

Sep 17<sup>th</sup> EVENT AGENDA - DETAILED  
**2019 SMALL BUSINESS ACADEMY & US DOT**

Date: Sep 17, 2019

EVENT: BUSINESS ACADEMY

TIME: 7:30 AM – 1:00 PM

Revision 08-25-2019

Slide	Min.	Start Time	Presenter/ Host Name	Activities	Room
AS1	30	7:30 AM	Vanessa	Registration & Networking	Hotel Hallway
			Volunteers	Direct attendees to Continental Breakfast Attendees can stand or sit in Serenity	Outside Serenity
AS1	15	8:00 AM	Emcee	Call to order, invites Keynote Sponsor, US Bank - Sponsor Remarks	Serenity
		8:05	Sponsor	Welcome Remarks and Introduces the hosts - US DOT & WEDC speaker Lt. Governor (invited).	
AS2	5	8:15 AM	WEDC/US DOT	Thanks US DOT and US Bank and Welcomes Lt. Governor to launch the event	
	15	8:20 AM		Lt. Governor Opening Remarks	
AS1	5	8:35 AM	Emcee	Thanks Lt. Gov. and introduces workshops, mentions booklet for notes.	
	60	8:40 AM	Credit Tune-up Presenter	Credit Tune-up by Wisconsin Native Loan Fund	
AS3	30	9:40 AM	Panel Moderator - U.S. Bank	“Loan and Funding Workshop Panel”	
AS4	30	10:10 AM	WisDoT/DOA	Certification - Small/Minority/Women/Veteran Certifications	
			US Bank	Technology in your business	Prosperity
AS5	15	10:40 AM	Break & Refreshments		
AS6	10	11:55 AM	Emcee	Display room map, hallway resources and workshop locations. <b>Track A</b> attendees go to Prosperity and Directs <b>Track B</b> attendees to Clarity Rooms. Announce opening of the Small Business Resource Fair in hotel hallways. Post slide on screen showing roundtable room locations	

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				Growing Businesses Track A – Prosperity Room	Startups Businesses Track B – Clarity Room
AS7	25	11:05AM	First Session	<b>Prosperity Room – Track A - Growing Business Round Table Topics</b>  Table 1: Getting a line of credit for working capital, U.S. Bank Table 2: Finding and breaking into new markets Armen Hadjinian, MATC Table 3: Developing and Training a Growing Workforce – Employ Milwaukee Table 4: Submitting Winning RFP or RFB Proposals – WPI Table 5: Establishing a Brand for Your Growing Business using social media - SOSH Table 6: Bonding - David Schuppler & Associates	<b>Clarity Room – Track B - Startup Business Round Table Topics</b>  Table 1: Getting Your First Loan – Alternative financing - Chamber Revolving Loan Table 2: How to get your first customer UWM-SBDC Table 3: Testing your business idea – will it work? Including pricing - SCORE Table 4: Hiring your first employee - CK Employment Law Table 5: Tech Every Small Business Needs – SCORE-Milwaukee Table 6: Licensing and Permits - City Department, Milwaukee
AS7	5	11:30AM	Rotate	Rotate Participants to their Second Roundtable Session	Rotate Participants to their Second Roundtable Session
AS8	25	11:35AM Second	Second Session	<b>Prosperity Room Track A – Growing Business Roundtable Topics</b> <i>Repeat all tables from Session 1A</i>	<b>Clarity Room Track B – Startup Business Roundtable Topics</b> <i>Repeat all tables from Session 1B</i>
AS9	60	Noon	Visit Booths	Resource Tables Open for the next hour - All Roundtables and Workshops Concluded	
AS10		1:00 PM		Adjourn – End of US DOT/Small Business Academy	

**Notes:** For the Small Business Enterprise (SBE) Academy

**1. Roundtables:** Two rooms with 7 tables each are set for small roundtable (7-8 people) discussions on key business topics ranging from social media to back office management. Each table is led by an expert who presents an overview and tips for 3 to 5 minutes, followed by Q&A, peer-to-peer sharing and referrals to helpful resources. Each roundtable topic is repeated after 30 minutes allowing up to 28 people to attend each topic. (2 rooms x 1 of 6 table x repeat 2 = 28)

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**2. Roundtable Workshops:** For the two most popular roundtable topics (as selected by attendees registering for the event), these are moved to the larger conference rooms Serenity and Harmony to accommodate more participants.

## Hotel Meeting Room Floor Layout (Same level as Skybridge from Parking Structure)

