



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

**October 26, 2021**

**Agenda: Day 1**

See Page 5 for Session Descriptions

*Track 1 (Start) Sessions are Green | Track 2 (Grow) Sessions are Blue | General Sessions are Black*

*Links to access sessions in Track 1 and 2 can be found in your calendar or in the reminder emails sent from MichaelS@WisPro.org on October 19 and 25*

- 8:30 AM **Call to Order:** Alex Ysquierdo, *Diverse Business Development Manager, WEDC*
- Welcome by Keystone Sponsor U.S. Bank and WEDC:**
- Mary Gage, *Vice President, Business & Community Development, WEDC*
  - Nina Johnson, *Senior Vice President, Consumer and Business Banking Leader U.S. Bank*
  - Sam Ridders, *COO, WEDC*
- 8:40 AM **Special Guest Speakers:**
- Wisconsin Lieutenant Governor Mandela Barnes
  - Melissa Hughes, *Secretary and CEO, WEDC*
- 8:55 AM **Introduction of Partners:**
- Jacob Perez, *SBTRC – Great Lakes Region*
  - Anne Hlavacka, *Small Business Development Center – UW La Crosse*
  - Marjorie Rucker, *The Business Council, Inc.*
  - Aina Vilumsons, *Wisconsin Procurement Institute*
- 9:10 AM **Presentation by Entrepreneur:**
- Camille Carter, *Madison Black Chamber of Commerce*
  - Sandra Dempsey, *Source Ten Creative*
- 9:45 AM Break
- 10:00 AM **Overcoming Long-Term Challenges from COVID-19 – A Panel Discussion:**
- Corrie Beula Kovacs, *First American Capital Corporation*
  - Julie Stoffel, *Cradle to Crayons Learning Center*
  - Nubian Simmons, *The Pink Bakery, Inc.*
  - Alan Goodman, *The Goodman's Desserts*
  - Valerie Tatum, *Anointed Cleaners*
- 10:45 AM Break
- 11:00 AM **Loans and Your Small Business: What You Need to Know – A Panel Discussion:**
- Thaddeus Hannah, *Vice President, Performance Consultant, U.S. Bank*
  - Tammie Clendenning, *U.S. SBA – Wisconsin District Office*
  - Patrick Martin, *Landmark Credit Union*
  - Jona Moore, *African American Chamber of Commerce*
  - Renee Lindner, *Kiva at WWBIC*

12:00 PM

Break for Lunch

## **Afternoon Tracks:**

*Track 1 (Start) Sessions are Green | Track 2 (Grow) Sessions are Blue | General Sessions are Black*

1:00 PM

### **Session 1: E-Marketing – Web Presence and Search Engine Optimization:**

- Becky Albert-Breed, *First Nations Community Financial/Integrity Audit & Tax*
- Brent Hoffman, *Perodigm*

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

- Margaret Capper, *North Shore Bank*
- Jeff Bowman, *Bay Bank*
- Christopher Cote, *First American Capital Corporation*
- Ivan Cicla, *CIBC*
- Willie Smith, *Northwest Side Community Development Corporation*
- Jackie Wilson, *Associated Bank*

2:00 PM

### **Session 3: Business Plans – Planning for Success:** Michelle Madl-Soehren, *Atuni Group*

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

- Aina Vilumsons, *Wisconsin Procurement Institute*
- Eric Ness, *U.S. SBA Wisconsin District Office*
- Kim Garber, *Wisconsin Procurement Institute*
- Jean Marie Thiel, *Belonger Corporation*
- Michelle Kaczmarowski, *Milwaukee Metropolitan Sewerage District*
- Madalena Maestri, *WisDOT*

3:00 PM

### **Session 5: Starting on a Shoestring:** Julie Emslie, *City of La Crosse*

### **Session 6: Getting Online 101: Planning an Online Store:** Sarah Arendt-Beyer, *DigiSage, Inc.*

4:00 PM

### **Session 7: Close of Day 1 Remarks:**

- Anne Hlavacka, *Small Business Development Center – UW La Crosse*
- Jacob Perez, *SBTRC – Great Lakes Region*
- Alex Ysquierdo, *WEDC*
- Marjorie Rucker, *The Business Council, Inc*

### **Session 8: Close of Day 1 Remarks:**

- Aina Vilumsons, *Wisconsin Procurement Institute*
- Bob Lamb, *U.S. Bank*
- Seyoum Mengesha, *WEDC*
- Eric Ness, *U.S. SBA – Wisconsin District Office*

4:30 PM

Close of Program



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

**October 27, 2021**

**Agenda: Day 2**

See Page 6 for Session Descriptions

*Track 1 (Start) Sessions are Green | Track 2 (Grow) Sessions are Blue | General Sessions are Black*

