

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

larryh@wispro.org or

Aaron Kramer

aaronk@wispro.org

or call 414-270-3600

**REGISTRATION
IS REQUIRED**

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

WHEN: October 9, 2014

**WHERE: Wisconsin SBDC - La Crosse– 1701
Farwell St #120, La Crosse, WI 54601**

REGISTRATION: <http://tinyurl.com/k253tpm>

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

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**