

THRIVE THROUGH CHANGE



MARKETPLACE WISCONSIN

34TH ANNUAL GOVERNOR'S CONFERENCE ON MINORITY BUSINESS DEVELOPMENT

Welcoming minority, women, disabled and veteran-owned businesses

#MRKT15

OCTOBER 29-30, 2015

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SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

October 6, 2015

Dear Marketplace 2015 Attendees:

Welcome to Marketplace 2015: the Governor's Conference on Minority Business Development.

On behalf of the state of Wisconsin, I invite you to make the most of the insights you gain from this year's program and the many networking opportunities this unique event provides.

For more than 30 years, Marketplace has helped fuel diversity within Wisconsin's business community by connecting minority, women, and service-disabled veteran business owners with the resources, tools, and contacts they need to maximize their success.

By bringing emerging minority businesses together with government and corporate buyers, as well as lenders and other professional service providers, Marketplace serves an important role in creating new economic opportunities in our state. Throughout its history, this conference has helped hundreds of minority business owners achieve their growth goals. Public and private contracts secured at Marketplace over the years have enabled participating companies to increase sales significantly.

The grassroots nature of this successful event is a testament to the power of collaboration. With a planning committee consisting of representatives of the target audience for the conference, Marketplace ensures that the information delivered hits the mark.

We also celebrate the standout successes of Wisconsin's minority-owned businesses with the Marketplace Governor's Awards. The companies profiled during the awards luncheon offer shining examples of Wisconsin's entrepreneurial spirit.

At this event, you'll see representatives from several Wisconsin state agencies, which reflects our commitment to the positive business development that drives economic growth in our state. This commitment includes removing barriers and creating the right climate for business to thrive. By reducing taxes, cutting red tape and investing in our workforce, we make Wisconsin more competitive, encouraging new business creation and attracting companies to our state to take advantage of the many benefits our state offers. The result is increased economic prosperity for all of Wisconsin.

I thank you for the role you play in building a strong Wisconsin and wish you success in your enterprise.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Walker".

Scott Walker
Governor



WISCONSIN'S BANK FOR BUSINESS[®] **IS A PROUD DIAMOND SPONSOR OF** **MARKETPLACE WISCONSIN 2015!**

We are proud to support The Governor's Conference on Minority Business Development through everyday support of Wisconsin's minority, women and veteran-owned businesses. At Town Bank, we partner with national organizations, such as SCORE and the National Organization for Women Business Owners, to offer resources for local entrepreneurs. We take pride in offering the same technology and financial solutions as big bank competitors with a level of customer service and community focus that can only be found at a local community bank. **We're proud to be Wisconsin's Bank for Business and we're proud to be here.**



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WELCOME TO MARKETPLACE 2015

From its origins 34 years ago as a half-day program designed to provide one-on-one sales appointments with the state's procurement officers, this conference has become a premier business capacity building event serving minority, women and service-disabled veteran business owners. Marketplace 2015: the Governor's Conference on Minority Business Development promises to help you showcase your products and knowledge to customers and other stakeholders committed to diversity.

At the Wisconsin Economic Development Corporation, we believe strongly in partnerships, and Marketplace is one of our best examples of public-private collaboration.

One-on-one meetings with government and corporate buyers remains a cornerstone of Marketplace, and I encourage you to avail yourself of this opportunity. Please also take some time to engage with the many exhibitors offering business development services geared toward emerging companies.

Thank you to the many companies that have shared their successes through the Marketplace Governor's Awards nomination process. Your stories, which we will hear during the Governor's Awards luncheon, will undoubtedly inspire others to follow their passions, as you have done to great fulfillment.

I would also like to personally thank the representatives from the more than 20 organizations who help plan and execute this amazing event, as well the many corporations and foundations that help underwrite its costs.

Our goal is to help Wisconsin companies take advantage of market opportunities. A key factor in this equation is education, and so we are pleased to include in this event many technical workshops, including an expanded Small Business Academy. These sessions combine with numerous networking opportunities to offer an information-rich program designed to make the most of your time here.

