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**FREE EVENTS**  
*for Wisconsin  
Small Business*

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**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)

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**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

[larryh@wispro.org](mailto:larryh@wispro.org) or

Aaron Kramer

[aaronk@wispro.org](mailto:aaronk@wispro.org)

or call 414-270-3600

**REGISTRATION  
IS REQUIRED**

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

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**WHEN: October 2, 2014**

**WHERE: Urban League of Greater Madison  
and Milwaukee – 435 W North Ave,  
Milwaukee, WI 53212**

**REGISTRATION:** <http://tinyurl.com/pu9m3po>

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**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
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**SUPPORTING PARTNERS**

- ★ City of Hayward
- ★ Ethnically Diverse Chambers of Commerce in Wisconsin
- ★ LaunchBox of Racine
- ★ Milwaukee County Research Park (MCRP)
- ★ Northeast Wisconsin Technical College (NWTC)
- ★ Potawatomi Carter Hotel and Casino
- ★ University of Wisconsin - Baraboo
- ★ Urban League of Greater Madison and Milwaukee
- ★ VETransfer
- ★ Wausau Regional Chamber of Commerce
- ★ Western Dairyland
- ★ WI Women's Business Initiative Corporation (WWBIC)
- ★ Wisconsin Housing and Economic Development Authority (WHEDA)
- ★ Wisconsin SBDC – La Crosse
- ★ Wisconsin Unified Certification Program Partners (UCP)

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