



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

**October 26, 2021**

**Agenda: Day 1**

[See Page 3 for Session Descriptions](#)

- 8:30 AM **Welcome and Introductions: Sponsors and Partners**
- 8:45 AM **Welcome by US Bank and WEDC**
- 8:55 AM **Special Guest Speakers:**
- WEDC Secretary and CEO Melissa Hughes (Invited)
  - WI Lt. Governor Mandela Barnes (Invited)
- 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

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**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 – Presented by SBDC](#)
- [Session 6: E-Commerce: Search Engine Optimization](#)
- 4:00 PM **Close of Day 1 Remarks**
- 4:30 PM Close of Program



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**October 27, 2021**

**Agenda: Day 2**

See Page 3-4 for Session Descriptions

- 8:30 AM **Welcome:** Sam Ridders, COO, WEDC
- 8:35 AM **Presentation by Industry Leaders**
- 9:00 AM **Cybersecurity: Keeping Your Business Safe and Secure**
- 9:50 AM Break

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**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: Introduction to Financial Statements**  
**Session 6: Preparing for Work as a Government Contractor – A Panel Discussion**
- 2:00 PM **Session 7: Understanding Your Financial Statements**  
**Session 8: Building a Workforce in Challenging Times – How to Attract, Train, Incentivize, and Retain Your Team**
- 3:00 PM **Session 9: eCommerce 101: Planning an Online Store**  
**Session 10: 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

## Session Descriptions

### Day 1

#### **Morning Session: Financing and Grants What you Need to Know – A Panel Discussion**

Hear from a panel of financing experts on resources and steps to take to access the financing and grants you need to start or grow

#### **Session 1: E-Commerce – Getting Online and Social Media**

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.

#### **Session 2: Funding for Growth – A Panel Discussion**

Often more extensive and alternative funding sources are necessary to grow your business. Learn about various funding resources that help businesses access the capital needed to grow.

#### **Session 3: Business Plan – Planning for Success**

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 business strategy and financial forecast.

#### **Session 4: Certifications – Do Corporations, Government Agencies Really Find Value in Your Certification? A Panel Discussion**

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.

#### **Session 5: Starting on a Shoestring**

Business often start when the owned has limited financial resources. Learn ways to access resources and adjust your business operations to reduce the capital needed to start a business.

#### **Session 6: E-Commerce – Search Engine Optimization**

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).

### Day 2

#### **Morning Session: Cybersecurity**

Learn how vulnerable your business may be to online security threats and steps you can take to reduce those risks.

#### **Session 1: Financing Tools**

Lenders are using more tools to interact with customers and help them operate their businesses. Learn about these tools to help your business streamline financial activities.

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

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.

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

Learn what lenders consider when making funding decisions. How can you position your business so your lenders says, "YES!"

**Session 4: E-Marketing and Web Presence**

Learn how to develop an e-marketing strategy and web presence that will drive customers to your business

**Session 5: Introduction to Financial Statements**

This session will introduce the core financial statements and terminology to help you as you determine your business financial strategy.

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

There are significant sales opportunities for small and diverse businesses with FEDERAL, STATE or LOCAL Government agencies. Before a business begins marketing to Government agencies or bidding on requirements, a business MUST be ready. There is an expectation by the Government that a business is reliable, responsible and responsive. Learn what Government buyers look for and what steps you need to take to get ready.

**Session 7: Understanding Your Financial Statements**

Understanding your financial statements can improve your operations and maximize your cash flow. Learn core financial ratios to help you become more successful at development and deploying your financial strategy.

**Session 8: Building a Workforce in Challenging Times – How to Attract, Train, Incentivize, and Retain Your Team**

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.

**Session 9: E-Commerce 101 – Planning an Online Store**

There's a lot to learn when it comes to starting an online store. This session will provide an overview of key considerations you need to know when starting an e-commerce website, including selecting the right e-commerce platform, structuring the content, handling taxes, shipping, payment processing, and addressing site security considerations.

**Session 10: Opportunities to Build Your Business**

Gain awareness of current and upcoming financial support and opportunities under the American Reinvestment Act and other programs that can enable your business to grow and be positioned for success. This session will consider the logistics of finding and accessing such opportunities.