

# MARKETPLACE 2012

## 31ST GOVERNOR'S CONFERENCE ON MINORITY BUSINESS DEVELOPMENT

ALSO WELCOMING WOMEN-OWNED AND DISABLED VETERAN-OWNED BUSINESSES

### DRIVING **INNOVATION** WITH **DIVERSITY**

FUELING THE COMPETITIVE ENGINE

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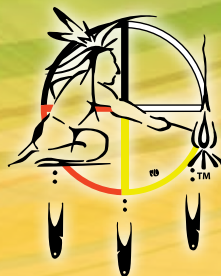
**OCTOBER 15 & 16, 2012**

**Potawatomi Bingo • Casino**

1721 West Canal Street

Milwaukee, WI 53233

[www.marketplacewisconsin.com](http://www.marketplacewisconsin.com)



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*Keeper of the Fire*

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Dear Marketplace 2012 Attendees:

It is my pleasure to welcome you to the 31st annual Governor's Conference on Minority Business Development – Marketplace 2012. Thank you for attending this conference.

Marketplace has become a valuable opportunity to network, share ideas and foster growth of minority businesses in Wisconsin. I hope you will find this year's workshops, speakers and meetings valuable to you to help find new business opportunities and innovative ideas to improve the success of your business.

Marketplace 2012 will recognize the state's top minority-owned businesses that have achieved success through their innovation, sales, products, customer relations, employment and management dimensions.

I've worked hard over the last two years to help Wisconsin job creators foster a climate where businesses can succeed. Wisconsin placed a greater emphasis on providing you the tools and resource network to thrive and grow through the Wisconsin Economic Development Corporation. The WEDC's model proactively and positively impacts the economic environment for Wisconsin minority businesses, so they can grow and expand.

Again, welcome to Marketplace 2012. Thank you for helping make Wisconsin a place where business thrives.

Sincerely,

A handwritten signature in black ink, appearing to be "Scott Walker", is positioned below the word "Sincerely,".

Scott Walker  
Governor





Welcome to Marketplace 2012

I want to welcome you to Marketplace 2012, presented by the Wisconsin Economic Development Corporation. Marketplace is an annual business development conference to promote Minority Business Enterprises in Wisconsin. We are pleased to host this minority business development conference to provide the opportunity for business growth and networking. I encourage you to spend time visiting business partners at the Marketplace Expo who are showcasing their products and services.

The 2012 Minority Business Award will recognize the hard work and innovation of Wisconsin's certified Minority Business Enterprises, Women-Owned Business Enterprises, and Disabled Veteran-Owned Businesses. During the Governor's Awards Luncheon, we will recognize businesses in these categories: Outstanding Large Business, Outstanding Small Business and Rising Star.

During our opening reception, we will recognize minority businesses that have been in existence for 25 or more years. I want to congratulate those companies for their entrepreneurial spirit and success.

I want to thank the individuals, businesses and organizations that have contributed their generous support to make Marketplace 2012 a success. Their sponsorship makes this conference possible.

Welcome, and enjoy the conference.

Sincerely,

Paul Jadin  
CEO/Secretary

Wisconsin Economic Development Corporation  
201 W. Washington Ave.  
Madison, WI 53703

[wedc.org](http://wedc.org)

**MARKETPLACE 2012** is sponsored by the Wisconsin Economic Development Corporation's Division of Business & Industry Development, Lee Swindall, Vice President.

The **MARKETPLACE 2012 Planning Committee** was coordinated by Seyoum Mengesha, Minority Business Development Manager, Sarah Bownds, Events Manager and George McLaughlin, Intern, Wisconsin Economic Development Corporation.

Sincere appreciation to our partners from the following organizations who teamed with the Wisconsin Economic Development Corporation to plan and produce **MARKETPLACE 2012**.

**Aggo Akyea**

Wisconsin Department  
of Transportation

**Anne M. Hlavacka**

Small Business Development  
Center – UW LaCrosse

**Truphosa Mwololo**

Wisconsin Department  
of Administration

**Godwin Amegashie**

Wisconsin Department  
of Administration

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**Nikki Purvis**

Emerging Business Enterprises  
City of Milwaukee

**David Aragon**

Hispanic Chamber  
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**Gwen Johnson**

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**Don Reynolds**

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**David Kircher**

Wisconsin Business  
Development

**Nelson Soler**

Multicultural Entrepreneurship  
Institute, Inc.

**Carol Dunn**

Wisconsin Department  
of Administration

**Gary Mejchar**

American Indian  
Chamber of Commerce

**Tom Thieding**

Wisconsin Economic  
Development Corporation

**Dr. Eve Hall**

African American  
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**Anne Michalski**

Wisconsin Women's  
Business Initiative Corp.

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Wisconsin Black  
Chamber of Commerce

**Nou Xiong**

Hmong Wisconsin  
Chamber of Commerce



# Evolving Together

Diverse business relationships are an important part of an evolving community. That's why we're dedicated to the success and advancement of minority- and women-owned businesses. Diverse businesses not only contribute to our supply chain and business strategies, but also to the communities we serve.

From architectural and construction services to financial and legal services, minority- and women-owned businesses provide the resources needed for us to evolve together.

***Visit [www.wisconsinenergy.com/supplier](http://www.wisconsinenergy.com/supplier) to learn more about participating in the We Energies Supplier Diversity Initiative.***



***We Energies – Energy You Can Depend On***



# AGENDA

Monday, October 15, 2012

## ► CERTIFICATION SESSION

3:00 p.m. – 4:00 p.m.

The session is valuable to both new businesses and existing certified businesses. Certified businesses will gain ideas for leveraging their certification status and how additional certifications may be useful. For new businesses, this session provides a one-stop opportunity to learn about the different types of certifications and introductions to the resources available to help them successfully navigate the various application processes. Attend this free session to learn how state, federal and local certifications can lead to new customers and add to your bottom line. Experts from the State of Wisconsin, SBA and other agencies will provide introductions to certifications, potential uses, application processes and business qualification requirements. The workshop will help you understand which certifications make the most sense for your type of business and the resources available to help you through the application process. Several certified businesses will also be on-hand to discuss their success at using certifications to increase sales and open new government and corporate markets.