By attending Marketplace 2015, you have demonstrated an interest in professional development. We thank you for your commitment to pursuing your business goals in Wisconsin.

Sincerely,



Mark R. Hogan
Secretary and CEO



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MARKETPLACE PLANNING 2015

MARKETPLACE 2015 is hosted by Wisconsin Economic Development Corporation's Division of Business and Industry Development, Lee Swindall, Vice President.

The MARKETPLACE Planning Committee was coordinated by Seyoum Mengesha, WEDC Minority Business Development Manager, Brittney Schultz, Event Coordinator and Prism Technical, Keesha Sutton

**African American Chamber of Commerce
Shawntel Shands**

**African American Chamber of Commerce
Dr. Eve Hall**

**American Indian Chamber of
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ReDonna Rodgers**

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Jorge Franco**

**Hispanic Chamber of Commerce of Wisconsin
Natalia Bonilla**

**Hmong Wisconsin Chamber of Commerce
May yer Thao**

**Milwaukee Economic Development Corporation
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Julious Hulbert**

**Community Business Development Partners,
Milwaukee County
Tru Mwololo**

**MMAC – The Business Council
Marjorie Rucker**

**North Central Minority Supply
Development Council
Heather Olson**

**Office of Small Business Development,
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**Wisconsin Department of Administration
Godwin Amegashie**

**Wisconsin Department of Administration
Hannah Trudeau**

**Wisconsin Department of Transportation
Aggo Akyea**

**Wisconsin Department of Transportation
Rosalind Roberson**

**Wisconsin Procurement Institute (WPI)
Aina Vilumsons**

**Wisconsin Procurement Institute (WPI)
Joe Smetak**

**Wisconsin Women's Business
Initiative Corp. (WWBIC)
Katherine Marks**

**Wisconsin Economic Development Corporation,
Sarah Bownds**

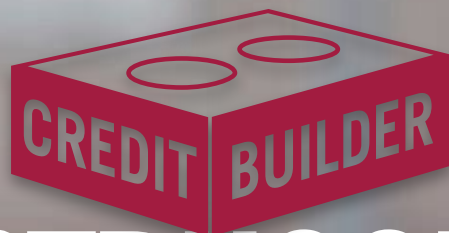
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At We Energies, we believe that using diverse suppliers makes good business sense. Supplier diversity fosters competition, enhances job creation and generates additional purchasing power in the communities in which we do business. We are committed to building meaningful business partnerships with certified minority-, women-and service-disabled veteran-owned business enterprises.

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To view our program performance report, visit www.wheda.com/EmergingBusiness. To learn more, contact *Jesse Greenlee, Emerging Business Program Manager* at 414.227.4348 or email at jesse.greenlee@wheda.com.



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CONFERENCE AGENDA



Follow @_InWisconsin, and use #MRKT15 to connect
with attendees and join the Marketplace conversation.

EXPO HALL ONE-ON-ONE MEETINGS:

9:00AM to 11:30AM 1:00PM to 3:00PM

THURSDAY, OCTOBER 29

CONFERENCE AGENDA

2:00 pm

REGISTRATION AND NETWORKING

2:40 pm - 3:00 pm

FREE WORKSHOP

Update Research on Business and Demographic Data Minority business ownership and demographics in the state of Wisconsin

3:00 pm - 3:30 pm

FREE WORKSHOP

Supplier Diversity Certification Programs Important updates on minority, women and disabled veteran-owned business certification programs

3:45 pm - 4:30 pm

FREE WORKSHOP

State Bureau of Procurement updates: the State of Wisconsin is implementing an ERP (enterprise resource planning) system along with an e-catalogue for products and services. Attend this presentation on how to navigate these new infrastructures (vendor management systems) and get ready to access business opportunities.

4:45 pm - 5:30 pm

FREE WORKSHOP

Federal Contracting Programs
Mentor-protégé and joint venture agreements will be playing a larger role in doing business with the federal government. Learn how a small, 8(a), HUBZone, service-disabled veteran-owned business, or women-owned small business can leverage these types of teaming arrangements to grow their businesses.

