Opportunities in Wisconsin – A Panel Discussion

Description: In 2023 – 2024 several unique business opportunities will be coming to our State. Small businesses should begin identifying and learning about these projects and begin preparing for those that could lead to direct opportunities. Opportunities include infrastructure projects, American Rescue Plan Act (ARPA) projects, the Republican National Convention, and others.

- Moderator: Aina Vilumsons, President/Executive Director, Wisconsin Procurement Institute
- Madalena Maestri, DBE Program Chief, WisDOT
- Alison Prange, Chief of Staff and Senior Advisor, MKE 2024 Host Committee
- Marjorie Rucker, Chair, Ethnic & Diverse Business Coalition

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Links to join sessions can be found in your registration confirmation or event reminder email. Can't find it? Email JackL@WisPro.org. For questions about the in-person events, please email sbdc@uwlax.edu.

May 5, Day 4

8:00 AM

In-Person Regional Programing

*Description: Regional in-person events will be held throughout the state on **Friday, May 5 from 8 a.m.-Noon**. The regional locations include: **Milwaukee, Madison, La Crosse, Appleton, Beloit, Rhinelander and Eau Claire**. 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. The in-person locations will also be streaming the U.S. SBA's 9:00 AM session **Starting and Growing a Winning Business: Wisconsin's U.S. SBA 2023 Award Winners in Conversation**. Locations include:*

- Appleton: Fox Valley Technical College, Bordini Center
- Beloit: Beloit Public Library
- Eau Claire: Pablo Center at the Confluence
- La Crosse: Black River Beach Neighborhood Center - UW LaCrosse
- Madison: Madison Area Technical College (MATC), Goodman South Campus
- Milwaukee: Wisconsin Women's Business Initiative Corporation (WWBIC)
- Rhinelander: The Grid, Nicolet College

9:00 AM

Virtual: Starting and Growing a Winning Business: Wisconsin's U.S. SBA 2023 Award Winners in Conversation

Description: Join this lively discussion with the entrepreneurs selected for SBA's National Small Business Week awards in Wisconsin, moderated by SBA's Wisconsin District Director Eric Ness. How they started, what keeps them going, their greatest challenges, and upcoming opportunities will all be topics during this powerful session. Stream it or view it onsite with SBA and WEDC experts in Milwaukee, Madison, Beloit, Appleton, Rhinelander, La Crosse, or Eau Claire.

- Moderator: Eric Ness, Director, Wisconsin District Office, U.S. SBA
- Steven Potter, President, Arctic Compressor
- Damon Holter, Owner, Croix Valley Foods
- Greta Smith, President, Great Lakes Power Vac
- Marthia Bell, Owner, Living Made Easy Homes, LLC
- James Bloodsaw, Owner, Just Veggies
- Yolanda Coleman, Owner, Plush Clothing
- Natalie Chesebro, CEO, Your Personal Gardener & Arborist

10:00 AM

In-Person Programing Continues

12:00 PM

Program Concludes