

LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

May 5	<i>Lieutenant Governor's Small Business Academy at the Black River Beach Neighborhood Center, La Crosse.</i>
8:00	Registration, Light Refreshments & Networking
8:15	Welcome and Introductions – Anne Hlavacka, SBDC at UWL; Greg Clark, SCORE; Mara Keyes, WWBIC
8:20	Small Business Owner – Mary Larson, Owner, Larson's General, and Executive Director, Downtown Mainstreet, Inc. ("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
	Get Ready: Get Funded – Maxwell Saucedo, U.S. Bank
	Know Your Customers: Defining Your Value Proposition – Greg Clark, SCORE
	E-Marketing and Web Presence – Stephanie Ross, Co-Founder, Small Business Sister Circle
11:00	Roundtables – Session 2
	Financial Planning for Your Business – Carrie Bork, SBDC at UWL
	Government: Is There an Opportunity for Your Business? – Ben Blanc, WPI
	Getting Started with Social Media – Sarah Arendt-Beyer, Marketing Communications Manager, Nortek Air Solutions
11:50	Tips to Move Forward, Final Remarks & Networking
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, the City of La Crosse, 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.

