

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 Pablo Center, Eau Claire.</i> |
| 8:00 | Registration, Light Refreshments & Networking |
| 8:15 | Welcome and Introductions – Rebecca Cooke, Red Letter Grant |
| 8:20 | Small Business Owner – Mi Sullivan, Mi Mi's Café ("My Journey") |
| 8:50 | BREAK |
| 9:00 | <i>SBA Panel - Starting and Growing a Winning Business: Wisconsin U.S. Small Business Administration's 2023 Award Winners in Conversation</i> |
| 10:00 | BREAK |
| 10:10 | Roundtables – Session 1 |
| 11:00 | Get Ready: Get Funded – Joe Bowe and Margaret Rose, U.S. Bank |
| | Know Your Customers: Defining Your Value Proposition – Harlie Juedes, SBDC |
| | Risk Mitigation – Josh Wilson, Wisconsin Veterans Chamber |
| | Roundtables – Session 2 |
| | Financial Planning for Your Business – Luke Kempen, SBDC |
| | Government: Is There an Opportunity for Your Business? – Marie Spilmon, WPI |
| | Getting Started with Social Media – SBDC Student Marketing Consultants |
| 11:50 | Tips to Move Forward, Final Remarks & Networking – Rebecca Cooke, Red Letter Grant |
| 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, Pablo, 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.