5:30 pm - 8:00 pm

EVENING NETWORKING RECEPTION

\$20 Registration/ \$15 for Certified Minority, Women and Veteran-owned Firms

This business networking reception attracts hundreds of businesses along with government agency representatives, public officials, lenders, business service providers and MARKETPLACE event corporate sponsors.

- Network with other businesses, lenders and business resources
- Celebrate the 25th anniversaries of minority and women-owned businesses
- Entertainment
- Variety of hors d'oeuvres and cash bar

FRIDAY, OCTOBER 30

7:15 am - 7:45 am

REGISTRATION

Get an early start to connect with other attendees during registration and finding a seat before breakfast starts.

7:45 am - 9:00 am

BREAKFAST FOR CHAMPIONS

Champions (included in conference fee)

Begin networking with other attendees over a sit-down breakfast while listening to business updates from WEDC officials, learning tips on how to maximize your time at MARKETPLACE and hearing from major event sponsors welcoming you to the conference.

9:00 am - 11:30 am

EXPO HALL OPENS

The Expo Hall opens following the morning breakfast program and features:

- Spotlight Sessions - four seminar tracks with different business topics
- Buyer Meetings - one-on-one matchmaking meeting area with federal, state, local and corporate buyers
- Exhibitors - over 60 exhibitors including lenders, agencies, business resources, professional services and certified firms
- Business Networking Lounge - area to make connections
- Door Prizes - opportunities to win prizes including spotlight seminars

MARKETPLACE REGISTRATION IS REQUIRED TO ENTER.

11:30 am - 1:00 pm

MARKETPLACE GOVERNOR'S AWARD LUNCHEON

For over 30 years, the achievements of minority-owned Wisconsin businesses have been celebrated at the MARKETPLACE conference. The award program will recognize winners and finalists in the Outstanding Business and Rising Star Award Categories for MBE, WBE and DVB firms.

THE EXPO HALL IS CLOSED DURING THE LUNCHEON AND REOPENS FOLLOWING THE PROGRAM

1:00 pm - 3:00 pm

EXPO HALL REOPENS

If you missed a spotlight session or connecting with exhibitors or buyers in the morning, an afternoon Expo Hall visit is a great way to avoid the morning rush.

3:00 pm

ADJOURN

SPOTLIGHT SEMINARS

SPOTLIGHT A **BUSINESS SURVIVAL STRATEGIES**

This spotlight is a must for entrepreneurs who want to survive and grow their business as quickly as possible and keep ahead of their plan.

READY TO EXPAND YOUR BUSINESS?

In this spotlight, the main focus is to help a business owner learn how to determine if their business plans fit with current market conditions, company resources and their personal goals.

PREPARING YOUR BUSINESS FOR CHANGE

Both internal and external factors/changes can and will impact a business's bottom line. This spotlight will address how to be more proactive than reactive by creating an action readiness plan.

SPOTLIGHT B **SMART FINANCING**

UNDERSTAND THE FINANCIAL STRUCTURE OF YOUR BUSINESS

This spotlight will help a business owner develop an understanding of the financial parameters of their company and provide key tools for making the best financial and planning decisions.

EXPLORE LOANS, GRANTS & FUNDING TO EMPOWER YOUR BUSINESS

This spotlight will explore business financing opportunities including traditional loans, grants and creative and flexible financing to start or expand a business.

APPLYING FOR A BUSINESS LOAN

This spotlight will provide information to attendees about what is needed when applying for a business loan.

SPOTLIGHT C **EFFECTIVE CONTRACTING**

BASICS OF CONTRACTING

This spotlight covers the basics of what is needed when considering applying for a contract.

UNDERSTANDING RFPS

RFP (request for proposal): what does it mean and why is it important? When public and some private entities are in need of a product or service, based on the need, they will request an RFP from potential suppliers who can meet that need.

WRITING EFFECTIVE PROPOSALS

Writing a government or corporate proposals takes time, careful planning and a complete understanding of the requirements. A proposal must provide credible evidence that your business understands the problem, has a comprehensive solution, has the skills and experience to do the work, and can provide the solution at a competitive price.

