

**FREE EVENTS**  
for Wisconsin  
Small Business

**Hosted and  
Presented by**

Wisconsin Economic  
Development  
Corporation (WEDC)

US Small Business  
Administration (US SBA)

Wisconsin Department  
of Transportation  
(WisDOT)

Wisconsin Department  
of Administration (DOA)

American Indian  
Chamber of Commerce  
of Wisconsin (AICCW)

Heartland Information  
Research (HIR)

Wisconsin Procurement  
Institute (WPI)

**Agenda**

- ★ **Registration** – 8:30am
- ★ **Program Session**  
9:00am - noon
- ★ **Networking and  
individual meetings**  
Noon – 1:00pm

For updated  
information and  
registration visit

<http://tinyurl.com/premarketplace14>

or contact Larry Herrera

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or call 414-270-3600

**REGISTRATION  
IS REQUIRED**

# Creating, Developing, and Growing New Business Opportunities Diversifying Your Sales Pipeline

## WHAT YOU WILL LEARN

- ★ Understanding different market segments - a customer matrix
  - Large Companies
  - Government – Local, State, Federal, Tribal
  - Business to Business
  - Business to Consumer
- ★ Positioning your business – where do you fit
- ★ How to prepare to meet with potential customers
  - Marketing materials
  - Selling
- ★ Locating business development resources

## DATES AND LOCATIONS

- ★ August 26 – Milwaukee, Hispanic Chamber of Commerce of WI
- ★ September 9 – Wausau, Wausau Region Chamber of Commerce
- ★ September 10 – Milwaukee, Milwaukee County Research Park
- ★ September 16 – Hayward, Hayward City Hall
- ★ September 18 – Green Bay, Northeast WI Technical College
- ★ September 23 – Madison, WI Women’s Business Initiative Corporation
- ★ September 25 – Carter, Potawatomi Carter Hotel and Casino
- ★ September 30 – Eau Claire, Western Dairyland
- ★ October 2 – Milwaukee, Urban League
- ★ October 7 – Racine, LaunchBox of Racine
- ★ October 8 – Wisconsin Dells, UW Baraboo
- ★ October 9 – La Crosse, SBDC – UW La Crosse

## SUPPORTING PARTNERS

*African American Chamber of Commerce of Greater Milwaukee - American Indian Chamber of Commerce of WI - City of Hayward - Great Lakes Inter-Tribal Council - Hispanic Chamber of Commerce of WI - Hmong WI Chamber of Commerce - Latino Chamber of Commerce of Dane County - Latino Entrepreneurial Network of Southeastern WI - LaunchBox of Racine - Madison Black Chamber of Commerce - Madison Latino Chamber of Commerce of Dane County - Madison Urban League - Milwaukee County Research Park (MCRP) - Milwaukee Urban League - Multicultural Institute - Northeast WI Technical College (NWTC) - Potawatomi Carter Hotel and Casino - University of WI – Baraboo - Urban League of Greater Madison and Milwaukee - Wausau Region Chamber of Commerce - Western Dairyland - WI Housing and Economic Development Authority (WHEDA) - WI SBDC La Crosse - WI Unified Certification Program Partners (UCP) - WI Women’s Business Initiative Corporation (WWBIC) - WI Black Chamber of Commerce*

**More information - MARKETPLACE 2014 October 22 – 23 2014 Milwaukee, WI  
- visit [www.MarketplaceWisconsin.com](http://www.MarketplaceWisconsin.com)**