Following this session, stay for the next session to gain valuable insights from Helen McCain on doing business with the State of Wisconsin.

## ► DEMYSTIFYING THE STATE BIDDING PROCESS

4:30 p.m. – 6:00 p.m.

Learn the “hows” and “whys” of Wisconsin’s competitive bidding (procurement) process. Helen McCain, Administrator of the Division of Enterprise Operations and former Director of the State’s Bureau of Procurement will share important tips on how to respond to a bid, what your response must include and pitfalls to avoid.

**Helen McCain, Division Administrator**  
**Division of Enterprise Operations**  
**State of Wisconsin Department of Administration**



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# NETWORK RECEPTION

Monday, October 15, 2012 | 6:00 p.m. – 9:00 p.m.

## Co-Sponsored by:



FOREST COUNTY POTAWATOMI  
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WISCONSIN  
**BUSINESS DEVELOPMENT**  
FINANCE CORP.

### ▶ REGISTRATION & NETWORKING

6:00 p.m.

### ▶ RECEPTION

7:00 p.m.

#### **Seyoum Mengesha**

Minority Business Development Manager  
Wisconsin Economic Development Corporation

#### **Lee Swindall**

Vice President of Business & Industry Development  
Division of Business & Industry Development  
WI Economic Development Corporation

#### **Sponsor Remarks**

##### **David Kircher, V.P.**

Wisconsin Business Development Finance Corporation

##### **Forest County Potawatomi Community**

#### **Paul Jadin**

Secretary/CEO  
WI Economic Development Corporation

#### **Lt. Governor Rebecca Kleefisch**

#### **25th Anniversary Recognition of:**

- **Minority Business Enterprises**
- **Women Business Enterprises**

### ▶ NETWORKING & ENTERTAINMENT

8:30 p.m.

### ▶ ADJOURN

9:00 p.m.

MARKETPLACE 2012



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# AGENDA AT-A-GLANCE

Tuesday, October 16, 2012 | 7:00 a.m. – 4:00 p.m.

CONFERENCE REGISTRATION & NETWORKING 7:00 a.m.

BREAKFAST & WELCOME SESSION 8:00 a.m.

EXPO HALL OPENS 10:00 a.m.

SPOTLIGHT SEMINARS BEGIN IN EXPO HALL 10:15 a.m.

SALES MEETINGS: ONE-ON-ONE MEETINGS 10:30 a.m.

GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON WELCOME 12:00 p.m.

► **Keynote Speaker:** Floyd Rose, Ph.D.  
President of the Wisconsin Supplier Development Council

MARKETPLACE 2012 AWARDS PRESENTATION 1:00 p.m.

EXPO HALL REOPENS 1:45 p.m.

SALES MEETINGS AND EXPO SPOTLIGHT SEMINARS RESUME 2:00 p.m.

ADJOURN 4:00 p.m.



# Entrepreneurs are futuremakers!

Entrepreneurs make their own futures and help make their employees' futures too.

**On behalf of the 370,000 students in the Wisconsin Technical College System, we salute Wisconsin entrepreneurs!**

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*“I was surrounded by people who wanted me to succeed. I found myself doing well and enjoying school ... I built my own enterprise.”*

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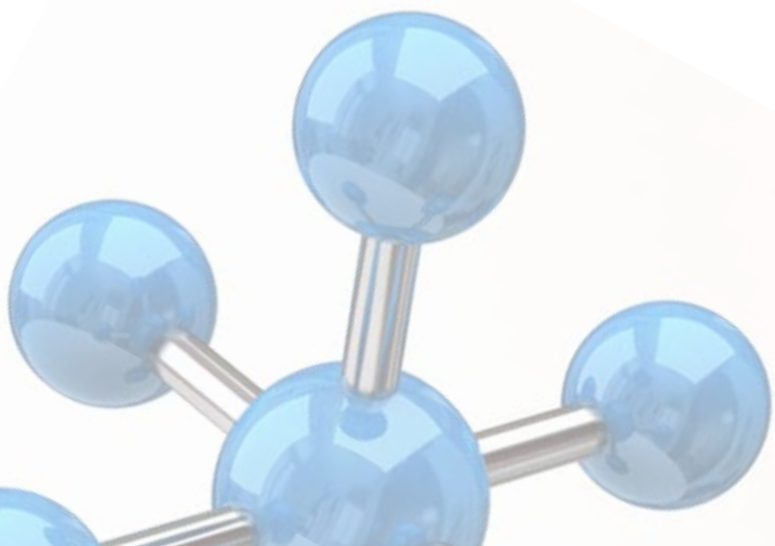
When James Jordon enrolled at a Wisconsin technical college, he found an atmosphere that helped him believe in himself and excel.

Jordon immediately put his education into practice. He has over 65 employees in his multiple business ventures and he is giving back to the college by serving on the college's District Board.

## Entrepreneur and Futuremaker James Jordon



James Jordon  
CEO, The Jordon Companies  
Current WCTC Board Member  
Waukesha County Technical College  
A.A., Marketing



# BREAKFAST FOR CHAMPIONS

Tuesday, October 16, 2012 | 8:00 a.m. – 9:00 a.m.

## Co-Sponsored by:



FOREST COUNTY POTAWATOMI  
*Keeper of the Fire*

WISCONSIN'S  
TECHNICAL  
COLLEGES

weare  
futuremakers

## ▶ OPENING

8:00 a.m.

### **Seyoum Mengesha**

Minority Business Development Manager  
Wisconsin Economic Development Corporation

#### **Welcomes:**

### **Lee Swindall**

Vice President of Business & Industry Development  
Division of Business & Industry Development  
WI Economic Development Corporation

### **Breakfast**

### **Sponsor Remarks**

Kathleen Cullen  
Vice President of Teaching and Learning  
Wisconsin Technical College

### **Paul Jadin**

Secretary/CEO  
WI Economic Development Corporation

## ▶ ADJOURN

9:00 a.m.

