



Lieutenant Governor's Conference on Small Business Development

October 6-8, 2020

TUESDAY, OCTOBER 6, 2020			
8:30 a.m.	Event Kickoff/Program Overview/Virtual Program Tips		
8:35 a.m.	Partnership Introductions – Vanessa Ineza, DBD Manager, WEDC US DOT/WisDOT, SBDC, WPI and EDBC		
8:45 a.m.	Mary Gage, VP of BCD, WEDC		
8:50 a.m.	Keystone Sponsor – Steve SaLoutos, Executive Vice President, U.S. Bank		
8:55 a.m.	Introduction of Lt. Governor Mandela Barnes – Sec. & CEO Melissa Hughes, WEDC		
9:00 a.m.	Welcome – Lt. Governor Mandela Barnes		
9:10 a.m.	Sec. Hughes, WEDC – Thank you		
9:15 a.m.	Jason Rae, President of LGBT Chamber of Commerce - Introduce Speaker Speaker: Entrepreneur (Emerging Business) – Pang Vang, President, Style & Grace		
9:45 a.m.	BREAK		
9:55 a.m.	Pandemic Business Pivots-Reinventing Your Business John Mleziva, Owner, State Line Distillery; Donald Hill, VP, Dakonte Product Group, Inc; Syovata Edari, CEO, Cocovaa; and Lisa Reynolds, Reynolds Packaging LLC		
10:45 a.m.	BREAK		
11:00 a.m.	Breakout Sessions – Select One		
11:00 a.m.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Financing Panel Description: Hear from a panel of financing experts on resources and steps to take to access the capital you need to start or grow. Panelists: Vincent Mack, Digital Accelerator, U.S. Bank; James Strube, SBA; Maysee Herr, Hmong Chamber; Renee Linder, KIVA Moderator: Thaddeus J Hannah, U.S. Bank</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Do Government Agencies and Corporations REALLY care about small business certifications? Description: Is it really worth the time and effort of a small, woman, minority, disadvantaged or veteran business to go through the certification process? Learn from businesses that have successfully leveraged their certifications to compete and win. Panelists: Eric Ness, SBA; Herb Miller, Michels Corporation; Dele Ojelabi, Comcentia; Tina Reese, The Reese Group; Natalie Chesebro, Your Personal Gardener; Manisha Dotson, The Nisha Group LLC Moderator: Aina Vilumsons, WPI</p> </td> </tr> </table>	<p>Financing Panel Description: Hear from a panel of financing experts on resources and steps to take to access the capital you need to start or grow. Panelists: Vincent Mack, Digital Accelerator, U.S. Bank; James Strube, SBA; Maysee Herr, Hmong Chamber; Renee Linder, KIVA Moderator: Thaddeus J Hannah, U.S. Bank</p>	<p>Do Government Agencies and Corporations REALLY care about small business certifications? Description: Is it really worth the time and effort of a small, woman, minority, disadvantaged or veteran business to go through the certification process? Learn from businesses that have successfully leveraged their certifications to compete and win. Panelists: Eric Ness, SBA; Herb Miller, Michels Corporation; Dele Ojelabi, Comcentia; Tina Reese, The Reese Group; Natalie Chesebro, Your Personal Gardener; Manisha Dotson, The Nisha Group LLC Moderator: Aina Vilumsons, WPI</p>
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Noon	LUNCH BREAK – NETWORKING		



