

LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

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| May 5 | <i>Lieutenant Governor's Small Business Academy at the Beloit Public Library, Beloit.</i> |
| 8:00 | Registration, Light Refreshments & Networking |
| 8:45 | Welcome and Introductions – Genia Stevens, Rock County Jumpstart; Jeff Francois and Julie Bathery, U.S. Bank |
| 8:50 | BREAK |
| 9:00 | SBA Panel - Starting and Growing a Winning Business: Wisconsin U.S. Small Business Administration's 2023 Award Winners in Conversation |
| 10:00 | Roundtables – Session 1 |
| | Digital Marketing: 5 Things You Must Know – Genia Stevens, Rock County Jumpstart Know Your Customers: Defining Your Value Proposition – Derek Carter, CareerTek Developing Your Strategic Business Plan – Angela Downs, WWBIC |
| 10:50 | BREAK |
| 11:00 | Roundtables – Session 2 |
| | Securing Government & Corporate Contracts – Heather Olson, North Central Minority Supplier Development Council; Wisconsin Procurement Institute Here's Why You Really Need a Business Mentor – Kenneth Wundrow, SCORE Why You Aren't Getting Funded – Francisca Reyna, Blackhawk Bank |
| 11:50 | Tips to Move Forward, Final Remarks & Networking – Florence Haley, Rock County Jumpstart |
| Noon | PROGRAM CONCLUDES |

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, WWBIC, Greater Beloit Chamber of Commerce, Greater Beloit Economic Development Corporation, Rock County Jumpstart, Beloit Public Library, 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@uwlax.edu or 608-785-8782.