MARKETPLACE 2012



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AT&T is proud to support  
Marketplace 2012: the  
Governor's Conference on  
Minority Business Development.

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# AGENDA

Tuesday, October 16, 2012

## REGISTRATION AND NETWORKING

7:00 a.m.

Review exhibitor and sales meeting listings and spotlight seminar schedules to plan your day.

## BREAKFAST FOR CHAMPIONS AND WELCOME SESSION

8:00 a.m.

## OPENING OF MARKETPLACE EXPO HALL

10:00 a.m.

Explore businesses, chambers, resource organizations, and lenders showcase their products and services.

## MARKETPLACE SALES MEETINGS, GET DEALS!

10:30 a.m.

One-on-one sales meetings with purchase agents.

## SPOTLIGHT SEMINARS IN EXPO HALL

10:15 a.m. – 3:30 p.m.

20-minute seminars presented by experts for small groups right inside the Expo!  
Will run throughout the day.

- |  |                                      |
|--|--------------------------------------|
| 1 Funding Options for Expanding Businesses | 5 Improving Your Sales Skills        |
| 2 Tips for Taming Your Cash Flow           | 6 Social Media Marketing Strategies  |
| 3 Finding Help to Grow Your Business       | 7 Pricing Tips to Improve Profits    |
| 4 Avoiding Common Growth Traps             | 8 Funding Options for New Businesses |

10:15 – 10:45		11:00 – 11:30		Lunch: Noon – 2:00 p.m.	2:15 – 2:45		3:00 – 3:30	
Area A					Area A			
1 Funding Options for Expansion		2 Tips for Taming Your Cash Flow			4 Avoid Common Growth Traps		1 Funding Options for Expansion	
Area B					Area B			
3 Finding Help to Grow Your Business		4 Avoid Common Growth Traps			2 Tips for Taming Your Cash Flow		3 Finding Help to Grow Your Business	
Area C					Area C			
5 Improving Your Sales Skills		6 Marketing – Social Media			6 Marketing – Social Media		5 Improving Your Sales Skills	
Area D					Area D			
7 Pricing Tips to Improve Profits		8 Funding Options for New Businesses			8 Funding Options for New Businesses		7 Pricing Tips to Improve Profits	

# MARKETPLACE 2012 SPOTLIGHT SEMINARS

## FUNDING OPTIONS FOR EXPANDING BUSINESSES

This session will feature introductions to banks and other lenders that help expanding businesses obtain the funding to support their growth. Learn about loan packaging, loan guarantee programs and tax incentives. Also meet business owners that have successfully navigated the funding maze to grow their business.

## TIPS FOR TAMING YOUR CASH FLOW

This seminar will break down the financial statements into easy to understand concepts while revealing valuable tips for managing your cash flow. Cash is king and understanding that profitable companies can still go bankrupt is something every business owner must know. Don't let financial problems slow or stop your company from growing.

## FINDING HELP TO GROW YOUR BUSINESS

Learn about the numerous resources available to help you start, grow and expand your business. Many are free or low-cost and this is a rare opportunity to see them all together. Attending this session can save you days or weeks trying to find the help you need to take your business to the next level!

## AVOIDING COMMON GROWTH TRAPS

Avoid common traps that growing businesses can experience resulting in unexpected problems. Expanding companies will benefit from these expert tips and hearing from businesses that experienced growing pains during expansion periods.

## IMPROVING YOUR SALES SKILLS

Learn useful tips to overcoming objections and increasing sales for your business. This session is useful for any sales situation, but will focus on being ready to answer government and large corporate buyer questions and overcome common obstacles.

## SOCIAL MEDIA MARKETING STRATEGIES

Social media – friend or foe? Learn how to make social media a powerful tool to finding and maintaining connections with new customers, partners and resources. Overcome initial hesitations to enter the world of social media while also recognizing the time investment required to be effective. Businesses that are successfully using social media to grow their businesses will be available after the session to share their experiences.

## PRICING TIPS TO IMPROVE PROFITS

Profitable businesses begin with profitable pricing strategies. This seminar will introduce practical tips on pricing that are both competitive and profitable. In today's market, competition is often fierce and sales opportunities can be lost by dollars. Learn how to develop pricing strategies that work for your industry and business.

## FUNDING OPTIONS FOR NEW BUSINESSES

Finding funding for new businesses remains a challenge. Meet and listen to lenders that focus on helping new businesses find the funding needed to establish their business and grow into new markets.



# AGENDA

Tuesday, October 16, 2012

## GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON

12:00 p.m.

*High performing minority and women owned businesses will be recognized in three categories:*

- ▶ Outstanding Large Business Award
- ▶ Outstanding Small Business Award
- ▶ Rising Star Award

*The following Awards will also be given:*

- ▶ Economic Development Award
- ▶ Minority Business Development Award
- ▶ State Contract Award
- ▶ SBA Awards
  - Minority Small Business Person
  - Minority Small Business Champion
- ▶ 25th Anniversary Recognition Award

## MARKETPLACE 2012 EXPO REOPENS

1:45 p.m.

## SPOTLIGHT SEMINARS IN EXPO HALL RESUME

2:00 p.m.

## SALES MEETINGS

2:00 p.m.

One-on-one meetings resume

## MARKETPLACE 2012 ADJOURN

4:00 p.m.



## What If It Only Came In Gray?

Motorcycles drenched in smokey gold.  
Lava red sunglo. Flames. And Flecks. Our company  
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Governor's Conference  
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# KEYNOTE SPEAKER

**Floyd Rose, Ph.D.,**

President of the Wisconsin Supplier Development Council (WSDC)

**Floyd Rose, Ph.D., President of the Wisconsin Supplier Development Council (WSDC)** has worked for over twenty (28) eight years in the private sector developing and managing programs that address business expansion and contraction.

In October of 1984, Dr. Rose started the Wisconsin Supplier Development Council with a total of 10 corporations and 46 small businesses. Today, the Wisconsin Council's membership involves 155 major corporations and 400 minority owned businesses. In addition, the WSDC has expanded to include the state of Iowa and Central Illinois.

