

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

African American Chamber of Commerce of Greater Milwaukee - American Indian Chamber of Commerce of WI – CEDCO - City of Hayward – City of Milwaukee Office of Small Business Development - 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 Community Business Development Partners - Milwaukee County Research Park (MCRP) – Milwaukee Economic Development Corporation (MEDC) - Milwaukee Urban League – MMAC – The Business Council - Multicultural Institute - Northeast WI Technical College (NWTC) - Potawatomi Carter Hotel and Casino – SCORE - University of WI – Baraboo - 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**