

# LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

<b>May 5</b>	<i>Lieutenant Governor's Small Business Academy at Schlitz Park, Milwaukee</i>
<b>8:00</b>	<b>Registration, Light Refreshments &amp; Networking</b>
<b>8:20</b>	<b>Welcome and Introductions</b>
<b>8:30</b>	<b>Small Business Owner – Ebony Whitson, Whitson Wonder Productions ("My Journey")</b>
<b>9:00</b>	<b><i>SBA Panel - Starting and Growing a Winning Business: Wisconsin U.S. Small Business Administration's 2023 Award Winners in Conversation</i></b>
<b>10:00</b>	<b>BREAK</b>
<b>10:10</b>	<b>Roundtables – Session 1</b>
	Get Ready: Get Funded – Corynne Lynch and Kevin Kadow, U.S. Bank
	Know Your Customers: Defining Your Value Proposition – Defining Your Customer – Dan Kleinke, SCORE
	Building a Winning Small Business Web Strategy – Shane Fell, Lime Glow Design
	Cyber Security Essentials for Your Small Business – John Lindbloom, SCORE
<b>10:50</b>	<b>BREAK</b>
<b>11:00</b>	<b>Roundtables – Session 2</b>
	Financial Planning for Your Business – Steve Schneider, SCORE
	Government: Is There an Opportunity for Your Business? – Aina Vilumsons, CEO, Wisconsin Procurement Institute
	Your Strategic Plan: Planning for Success – Gene Wright, Assistant Professor and Director of the INNOVENT Center, MSOE
	Getting Started with Social Media – Dan Kleinke, SCORE
<b>11:50</b>	<b>Tips to Move Forward, Final Remarks &amp; Networking – Resource Panel – WEDC, SBDC, SCORE, WWBIC, Chambers</b>
<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, WWBIC, 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](mailto:sbdc@uwlax.edu) or 608-785-8782.