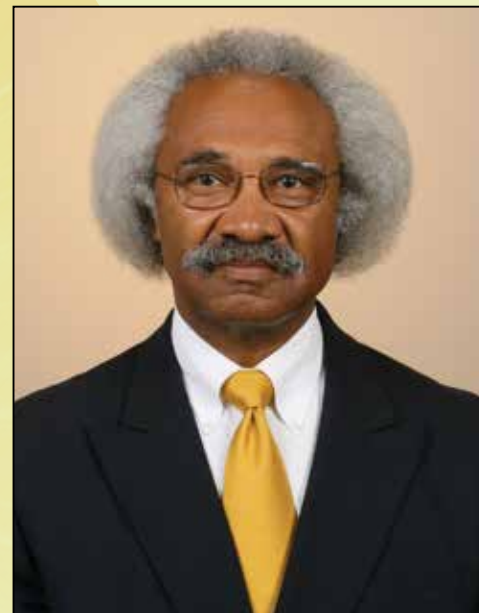
During 2011, corporations associated with the Council purchased more than \$4.2 Billion from businesses affiliated with the Council. (See <http://www.suppliercouncil.org>)

During 1987, Dr. Rose created the Wisconsin Business Management Seminar (WBMS), an educational program that the Wisconsin Council has administered since 1988.

The WBMS is a business management seminar that has been exclusively tailored for the owners and executives of small- and medium-sized firms. Entrepreneurs from across the United States are brought to the prestigious campus of the University of Wisconsin-Madison for a five-day educational experience. During this period business theory and practical application are integrated into a core curriculum taught by some of the country's most distinguished business faculty and practitioners. In 2009, the Symposium expanded its target population to include students from other continents. Fifty percent of the 2012 class was composed of Black South African business owners. (See <http://www.businessmanagementseminar.org/>.)

In 2008, Dr. Rose created the Framework for Opportunity Convergence and the Utilization of Sustainable Solutions (FOCUSS). The Mission of FOCUSS is to assist American minority individuals (entrepreneurs, students, academicians, existing companies, etc.) discover sustainable solutions that will benefit society. With the assistance of Fortune 1000 companies, universities, and Historically Black Universities (HBUs), a series of Idea Competitions have been staged throughout the United States.

Dr. Rose has a BA from Illinois State University, a MA from Western Illinois University, and a Ph.D. from University of Iowa.



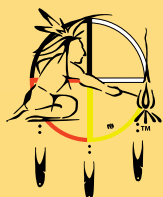
**Floyd Rose, Ph.D.**

President of the WSDC

# GOVERNOR'S AWARD LUNCHEON

Tuesday, October 16, 2012 | 12:00 p.m. – 1:45 p.m.

**Sponsored by:**



FOREST COUNTY POTAWATOMI  
*Keeper of the Fire*

## ▶ WELCOME

12:00 p.m.

### **Lee Swindall**

Vice President of Business & Industry Development  
Division of Business & Industry Development  
WI Economic Development Corporation

### **Remarks**

**Carla Cross, Chair Person**

Ethnically Diverse Business Coalition

### **Keynote Address**

**Dr. Floyd Rose, President**

WI Supplier Diversity Council

### **Wisconsin Economic Development Update**

**Paul Jadin**

Secretary/CEO

WI Economic Development Corporation

### **Governor's Business Awards**

- **Winners of 2012 Minority and Women Businesses**
- **Minority Business Development**
- **Community Economic Development**

### **Recognition of 2012 SBA Awardees**

## ▶ ADJOURN

1:45 p.m.

MARKETPLACE 2012





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Tap into our expertise to add something special to your advertising, branding, public relations, and publishing.



# BUSINESS ACHIEVEMENT RECOGNITION

25 Years in Business (1987 – 2012)

## Wisconsin Minority and Women Business Enterprises

### ► **Minority Owned Business Enterprises**

Aviles and Associates, Incorporated

BMR Design Group Inc.

Integrated Systems Corporation

I. V. Construction Co.

K. Singh & Associates, Inc.

Sandys Secretarial Services

Spanish Language Services

Ted Frank Construction & Trucking Co.

Temps Plus Staffing Services

Toki & Associates, Inc.

### ► **Women Owned Business Enterprises**

Brown & Jones Reporting, Inc.

Building Bridges Seminars

DK Contractors, Inc

Interstate Reporting Co., Inc.

Halma-Jilek Reporting, Inc.



# BUSINESS ACHIEVEMENT RECOGNITION

25 Years in Business (1987 – 2012)

## Small Business Development Organization

### ► The Wisconsin Women's Business Initiative Corporation



The Wisconsin Women's Business Initiative Corporation (WWBIC) is a statewide economic development organization focused on small and micro business creation, expansion, and sustainability; and job creation and retention, in urban and rural areas. They provide access to capital including direct lending, one-on-one business assistance, business education, and financial empowerment. Their services are open to anyone in Wisconsin, but with a mission emphasis on women, people of color, and people of lower wealth and incomes.

This year, WWBIC celebrates 25 Years of "Putting Dreams to Work." Dreams like those of Ms. Seda, a WWBIC loan and business assistance client who started Sharper Construction serving Milwaukee and Racine, a minority, women-owned business that has created four new jobs. In 25 years, WWBIC has grown from a \$250,000 budget to a budget \$3.8 million, with \$13 million in assets, a loan portfolio of \$6 million and four offices: Milwaukee, Kenosha, Racine and Madison. Their clients create more than 600 new jobs each year in Wisconsin.

WWBIC provides direct lending using its own Revolving Loan Fund and access to other capital through participation loans with banks and referrals. About 50% of their funding is in the Greater Milwaukee area, 20% is in rural areas, and the balance in their other targeted geographic areas of South Central and Southeast Wisconsin. The key to WWBIC's ability to mitigate the high level of risk inherent in small and micro business lending is the individualized business assistance provided to each loan client that begins on the day the loan is closed and continues through the life of the loan, often up to six years.

