

WI Lt. Gov. Small Business Academy

May 3-6, 2022

Links to join sessions can be found in your registration confirmation or event reminder email. Can't find it? Email JackL@WisPro.org

[Session Descriptions on Page 2](#)



May 3, Day 1:

- 9:00 AM **Welcome and Opening Remarks:**
- 10:00 AM **Show Me the Money: Locating Alternative Sources of Funding – A Panel Discussion**
Description: 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.
- 11:00 AM **6 Ways to Work with a Mentor – A Panel Discussion**
Description: A mentor can be one of the most important assets of your business. Having and effectively working with a mentor can be the real difference maker when starting or growing a business. Learn how to work with a mentor to maximize the benefit of such relationships.

May 4, Day 2:

- 9:00 AM **E-Marketing: How to Get Started with Digital Marketing**
Description: The ability to reach your online customers is critical to an effective e-commerce strategy. Learn how to develop an e-marketing strategy and web presence that will drive customers to your business. This session will provide insight and strategies to improve your search engine optimization (SEO) and help you connect to customers in new ways to improve your online return on investment (ROI).
- 10:00 AM **Cybersecurity for Small Businesses – A Panel Discussion**
Description: Small business owners are aware of the risks posed by cybercriminals to their business, but do not know what technologies to invest in, what resources are available, and how to decide the best approach to protecting your business. This session will provide an overview of the tools to overcome cybersecurity threats.
- 11:00 AM **Federal, State, and Local Small Business Certifications – A Panel Discussion**
Description: Small, Disadvantaged, Women, Minority or Veteran owned business can receive an advantage when selling to various Public and Private entities. In most cases, a certification process must be completed to qualify. It is important for businesses to understand the certification requirements and the potential benefits to their business prior to investing their time and resources in the certification process. This session will provide an overview of these programs, application processes, describe eligibility requirements, as well as the benefits and obligations

May 5, Day 3:

- 9:00 AM **Developing Financial Projections**
Description: Understanding your financial statements can improve your operations and maximize your cash flow. Learn how to use financial projections to help manage your business and core financial ratios to help you become more successful at developing and deploying your financial strategy.
- 10:00 AM **Financing Your Business: Getting to Yes! A Panel Discussion**
Description: Learn about the importance of your banking relationship prior to your loan request. Be prepared with what is important to have before meeting with a lender. The ultimate goal is to get your lender to say "YES" to your request.
- 11:00 AM **Structuring Your Business: Things You Should Know – A Panel Discussion**
Description: When starting or growing a business, there are many considerations that impact its financial position and operations. Actions you take can help reduce your risk and improve your financial situation. Learn about business entity options, actions to register and change your business structure, considerations when real estate is involved, health care, retirement, and other benefits for owners, business deductions, tax considerations, etc.

May 6, Day 4

- 9:00 – 10:00 **Virtual: Resilient and Persistent: Wisconsin's SBA National Small Business Week Winners Panel and How They Keep it Going**
Description: Meet SBA's small business award winners at this moderated panel, hear how they have navigated the challenges and opportunities of the past two years, and learn how they plan to move forward.
- 8:00 - Noon **In-Person Regional Programing**
*Description: Regional in-person events will be held throughout the state on **Friday, May 6 from 8 a.m.-Noon**. The regional locations include: Milwaukee, Madison, La Crosse, Eau Claire, Appleton/Oshkosh, and Crandon. You should plan to attend a regional event to gain access to regional businesses and technical assistance resources. When registering for the Small Business Academy, please identify the regional event you plan to attend. Information including an agenda for the in-person locations will be sent in a follow-up email closer to the event.*
- In addition to streaming the SBA's 9:00 AM session **Resilient and Persistent: Wisconsin's SBA National Small Business Week Winners and How They Keep it Going**, the regional events will provide roundtables where you can meet individuals who will offer expertise in a variety of subjects, including:*
- Get Ready, Get Funded
 - Know Your Customers: Defining Your Value Proposition
 - E-Marketing and Web Presence
 - Risk Mitigation & Cybersecurity
 - Financial Planning for Your Business
 - Selling to the Government: Getting and Growing Government Sales
 - Your Strategic Plan: Planning for Success
 - Getting Started with Social Media