

LIEUTENANT GOVERNOR'S SMALL BUSINESS ACADEMY

MAY 2-5, 2023 ➤

May 5	<i>Lieutenant Governor's Small Business Academy at Nicolet College Northwoods Center Building, Rhinelander</i>
8:00	Registration, Light Refreshments & Networking
8:15	Welcome and Introductions – Toni Van Doren, Nicolet College
8:20	Small Business Owner – Andrew Egan, Inspire Digital Studios, and Andrea Gretzinger, North Wood Blooms (“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 – Tom Myrin, US Bank
	Know Your Customers: Defining Your Value Proposition – Toni Van Doren, Nicolet College
	E-Marketing and Web Presence – Andrew Egan, Inspired Digital Studios
	Risk Mitigation - Tommy Wartman, Grow North Economic Development
11:00	Roundtables – Session 2
	Financial Planning for Your Business – Tommy Wartman, Grow North Economic Development
	Government: Is There an Opportunity for Your Business? – Michael Steger, WPI
	Your Strategic Plan: Planning for Success – Toni Van Doren, Nicolet College
	Getting Started with Social Media – Andrew Egan, Inspire Digital Studios
11:50	Tips to Move Forward, Final Remarks & Networking – Tommy Wartman, Grow North Economic Development
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, 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.

