

LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

May 5	<i>Lieutenant Governor's Small Business Academy at the Madison Area Technical College, Madison.</i>
8:00	Registration, Light Refreshments & Networking
8:15	Welcome and Introductions
8:20	Small Business Owner – Nyesha Stone, Carvd N Stone ("My Journey")
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	BREAK
10:10	Roundtables – Session 1
	Get Ready: Get Funded – Rudy Gutierrez and Sheridan Gillis, U.S. Bank
	Know Your Customers: Defining Your Value Proposition – Brian Rawson
	Digital Marketing and Web Presence – Joshua Jordan
	Risk Mitigation & Cybersecurity – John Englehart
11:00	Roundtables – Session 2
	Financial Planning for Your Business – Rudy Gutierrez and Sheridan Gillis, U.S. Bank
	Finding Opportunities for Your Business – Tru Mwololo, WPI
	Your Strategic Plan: Planning for Success – George Wennerlyn
	Getting Started with Social Media – Bruce Kahn
11:50	Tips to Move Forward, Final Remarks & Networking – Alex Ysquierdo, WEDC
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, Madison Area Technical 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@uwlax.edu or 608-785-8782.