WWBIC has always been a lender, but they initiated business education programming more than 15 years ago in reaction to the large number of emerging entrepreneur clients with similar needs. In 1996, they started "Coffee With a Conscience", their social business venture and hands-on learning lab. In 2000, because so many potential borrowers came to WWBIC with their personal finances in disarray, WWBIC became a pioneer in financial awareness and financial education with the state's first Individual Development Accounts (IDAs) matched savings program. Since then, their low-income savers have funded 75 businesses and closed on 125 homes, while another 75 have gone back to school.

# *Job Title:* **Business Owner**



**W**e know that it takes more than simply having a good idea to achieve your dream of business ownership. At WWBIC, we partner with anyone who is interested in launching or expanding a successful small business in Wisconsin.

Contact WWBIC if “Business Owner” is your next job title.

- Business loans
- Financial and Business Workshops
- Business Planning



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# MINORITY BUSINESS DEVELOPMENT AWARD

## Charles Vang

**Charles Vang** is the president of the Hmong Chamber of Commerce. In 2001, Charles Vang was one of the founders of the Hmong Wisconsin Chamber of Commerce, Inc. He became the president of the board in 2005 and has been instrumental in expansion of the organization. The Chamber provides technical assistance, offers Revolving Loan Fund, provides one-to-one business assistance, and Mentor programs for Southeast Asian businesses throughout the state of Wisconsin.

From 1987-1991, Mr. Vang worked as an employment specialist with the Hmong/American Friendship Association. In 1991, he started an Insurance agency with American Family Mutual Insurance. An entrepreneur at heart, he also invested in residential and commercial real estate and farmland.

Born in Laos, Charles left the country at age 13 and became a refugee to Thailand in 1975. He came to the US in 1978 and settled in Spokane, WA, where he finished high school. Charles moved to Denver, CO, where he met his wife. In 1984, he moved to Milwaukee, Wisconsin where he has made his home. In 1990, he reunited with his parents after for 15 years of separation. Charles has been currently married to Mai Lee for 30 years with five children and four grandchildren.

Charles is the recipient of the 2007 SBA - Minority Business Champion of the year. He currently serves as a member of the Governor's Taskforce on Minority Unemployment, Sister City Committee members for city of Milwaukee; Advisory Board for WBD Finance Corp. He was a former board member for Minority Business Development with the Wisconsin Department of Commerce and has served as an Advisory Board member for the Office of Insurance Commissioner. He also served as one of the seventeen Commissioners appointed by Governor Doyle to the inquiry task force that looked into if at least 5% of state purchasing and contracting is targeted for certified minority businesses.

Charles graduated from Concordia University in 1991 with a Bachelor in Business Management and Communication.



**Charles Vang**

Executive Director  
Hmong Chamber of Commerce



# 2012 WISCONSIN MINORITY

## Business Award Finalists

### ▶ OUTSTANDING SMALL BUSINESS MBE

#### **Cartridge Savers**

Cartridge Savers, Inc. (CSI), has been certified as an WI MBE since 1994, specializing in printer and office supplies. Along with commercial and Federal sales, we service the State of Wisconsin toner contract. CSI was awarded a GSA BPA in June 2010. The following year, sales tripled allowing us to hire seven new employees in addition to the four currently employed. To further assist in servicing the GSA contract, our manufacturing partner invested over \$100,000 in capital improvements and increased their staffing.

Cartridge Savers contracted with a local sheltered workshop, Waushara Industries. They employ five handicapped clients to work on the recycling of our used toner cartridge drums, selling the used aluminum and keeping 100% of the proceeds. This assists to offset the costs of running their 80 client workshop.

#### **Rinka Chung**

Rinka Chung Architecture is a full service award-winning firm existing to serve progressive and visionary clients. We are differentiated by our ability to deliver inspiring design solutions that are both aesthetically elegant and functionally efficient. We place the highest value on people and relationships – both externally and internally.

In turn, we have been afforded the ability to work with amazing clients and design some of the area's most exciting projects. Some of these projects and clients include: The Moderne (a 30 story high-rise tower in Milwaukee recently completed and one of the tallest buildings in Wisconsin) for Barrett Visionary Development, Associated Bank (multiple projects), UW-Milwaukee, Lowlands Group, and Van Buren Management to name a few. In 6 short years, our designs have made a widespread and lasting impact on the region.

Our company vision is "To inspire through thoughtful design". We are very honored to be nominated for this prestigious award. Thank you.

#### **The Quest Co., Inc.**

THE QUEST CO. INC., is a wholesale merchant and manager of industrial supplies; janitorial, shipping and packaging, safety, and bulk chemicals. Quest is located in Waukesha, and serves the State of Wisconsin market. It had begun utilizing its MBE status as early as 1998, realizing opportunities from the State and Local Governments to private companies that embrace diversity through MBE's. The company has expanded its growth in the industrial market to achieve an exceptional increase in revenue going forward of 80% for 2012. The real value of this growth is the realization to expand on its workforce by hiring additional people to support this growth, fund our first annual Quest 2 Soar Scholarship within the American Indian Chamber of Commerce of Wisconsin, and continued support of Feeding America of Eastern Wisconsin. Company success can be attributed to remaining focused in a turbulent market, providing added value customer service, and an all-out effort toward sustainability.

# 2012 WISCONSIN MINORITY

## Business Award Finalists

### ▶ OUTSTANDING LARGE BUSINESS MBE

#### **Convenience Electronics Inc.**

Convenience Electronics, Inc. (CEI) is a team of 50 focused on customer needs at all times. For 23 years, starting in the owner's basement, we have maintained this vision. CEI continues to be a low volume, high mix producer of custom wire harnesses and sub-assemblies that consistently meet our customer requirements. Shorter set up times, ever improving production throughput efficiencies, and accuracy are the foundation for this niche strategy.