**Links to access sessions in Track 1 and 2 can be found in your calendar or in the reminder emails sent from MichaelS@WisPro.org on October 19 and 25**

- 8:30 AM **Welcome:**
- Sam Ridders, *Deputy Secretary and COO, WEDC*
  - Nina Johnson, *Senior Vice President, Consumer and Business Banking Leader U.S. Bank*
- 8:35 AM **Presentation by Entrepreneur:**
- Jason Rae, *Wisconsin LGBT Chamber of Commerce*
  - Ronald Spoerl, *Hawk Industries*
- 9:00 AM **Cybersecurity: Keeping Your Business Safe and Secure**
- Marc Violante, *Wisconsin Procurement Institute*
  - Matthew Frost, *Cyber Nines*
- 9:50 AM Break

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**Split Session Tracks:**

- 10:00 AM ***Session 1: Financing Tools***
- Jason Rae, *Wisconsin LGBT Chamber of Commerce*
  - Danielle Barnett, *U.S. Bank*
- Session 2: Overview of Available Federal, State, Local and Corporate Small Business Certifications – A Panel Discussion***
- Aina Vilumsons, *Wisconsin Procurement Institute*
  - Lamont Robinson, *Milwaukee County Community Business Development Partners*
  - Nikki Purvis, *City of Milwaukee - Department of Administration*
  - Shane Mahaffy, *U.S. SBA – Wisconsin District Office*
  - Jessie Leonard, *Women's Business Development Center*
  - Tondra Davis, *Wisconsin Supplier Diversity Program*
- 10:50 AM Break
- 11:00 AM ***Session 3: The Lender's Eye – Getting a Small Business Loan: A Panel Discussion***
- Garnet McLeod, *Town Bank*
  - L. Wesley McKenzie, *U.S. Bank*
  - Kahri Phelps, *African American Chamber of Commerce*
  - Michael Hetzel, *WWBIC*
  - Esteban Perez, *Illinois Hispanic Chamber of Commerce*

- Brian McManus, *First Federal Bank of Wisconsin*
- Ger Thao, *Hmong Wisconsin Chamber of Commerce*

**Session 4: E-Commerce – Getting Online with Social Media**

- Genia Stevens, *Rock County Jumpstart*

12:00 PM

Lunch

1:00 PM

**Session 5: Introduction to Financial Statements**

- Mike Walker, *Small Business Development Center – UW La Crosse*

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

- Aina Vilumsons, *Wisconsin Procurement Institute*
- Kim Garber, *Wisconsin Procurement Institute*
- Don Hill, *Heartland Information Research, Inc.*
- Jacob Perez, *SBTRC – Great Lakes Region*
- Gwen Johnson, *Milwaukee Metropolitan Sewerage District*

2:00 PM

**Session 7: Understanding Your Financial Statements**

- Luke Kempen, *Small Business Development Center – UW Eau Claire*

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

- Sarah Fecht, *Best Self Leadership, LLC*
- Yee Lee Vue, *Bowl 91*
- Kelly Koroll, *Déjà vu Martini Lounge*
- Rob Buettner, *Beyond Vision*
- Travis Spell, *Riverworks Development Corporation*

3:00 PM

**Session 9: The American Rescue Plan Act and other Grant Opportunities for Recovery and Growth**

- Marjorie Rucker, *The Business Council, Inc.*
- Tracy Lubber, *WEDC*
- Nikki Purvis, *City of Milwaukee – Department of Administration*
- Kerriath McClendon, *Greater Milwaukee Foundation*
- Cindy Gardner, *U.S. SBA*

4:00 PM

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

- Anne Hlavacka, *Small Business Development Center – UW La Crosse*
- Aina Vilumsons, *Wisconsin Procurement Institute*
- Jacob Perez, *SBTRC – Great Lakes Region*
- Bob Lamb, *U.S. Bank*
- Marjorie Rucker, *The Business Council, Inc.*

4:30 PM

Close of Program

## Session Descriptions

### Day 1

#### **Morning Session 10:00 AM: Overcoming Challenges from COVID-19**

Learn how in 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.

#### **Morning Session 11:00 AM: Loans and Your Small Business: 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 you need to start or grow.

#### **Session 1: E-Marketing – Web Presence and Search Engine Optimization**

Learn how to develop an e-marketing strategy and web presence that will drive customers to your business. 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) and connect to customers in new ways to improve your online return on investment (ROI).

#### **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 and 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 owner 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: Getting Online 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 Descriptions

### 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 and credit rating so your lenders say, "YES!"

#### **Session 4: E-Commerce – Getting Online with Social Media**

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**

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: American Rescue Plan Act**

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.