SPOTLIGHT D **ADVANCING TECHNOLOGY AND MARKETING**

BUILDING A WINNING DIGITAL MARKETING STRATEGY

A successful Web strategy involves much more than simply having a website or a Facebook page. In this session, we'll explore what separates winning online strategies from average ones.

ACCELERATING YOUR MARKET RESEARCH

This spotlight will help business owners learn why market research can help them decide how much to invest in their business's products or services.

ARE YOU COVERED? CHECKLIST FOR BUSINESS SECURITY AND DISASTER PREPAREDNESS

This spotlight will provide a checklist of things to consider for business security and disaster preparedness.

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KEYNOTE SPEAKER

Baly Ambegaoker



Prior to CENTERPOINT, Ms. Ambegaoker served as president & CEO of IDL Solutions, Inc. IDL was founded in Wisconsin in 1993. At IDL, Ms. Ambegaoker led the company in providing information technology solutions, data analytics, and systems support to numerous federal, state, and local governments, as well as over 100 commercial clients. Under Ms. Ambegaoker's leadership, IDL experienced consistent annual growth and won contracts with the U.S. Department of Health and Human Services, U.S. Department of State and U.S. Department of the Treasury, among many others. The company was also successfully appraised as an SEI CMMI® Level 3 and an SEI CMMI Level 4 SCAMPI B organization, one of the highest process improvement certifications in the industry. Ms. Ambegaoker's years of dedication to excellence culminated in the successful acquisition of IDL Solutions by a large defense contractor, CACI International, in December of 2012.

Ms. Ambegaoker is a member of the Board of Directors at Wisconsin Procurement Institute and a member of the TechPAC Board of Trustees at Northern Virginia Technology Council. She has also been a member of the National Association of Women Business Owners, the Council of Small Business Executives, the Governor's E-Government Council and the Goodwill Industries Technology Business Advisory Council, and serves as a member of Women in Homeland Security.

She was recognized as the U.S. Small Business Administration's Minority Entrepreneur of the Year, featured in *Diverse CEO* magazine, and earned the Top 40 Under 40 award, among many other accolades. Ms. Ambegaoker holds an MBA from the New York University's Stern School of Business. She also holds a bachelor's degree in business, and attended the University of Wisconsin and MATC.

GOVERNOR'S AWARD LUNCHEON

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SEYOUM MENGESHA

Minority Business Development Manager
Wisconsin Economic Development Corporation

BALY AMBEGAOKER

Keynote Speaker

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- Women Business Enterprises

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AWARD FINALIST

OUTSTANDING SMALL BUSINESS MBE

WEATHERIZATION SERVICES LLC

These days, ensuring quality home insulation is more important than ever. That's why Weatherization Services of Milwaukee offers complete energy assessments.

As a full-service contractor, the company focuses on air sealing, furnaces, windows, doors, insulation and other measures for making your home more energy-efficient. From home air seals to energy assessments, Weatherization Services is your one-stop shop for any home insulation needs. Backed by more than 10 years of experience, the company seeks to find and correct heat loss in order to help you save on energy bills. This is accomplished using specialized diagnostic tools and meters that focus on the complete area of attack.

INNOVATIVE DYNAMIC NETWORKS, INC.

Innovative Dynamic Networks Inc. (IDN) is a veteran-owned corporation dedicated to technology growth in the area's small and midsize businesses and nonprofits. Founder Angel Ramos-Ortiz has been in this business since 1995, when he began earning numerous awards for his information technology (IT) integration in the military and civilian world. IT integration became his main focus in Southeastern Wisconsin where, from his observation, businesses were two to three years behind in the technology that could help their business productivity and profit growth.

Believing that every household and business plays a role in growing the future, Ramos-Ortiz and IDN are dedicated to helping the community realize the importance of everyday computer usage and information access. Also believing that good business ethics require a commitment to the less privileged, IDN has had a relationship with a local Latino literacy outreach program since its inception and continues to work side by side with Casa Cesar Chavez to integrate new technologies and teach at-risk youth computer skills at no cost.