We are adding value to our customers' products, by providing high quality manufacturing services and on-time delivery at a fair price. We are integrating into our customers' supply chain by providing finished product just-in-time and lowering our customers' inventory costs. CEI has an international reach that ranges from sourcing and purchasing materials in Australia to exporting quality finished products to Europe and Asia. Lastly, we are listening to our customers' changing needs and expanding our company's "core competencies" to meet those needs.

Every employee plays a key role in the CEI success story and supports our quality system objectives that continually monitor throughput efficiency (105% of planned), on time delivery (100%), customer acceptance rate (99.97%), and first-pass yield of (99.2%). We have just instituted a bonus plan directly tied to these objectives and have proudly paid out bonuses to all employees for the first two (program) quarters.

#### **MARS IT Corp.**

MARS IT is an IT and Engineering Staffing Solutions Company aimed at providing flexibility and adaptability for its clients.

MARS IT has exclusive access to a vast network of talented professionals stemming from the years of experience in IT and Engineering field. A key MARS IT differentiators is the fact that the recruitment is done by highly skilled professional that have IT and Engineering background.

MARS IT employees consistently keep up Technical and Business Certifications that enables Mars IT to steadily outperform their competition. MARS IT is a also a two time winner of the MMAC Future 50 award.



# 2012 WISCONSIN MINORITY

## Business Award Finalists



### RISING STAR MBE

#### **J.W. Johnson & Associates**

J.W. Johnson & Associates, Inc. (JW) is an MBE/DBE, Small Disadvantaged Business, currently headquartered in Madison, WI. JW is experienced in civil engineering providing public and private clients with exceptional service for residential and commercial planning, transportation, infrastructure systems designs, municipal engineering and more. JW has a history of strategic cross-agency partnerships that optimize the knowledge and resources of each project. Balancing innovative thinking with logical design execution and hands-on management across all phases of project management – from concept through final construction.

#### **Rural America Onshore Outsourcing, Inc.**

Rural America OnShore Outsourcing, Inc., a USA-leading rural onshoring outsourcing company, is currently operating worldwide with a variety of outsourcing services such as Information Technology Outsourcing (ITO), Design Outsourcing (CDO™), Business Process Outsourcing (BPO), and Market Research Outsourcing (MRO). A minority owned company, Rural America enables customers to cut project and operational costs by using lower cost, rural-based professionals providing a superior outsourcing solution. Rural America does not send projects offshore nor use expensive urban vendors.

With Business Development offices nationwide, Rural America OnShore Outsourcing is currently operating in 47 states and on hundreds of job boards.



# 2012 WISCONSIN WOMEN

## Business Award Finalists

### ▶ OUTSTANDING SMALL BUSINESS WBE

#### Lockstep Solutions LLC

Lockstep Solutions is a global technology company specializing in implementing technology solutions to solve clients' business needs. Their solutions are designed with client operational objectives and business vision in mind.

*Products & Training • Strategic IT Planning Services • Custom Solutions Development • Professional Services*

The company takes immense pride in their ability to consistently deliver quality solutions working within the time and budget constraints. They offer flexible services and round the clock support. Lockstep Solutions is committed to building long term business relationships based on their high performance. They are confident that once clients have a chance to view their solutions and talk to some of their existing clients, they will recognize the value they provide and consider them as an important resource to their business.

#### Rose Publications

Rose Publications is a printing/publishing company located in Clintonville, Wisconsin. It is owned and operated by Tricia Rose and is a Wisconsin State Certified Woman-Owned Business Enterprise. In June of 2012, Tricia was awarded the 2012 Wisconsin SBA Young Entrepreneur of the Year. Rose Publications produces two weekly newspapers, the Clintonville Chronicle (2009) and the Manawa Messenger (2012). In addition, they specialize in producing specialty print products and promotional materials. The business was awarded the 2009 & 2010 New Business of the Year by the Clintonville Area Chamber of Commerce and is a member of the Wisconsin Newspaper Association (WNA). They won two awards in the WNA 2010 Better Newspaper Contest and eight in 2011.

#### The Nisha Group LLC

The Nisha Group LLC, owned and operated by Manisha Dotson, a lifelong resident of Milwaukee, began operations in 1999 as a Facility Maintenance Company. Having experienced huge success in this area, and always seeking new challenges, Mrs. Dotson expanded into security guard services in 2003 when she founded The Milwaukee Rangers.

The Nisha Group LLC has experienced huge success with the Workforce Investment Act training programs with Licensed Security Guards, Inmate Transportation Correctional Officers, Janitorial Green Cleaning Professionals, Light Industrial and Help Desk Support Technicians.

The Nisha Group LLC, is certified by the Milwaukee County joint certification DBE, DOT, The United States Government SBA 8a status, The City of Milwaukee Office of Small Development OSBD program, The state of Wisconsin WBE, MBE, the Wisconsin Minority Supplier Development Council MBE, The City of Madison Small Business Enterprise program, also certified as a DBE in the Illinois Unified Certification program also nationwide certification of EDWOSB.

Achieving excellence in most recent awarded contracts with the United States Federal government of 1.5 million dollars in the last 12 months.

# 2012 WISCONSIN WOMEN

## Business Award Finalists

### ► OUTSTANDING LARGE BUSINESS WBE

#### **Bailey Edward Design, Inc.**

For over twenty years, Bailey Edward has redefined responsive architecture for clients that serve, support and protect the public. The success of our approach – emphasizing measurable project management, inventive problem-solving and responsive client service - is evidenced by our enduring client relationships and acclaimed, unorthodox solutions.

Bailey Edward has actively cultivated responsive architecture, a practice that values client success above all else. Our depth of experience with clients who serve, support and protect the public has afforded us a solid understanding of the tools and processes required to consistently achieve this goal.

#### **Belonger Corporation**

Belonger Corporation is a unique specialty trades contractor providing mechanical, plumbing, design build construction, maintenance, and facility management since 2000. A value-based organization, Belonger is straight-forward, honest, and dedicated to our customer's needs. Belonger performs beyond customer expectations, providing quality service competitively. Synergy is the key, the competitive edge! Belonger provides added value: commitment to excellence, continuous improvement, teamwork, customer focus, and multiple quality levels! Belonger recognizes our corporate responsibilities committed to our community.

