

CREATING, DEVELOPING, AND GROWING NEW BUSINESS OPPORTUNITIES

October 16, 2014 – Sturgeon Bay, WI

Door County Economic Development Corporation

- 8:15 am Registration**
- 8:30 am Introductions Host and Sponsors**
- 8:45 am Gaining an Understanding of the different Market Segments – A MATRIX**
- ★ Large Companies
 - Presented by WPI
 - ★ Government – Local, State, Federal/GSA
 - Presented by WPI & C&H Distributors
 - ★ Business to Business
 - Presented by C&H Distributors
 - ★ Business to Consumer
 - Presented by C&H Distributors
- 9:45 am Positioning Your Business – WHERE DO YOU FIT & Preparing to Meet with Potential Customers**
- ★ Certifications
 - Presented by WPI
 - ★ Market Research & Preparing your Marketing Materials
 - Presented by WPI
- 10:30 am Q&A and Networking**

HOSTS AND SPONSORS:

DOOR COUNTY ECONOMIC DEVELOPMENT CORPORATION, C&H DISTRIBUTORS,
WISCONSIN PROCUREMENT INSTITUTE