

# LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

<b>May 5</b>	<i>Lieutenant Governor's Small Business Academy at the Fox Valley Technical College, Bordini Center, Appleton</i>
<b>8:00</b>	<b>Registration, Light Refreshments &amp; Networking</b>
<b>8:15</b>	<b>Welcome and Introductions</b> Kathleen Wall, Chapter Chair, SCORE Fox Cities Amy Pietsch, Director, Fox Valley Technical College Venture Center
<b>8:20</b>	<b>Small Business Owner – Fannie Xie, Uni Uni Bubble Tea in Appleton ("My Journey")</b>
<b>8:50</b>	<b>BREAK</b>
<b>9:00</b>	<b>SBA Panel - Starting and Growing a Winning Business: Wisconsin U.S. Small Business Administration's 2023 Award Winners in Conversation</b>
<b>10:00</b>	<b>BREAK</b>
<b>10:10</b>	<b>Roundtables – Session 1</b>
	Get Ready: Get Funded – Bryan A. West, U.S. Bank
	Know Your Customers: Defining Your Value Proposition – Jeff King, Owner, King and Associates
	E-Marketing and Web Presence – Mason Sterr, Founder, Digital Fever Media
	Cyber/Risk Mitigation – Joe Wetzel, Department Chair of IT, Fox Valley Technical College
<b>11:00</b>	<b>Roundtables – Session 2</b>
	Financial Planning for Your Business – Dan Brosman, UW-Oshkosh SBDC
	Government: Is There an Opportunity for Your Business? – Ken Kotloski, WPI
	Your Strategic Plan: Planning for Success – Amy Pietsch, Director, FVTC Venture Center
	Getting Started with Social Media – Jeff King, Owner, King and Associates
<b>11:50</b>	<b>Tips to Move Forward, Final Remarks &amp; Networking</b> Kathleen Wall, Chapter Chair, SCORE Fox Cities Amy Pietsch, Director, Fox Valley Technical College Venture Center
<b>Noon</b>	<b>PROGRAM CONCLUDES</b>

Thanks to the Wisconsin Economic Development Corporation, the Wisconsin Small Business Development Center, the Wisconsin Procurement Institute (WPI), the U.S. Small Business Administration, the U.S. Department of Transportation – SBTRC, the Wisconsin Department of Transportation, the Ethnic Diverse Business Coalition, SCORE Association, Fox Valley Technical College, Venture College and all the presenters and exhibitors at today's event. A special thanks to the U.S. Bank for providing financial support for today's event. We look forward to hosting the Small Business Academy again next year. For more information, contact the Wisconsin Small Business Development Center at UWL at [sbdc@uwflax.edu](mailto:sbdc@uwflax.edu) or 608-785-8782.