Belonger has been fortunate to work with many key business partners like attorney Anne Hlavacka, Wisconsin Procurement Institute- Aina Vilumsons, Heather Nelson of Spring Bank, the SBA, and Local chamber, PTACS, and trade associations. We continue to grow our network of business affiliates as a means to better understand our ever changing market place.

#### **IDL Solutions, Inc.**

Specializing in applications development, BIG Data Management and infrastructure support, Information Technology firm IDL Solutions makes its home in Germantown, Wisconsin, with offices in Reston, Virginia, and Bethesda, Maryland. Since 1994, IDL has performed on more than 100 contracts across 16 federal government agencies in the Departments of State IRS< HUD, Treasury, the US Department of Health and Human Services; six Wisconsin state agencies; and nearly 100 private sector clients. Strict adherence to proven processes and commitment to customer satisfaction have earned IDL the respect of - teaming partners and clients alike. The result: prime seats on multiple Federal IDIQ contracts worth over \$30 billion, and numerous task orders, including a prime \$74 million task order delivering business intelligence and data analytics to help build the Federal Health Insurance Exchange at the US Department of Health and Human Services.



# 2012 WISCONSIN WOMEN

## Business Award Finalists

### ► RISING STAR WBE

#### **Atlas Signs and Plaques**

Atlas Signs and Plaques was established in 2008 and specializes in custom, artisan, metal coated personalized signs and plaques for homes, business, awards and gifts. Signs and plaques are created using modern materials and real metal coatings of brass, copper, bronze, silver-nickel, aluminum, and iron. All give the look and luster of foundry cast at a fraction of the price. Selling primarily from <http://atlassignsandplaques.com>, Atlas has shipped to satisfied customer throughout the world. Plaques are used on diverse locations ranging from residential homes, to historic sites, to churches, and the US Coast Guard Academy.

Janey Freid is a Wisconsin native and the sole Owner of Atlas Signs and Plaques.

#### **Red Barn Family Farms**

Red Barn Family Farms, Appleton, Wisconsin, is a wholesale supplier of premium milk and award-winning cheese. We seek to reinvigorate Wisconsin family-owned dairy farms by creating an economy that will value these farms for generations. Our revolutionary new pay structure rewards farmers for both excellent milk quality and animal husbandry, or humane treatment of animals. All Red Barn family farms are accountable to innovative Red Barn rules, a set of rigorous quality, animal health and operational requirements. These standards link excellence in animal husbandry to excellence in food quality. Our farms are also certified by the American Humane Association.

#### **Saga Environmental and Engineering, Inc.**

Saga Environmental and Engineering, Inc. is a multi-disciplinary environmental consulting firm offering services in investigation and remediation of environmental contamination including Phase I/II Environment Site Assessments; and industrial permitting, reporting, and compliance in air, storm water, hazardous waste, and wastewater. With offices in Portland, Oregon, Fordland, Missouri, and headquarters in Lake Mills, Wisconsin, we have a national client base and are involved in numerous environmental projects in 45 U.S. states and territories, and Canada. Our services are provided to a diverse clientele including industries, businesses, federal/state/municipal governments, insurance companies, attorneys, private developers, and individuals. We are a certified EDWOSB, SDB, Oregon/Wisconsin WBE, and Oregon/Wisconsin DBE.

# ECONOMIC DEVELOPMENT RECOGNITION AWARDS

## Supporting Ethnic Based Economic Development Organizations

**These Awards are in appreciation of the following financial institutions for their dedication to offer time and talent, and for their partnership in leveraging WEDC's financial contribution to support the various ethnic based Chambers of Commerce resulting in increase in the number of revolving loan funds and making capital accessible to start-up and expanding minority businesses. We commend their engagement with the minority business community, and we hope their example will encourage others to follow the visionary lead.**

### **WBD**

Wisconsin Business Development (WBD) works with community based or economic development loan fund programs to assist small businesses in gaining access to capital in order to grow their businesses, provide job opportunities, and inspire their communities. By contributing or sharing its experience, WBD works to improve the delivery of community development finance within sectors more specialized or diverse than their own.

### **MEDC**

The Milwaukee Economic Development Corporation (MEDC) approach is unique in that it shares the risk with all participants in a project, lend in partnership with a bank, and lend funds at a higher risk level in order to increase the feasibility of a project. MEDC's goal is to give its clients the financial resources they need to grow, while facilitating business investment that will benefit Milwaukee through new employment opportunities, job retention, and neighborhood stabilization.

### **Associated Bank**

Associated Bank shapes commercial loans and lines of credit around superior service and smart access to capital. The Bank works closely with businesses to understand their company's dynamics and positioning, designs custom lending solutions, and provides a clear, efficient credit process. The Bank uses term loans to finance equipment, real estate, or general expansion and growth needs while it uses lines of credit to access working capital as the need arises.

### **Tri-City National Bank**

The Tri-City National is a hometown bank in Southeastern Wisconsin that prides itself in knowing clients and understanding clients banking relationship. The Bank has a motto of "large enough to serve you, but small enough to know you" and works closely with its clients to find the best solution and to guide them through the loan process.



## State of Wisconsin Awards

### ► State Contract Award

#### **Mavid Construction Services, LLC**

Mavid Construction Services, LLC (MCS) is a Native American owned company with offices in Green Bay, WI and on the Salt River Pima-Maricopa Indian Community in Scottsdale, Arizona. MCS was formed in 2008 by David Montiel and Zoar Fulwilder. Mavid was formed to build top-notch commercial interiors with an emphasis on developing a strong expert workforce and management team to achieve a high level of both consistent quality and efficiency. In our four years of operation we have done numerous jobs throughout the State of Wisconsin for a diverse group of clients which include the State of Wisconsin, Oneida Nation of Wisconsin, Forest County Potawatomi Tribe of Wisconsin, Menomonee Nation of Wisconsin, Wisconsin Department of Corrections and the Green Bay Packers.

