

# 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

- |                     |   |
|---------------------|---|
| 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 (US 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, 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"><li>• Kate Hill - Heartland Information Research (HIR) – A research and management consulting firm that serves government agencies, businesses, and nonprofits.</li><li>• 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.</li><li>• Kim Lobdell – KL Engineering – An Engineering firm providing professional services built around a core specialization in transportation engineering and an unwavering customer service ethic.</li></ul> |
| 11:30 am – 12:00 pm | Networking  |