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Breakout Sessions – Select START or GROW		
1:00 p.m.	START	GROW
	<p>Starting on a Shoestring <u>Description:</u> Businesses often start when the owner has limited financial resources. Learn ways to access resources and adjust your business operations to reduce the capital needed to start a business. Presenter: Julie Emslie, WWBIC</p>	<p>Preparing to Work as a DOT Contractor <u>Description:</u> Gain firsthand information on the best strategies to access and perform work as a DOT contractor. Presenter: Brian A Mitchell, WisDOT Moderator: Gabriela Garcia US DOT</p>
2:00 p.m.	START	GROW
	<p>Testing Your Idea <u>Description:</u> Optimize your entrepreneurial efforts by learning how to describe, test and refine your idea using the Business Model Canvas tool. Presenter: Terri Urbanek, The Emporium of Consulting</p>	<p>Understanding Financial Statements <u>Description:</u> Understand your financial statements and learn core financial ratios to help you become more successful at developing and deploying your business financial strategy. Presenter: Luke Kempen, Director, WSBDC at UW-Eau Claire</p>
3:00 p.m.	START	GROW
	<p>Getting Started: Core Considerations <u>Description:</u> Getting started – The fundamentals to reduce your risk and launch your business, including entity selection, tax considerations, registration to operate, etc. Presenter: Anne Hlavacka, Director, WSBDC at UW-La Crosse</p>	<p>Funding for Growth <u>Description:</u> Often alternative funding sources are necessary to start or grow your business. Learn about various funding resources that help businesses access the capital needed to grow Panelists: Patrick Martin, Landmark Credit Union; Jona Moore, African American Chamber; Sanjit Singh, Founders First Capital Moderator: Mike Kellman, Northshore Bank</p>
4:00 p.m.	TODAY'S PROGRAM ENDS	



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WEDNESDAY, OCTOBER 7, 2020					
8:30 a.m.	Welcome/Program Overview/Virtual Program Tips: Sam Ridders, COO, WEDC				
8:35 a.m.	Speaker: Entrepreneur (Growth Business) Denise Thomas, The Effective Communication Coach, LLC				
Breakout Sessions – Select TRACK ONE or TRACK TWO					
9:00 a.m.	<table border="1" style="width:100%"> <thead> <tr> <th style="width:50%">TRACK ONE</th> <th style="width:50%">TRACK TWO</th> </tr> </thead> <tbody> <tr> <td> The Lender's Eye: Getting A Business Loan <u>Description:</u> Learn what lenders consider when making funding decisions. How can you position your business so your lender says "YES." Panelists: Ivan Cicla, CIBC; Robert Lamb, U.S. Bank; Willie Smith, NWSCDC Moderator: Ed Bryant, Town Bank </td> <td> Overview of Available Federal, State, Local and Corporate Small Business Certifications <u>Description:</u> Each agency has unique certification requirements. Learn from agency representatives what is required for qualification and application, how applications are reviewed and what benefits and opportunities are associated with certification approval. Panelists: James Strube, SBA; Tondra Davis, Wisconsin DOA; Nikki Purvis, City of Milwaukee; Jessie Leonard, WBDC Heather Olson, NCMSDC; Madalena Maestri, WisDOT Moderator: Aina Vilumsons, WPI </td> </tr> </tbody> </table>	TRACK ONE	TRACK TWO	The Lender's Eye: Getting A Business Loan <u>Description:</u> Learn what lenders consider when making funding decisions. How can you position your business so your lender says "YES." Panelists: Ivan Cicla, CIBC; Robert Lamb, U.S. Bank; Willie Smith, NWSCDC Moderator: Ed Bryant, Town Bank	Overview of Available Federal, State, Local and Corporate Small Business Certifications <u>Description:</u> Each agency has unique certification requirements. Learn from agency representatives what is required for qualification and application, how applications are reviewed and what benefits and opportunities are associated with certification approval. Panelists: James Strube, SBA; Tondra Davis, Wisconsin DOA; Nikki Purvis, City of Milwaukee; Jessie Leonard, WBDC Heather Olson, NCMSDC; Madalena Maestri, WisDOT Moderator: Aina Vilumsons, WPI
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Noon	LUNCH BREAK	
	Breakout Sessions – Select START or GROW	
1:00 p.m.	START	GROW
	<p>Introduction to Financial Statements <u>Description:</u> This session will introduce the core financial statements and terminology to help you as you determine your business financial strategy. Presenter: Michail Walker, Business Consultant and Outreach Specialist, WSBDC at UW-La Crosse</p>	<p>Sales: Managing Your Numbers <u>Description:</u> Learn how your numbers can help you manage your business and grow your sales revenues. Presenter: Don Hill, VP, HIR</p>
2:00 p.m.	START	GROW
	<p>E-Commerce: Getting Online and Social Media <u>Description:</u> Some businesses depend on an online sales strategy; others need one to grow. This session will identify activities needed to support an e-commerce business strategy and ways to use social media to expand your reach. Presenter: Brent Hoffman, Perodigm Moderator: Becky Albert, Ho-Chunk</p>	<p>Tax Considerations Business <u>Description:</u> Understanding how taxes affect your business will help you determine if your business is properly structured; when and how to purchase equipment, inventory, etc.; and other factors so you can make smart decisions. Presenter: Megan Shawn, Sidekick Accounting Services Moderator: Camille Carter, President, Madison Black Chamber of Commerce</p>
3:00 p.m.	START	GROW
	<p>Business Plan: Planning for Success <u>Description:</u> Planning for your business success is critical. Planning is more than a tool for financing. Learn about key considerations needed to develop a strategic business plan, including a financial forecast. Presenter: Deneine Powell, President & CEO, AALAM</p>	<p>E-Commerce: Search Engine Optimization <u>Description:</u> The ability to reach your online customers is critical to an effective e-commerce strategy. This session will provide insight and strategies to improve your search engine optimization (SEO), connect to customers in new ways to improve your online return on investment (ROI). Presenter: Sarah Arendt-Beyer</p>
4:00 p.m.	TODAY'S PROGRAM ENDS	