Our mission at Mavid is excellence. We strive to perform each project in such a manner that our clients will welcome our bids and will recommend our firm to others. At Mavid, we have established ourselves as having an excellent safety record, financial strength, impressive bonding capabilities and outstanding customer satisfaction. Very simply put, we are a company that is built for success.

## SBA Award Winners

### ► Minority Small Business Person

#### **Samina Mahmood**

*Superior Equipment and Supply Company*

Superior Equipment and Supply was started in 1984 and incorporated in 1996. Superior provides food service equipment, kitchen tools and supplies to the food service industry. Samina Mahmood, the president of Superior, was born and raised in India. Following her arrival in the states, she made a quick transition by learning the language and the culture. She used these skills to grow Superior's product line. Superior focused on obtaining credit to enable the business to compete against their larger competitors. Superior had about 50 regular customers before she joined the family business. Today they have more than 500 customers throughout the U.S. Superior entered the SBA's 8a program in 2009. Through SBA's support and her use of Fed Biz Opps, Superior found additional contract opportunities. Some of their customers include The US Army, the UW system and the North Carolina Department of Corrections. Superior's success arose from Samina being solutions driven. She partners with her customers to meet their needs in a cost effective, proactive and professional manner.

### ► Minority Small Business Champion

#### **Jeff Bowman**

*First American Capital Corporation*

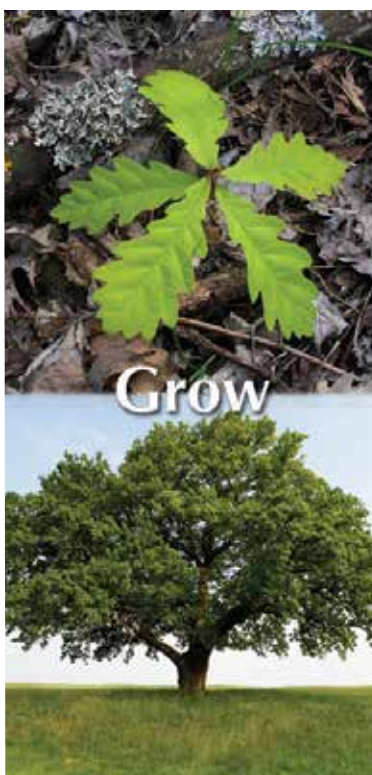
Jeff Bowman has been a long time champion for minority businesses. From 2003 to 2010 Jeff served as president of a south side community bank. This enabled Jeff to provide banking services to minority businesses. Since 1998 Jeff served as a volunteer board member for the American Indian Chamber of Commerce and its affiliate First American Capital Corp. As the volunteer president of FACC, he assisted in obtaining grant funds to assist small business. In 2002, Jeff collaborated with board members to found a revolving loan fund to provide much needed capital to minority firms. In 2004, FACC earned certification as a Community Development Financial Institution and in 2007 as an SBA micro-lender. The FACC was the first Native American organization to obtain these designations. Since its inception FACC has made 70 loans totaling \$2.6 million. Jeff is now assisting the Hmong Chamber and African American Chamber in developing similar loan programs. Jeff's work extends beyond his chamber work; he shares his passion through teaching, mentoring and advising youth and entrepreneurs.



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Vanguard Computer, Inc is a partner that knows your concerns. We help you manage the complexities of your IT needs, navigate within your budget, and help you select the most ideal products for your business. With over 20 years of IT experience in helping customers, we can work with you to help meet your diversity spend requirements.

#### **EXPERIENCE MATTERS**

Vanguard has built a team of people with specific expertise in government, academic and enterprise business. We come to you with the knowledge not just of IT, but also how to help you leverage the various diversity programs.

Vanguard provides an array of service capabilities to help manage deployments big and small, remaining flexible enough to provide the entire deployment or a fraction thereof. We also help you scale as your needs expand or lessen. We help you manage

details like rapid deployment, and box less deployments, matching our approach to your lifecycle process. You can place your trust in us to provide the optimal solution.

#### **CERTIFIED DBE, WBE AND MBE**

Your diversity requirements are specific, and we can help you meet them, whether your needing to fulfill your DBE credits with small business, woman-owned, MBE, or even specific certifications including local government programs like Milwaukee County. Because we hold many certifications and have the experience with these programs, we have been able to help 100s of businesses such as yours. We make it our business to understand your objectives in this area, and provide you with the help needed to get the most out of these programs.





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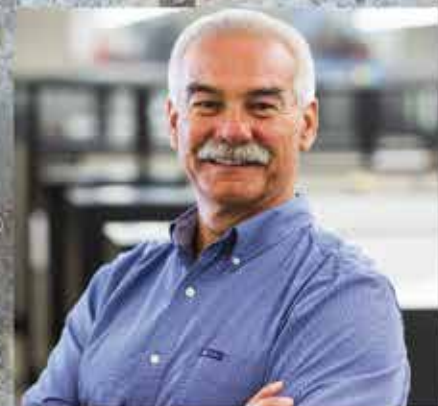
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**WHEN IT COMES TO BUSINESS,**  
*we don't play around.*



**POTAWATOMI BINGO CASINO'S SOCIAL RESPONSIBILITY  
EFFORTS HAVE A SIGNIFICANT IMPACT ON OUR COMMUNITY.**

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The Casino offers a variety of games and entertainment for our guests. But, when it comes to our business practices, we don't play around. We have a strong commitment to diversity — more than 50 percent of the Casino's nearly 2,500 team members are people of color.

Additionally, our commitment to social responsibility includes advocating responsible gambling, operating our facility with 100% green power, contributing to local non-profit organizations, exercising ethical business practices and revenue sharing with the city, county and state.

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**Vince Hanoski**  
Owner, Ben's Cycle

Local businesses drive our economy and our communities. Which is why U.S. Bank is committed to providing SBA and conventional loans to help businesses flourish and create jobs right here in Milwaukee. U.S. Bankers work with business owners to provide financing, payments expertise, even business plan reviews – so our vibrant business community grows and prospers as our country recovers financially. The power of US can help local businesses power our economy.



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