



Lieutenant Governor's
Conference on Small Business Development
October 26-27, 2021

October 26, 2021

Agenda: Day 1
Morning Combined Session

- 8:30 AM **Welcome and Introductions:** Sponsors and Partners
- 8:45 AM **Welcome by US Bank and WEDC**
- 8:55 AM **Special Guest Speakers:** Dignitaries and Industry Leaders
- WEDC Secretary and CEO Melissa Hughes
 - WI Lt. Governor Mandela Barnes
- 9:20 AM **Presentation by Industry Leaders**
- 9:45 AM Break
- 10:00 AM **Overcoming Long-Term Challenges from COVID-19 – A Panel Discussion**
- 10:45 AM Break
- 11:00 AM **Financing and Grants What You Need to Know – A Panel Discussion**
- 12:00 PM Break for Lunch

Afternoon Tracks:

*Topics for **Start (Track 1)** and **Grow (Track 2)***

- 1:00 PM **Session 1:** E-Commerce – Getting Online and Social Media
- Session 2:** Funding for Growth – A Panel Discussion
- 2:00 PM **Session 3:** Business Plan – Planning for Success
- Session 4:** Certifications – Do Corporations, Government Agencies Really Find Value in Your Certification? A Panel Discussion
- 3:00 PM **Session 5:** Starting on a Shoestring
- Session 6:** E-Commerce: Search Engine Optimization
- 4:00 PM **Closing Remarks**
- 4:30 PM Close of Program



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Agenda: Day 2
Morning Combined Sessions

8:30 AM **Welcome:** Sam Ridders, COO, WEDC

8:35 AM **Presentation by Industry Leaders**

9:00 AM **Cybersecurity**

9:50 AM Break

Split Session Tracks:

*Topics for **Start (Track 1)** and **Grow (Track 2)***

10:00 AM **Session 1: Financing Tools**

Session 2: Overview of Available Federal, State, Local and Corporate Small Business Certifications – A Panel Discussion

10:50 AM Break

11:00 AM **Session 3: The Lender's Eye: Getting a Small Business Loan**

Session 4: E-Marketing and Web Presence

12:00 PM Lunch

1:00 PM **Session 5: Understanding Your Financial Statements**

Session 6: Preparing for Work as a Government Contractor – A Panel Discussion

2:00 PM **Session 7: Testing Your Idea**

Session 8: Sales Managing Your Numbers

3:00 PM **Session 9: eCommerce 101: Planning an Online Store**

Session 10: American Reinvestment Act: Accessing Opportunities to Build Your Business

4:00 PM **Call to Action: Resources to Help You Move Your Business Forward**

4:30 PM Close of Program