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THURSDAY, OCTOBER 8				
8:25 a.m.	Welcome/Program Overview/Virtual Program Tips			
	Industry Clusters – Best Practices, Discussion, Networking			
8:30 a.m.	TRACK A	TRACK B	TRACK C	TRACK D
	<p>Childcare <u>Description:</u> This industry cluster features childcare. The facilitators and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitators: Karman Briggs and Renee Ernsting, Western Dairyland EOC, Inc.</p>	<p>Online Businesses <u>Description:</u> This industry cluster features online businesses. The facilitator and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Michail Walker, WSBDC at UW-La Crosse</p>	<p>Hospitality/Entertainment <u>Description:</u> This industry cluster features tourism. The facilitators and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitators: Terry Whipple, Juneau County EDC; Andrew Nussbaum, Wisconsin Department of Tourism</p>	<p>Transportation <u>Description:</u> This industry cluster features transportation. The facilitator and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Annette Tipton, Able Access Transportation</p>
9:30 a.m.	TRACK A	TRACK B	TRACK C	TRACK D
	<p>Resilience: Strategies to Move Beyond the Pandemic <u>Description:</u> Managing a business during a pandemic is stressful. This session will identify ways to keep your focus on the longer term while meeting the current challenges. Learn strategies to better connect with customers and make your business more resilient. Presenter: Dajuan Cherry, AgencyML</p>	<p>Construction <u>Description:</u> This industry cluster features construction. The facilitators and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitators: Clifton Phelps, JCP; Bryce Unger, CG Schmidt; Ugo Nwagbaraocha, DDI</p>	<p>Retail <u>Description:</u> This industry cluster features retail businesses. The facilitator and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Debbie Allen, African American Chamber</p>	<p>Restaurants, Food services & Agriculture <u>Description:</u> This industry cluster features restaurants, food services, and agriculture. The facilitators and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Pat Jones, StartUp Kitchen; Citlali Mendieta, Antigua Restaurant</p>



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10:30 a.m.	TRACK A	TRACK B	TRACK C	TRACK D
	<p>Post Pandemic: Best Practices for Your Business <u>Description:</u> Interested in steps you can take during these challenging times to strengthen your operations, build a workforce that can meet your business needs. Gain insight on best practices to work remotely, work safely in person, foster inclusivity, and take action to take advantage of opportunities. Presenter: Errin Welty, WEDC</p>	<p>Janitorial <u>Description:</u> This industry cluster features janitorial services. The facilitator and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Ronny Thompson, PeachyClean</p>	<p>Manufacturing <u>Description:</u> This industry cluster features manufacturing. The facilitator and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Buckley Brinkman, Wisconsin Center for Manufacturing and Productivity</p>	<p>Professional Services, Health Care and Personal Care <u>Description:</u> This industry cluster features professional services, health care, and personal care. The facilitators and participants will share their experiences and provide insight on challenges, opportunities and trends affecting the industry. Facilitator: Dr. Jennifer Potts, Center Street BID 39</p>
11:30 a.m.	CALL TO ACTION: RESOURCES TO HELP YOU MOVE YOUR BUSINESS FORWARD			
Noon	TODAY'S PROGRAM ENDS			