

WOMEN IN BUSINESS

GROWING THROUGH OPPORTUNITIES

June 25, 2015 – Madison WI



Hosted, Sponsored, and Presented by



Heartland Information Research (HIR)
US Small Business Administration (SBA)
Wisconsin Procurement Institute (WPI)

Wisconsin Women's Business Initiative Corporation (WWBIC)



AGENDA

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| 8:30 am – 9:00 am | Registration |
| 9:00 am – 9:15 am | Welcome and introductions |
| 9:15 am – 9:45 am | Benefits of Woman Owned Small Business (WOSBC) Certification when Selling to Federal, State, Local Governments or Large Prime Contractors – <i>presented by Kate Hill, Heartland Information Research (HIR) and Mary Trimmier, US Small Business Administration (SBA)</i> |
| 9:45 am – 10:30 am | Basics of Entering the Government Market – <i>presented by Kim Garber, Wisconsin Procurement Institute</i> |
| 10:30 am – 10:45 am | BREAK |
| 10:45 am – 11:10 am | Developing your Financial and Business Capabilities and Capacity – <i>presented by Andrea Hughes, Wisconsin Women's Business Initiative Corporation (WWBIC)</i> |
| 11:10 am – 11:30 am | Panel Discussion by Successful Woman Owned Firms – <i>moderated by Wisconsin Procurement Institute (WPI)</i> <ul style="list-style-type: none">• Kate Hill - Heartland Information Research (HIR) – A research and management consulting firm that serves government agencies, businesses, and nonprofits.• Cynthia Jansen Everhart – Energy Tech Solutions, LLC – A lighting firm providing a comprehensive, hand-selected suite of LED lighting products for sale with experience and technical knowledge to back it up.• Kim Lobdell – KL Engineering – An Engineering firm providing professional services built around a core specialization in transportation engineering and an unwavering customer service ethic. |
| 11:30 am – 12:00 pm | Networking |