AWARD FINALIST

OUTSTANDING LARGE BUSINESS WBE

HURT ELECTRIC, INC.

Hurt Electric Inc. provides electrical installation, service, repairs and maintenance to commercial, industrial and institutional businesses throughout Southeastern Wisconsin. The head office is located in Menomonee Falls.

Hurt Electric's key strength lies in its principals' 92 years of experience in the electrical field, which include an accumulated exposure to and mastery of electrical construction supervision and electrical construction project management. The company's ownership is shared by Henry Hurt, Ron Rechlicz and Tim Jahn.

WANGARD PARTNERS, INC.

Wangard has emerged as a leading commercial real estate firm in the greater Milwaukee area. Setting benchmarks above industry standards; a rigorous strategy and a commitment to exceptional service drive the company to achieve its goals. As a prudent investor and socially responsible developer, Wangard delivers quality, sustainable products to the Midwest real estate market, working side by side with community groups, government officials, financial institutions, tenants and investors to simplify the development process and exceed expectations at every level. Comprehensive and strategic research and the forward-thinking attitudes of its leadership team guide its projects. The results speak for themselves: more jobs, stronger communities, resilient economies and better quality of life.



AWARD FINALIST

OUTSTANDING LARGE BUSINESS MBE

KL ENGINEERING

KL Engineering, a woman-owned business, provides professional services built around a core specialization in transportation engineering and an unwavering customer service ethic. With offices in Madison, Green Bay and Menomonie, the company provides civil engineering, survey, construction management and environmental services for both public and private clients.

Proudly specializing in transportation engineering, the company has extensive experience in roadway design, transportation planning, traffic studies, survey, environmental documentation and coordination, public involvement and construction administration. Focusing on a single discipline enables its staff to be leaders in the transportation field. This expertise is passed on to each client, using a proactive approach and consistently delivering a quality product.

The firm was founded in 1991 and is a certified WDBE with the Wisconsin Department of Transportation, Dane County, the City of Madison and Milwaukee County. KL Engineering is also a certified woman-owned business enterprise with the Department of Administration.

MOORE & ASSOCIATES

Moore & Associates Inc. provides AODA group and educational services to prepare individuals to return to their home environments with a new understanding of how to handle life situations. Individuals learn new coping skills that influence their attitudes and behaviors, thereby promoting positive lifestyle changes.

Moore & Associates Inc. has a long history of serving the community by reaching underserved populations. Clients are assisted in developing short- and long-term goals for thinking and behavioral patterns.



AWARD FINALIST

OUTSTANDING SMALL BUSINESS WBE

M SQUARED ENGINEERING LLC

M Squared Engineering LLC is a full-service civil engineering firm that is committed to enhancing the value of clients' projects by providing quality service while meeting project schedules and budgets. This is accomplished by developing a project plan that is customized based on clients' goals, by maintaining a high level of communication, by creatively exploring solutions during all project phases, and by maintaining our technical level of expertise through continuing education.

It's our responsibility to understand clients' project requirements and maintain focus on the successful delivery of the project, while keeping in mind local ordinances, economic efficiency and ecological environments. With the benefit of diverse and specialized team expertise, we fulfill obligations with high-quality service.

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L.P. Mooradian Flooring Co. is a family-owned company offering nationwide service for over 112 years! It offers sales and installations of all types of flooring, cleaning and repair of area rugs, and floor cleaning equipment and supplies, offering quality products and honest, dependable craftsmanship. You will always find L.P. Mooradian Flooring Co. prompt and courteous.



AWARD FINALIST

OUTSTANDING SMALL BUSINESS WBE

ALLCON LLC

Established in 2009 and headquartered in Butler, Wisconsin, ALLCON LLC is a Hispanic, woman-owned general contracting firm specializing in carpentry and electrical disciplines. ALLCON is currently certified as 8(a), EBE, MBE, SBE by the City of Milwaukee and DBE by Milwaukee County.

ALLCON began as an electrical contractor and expanded one year later to include general contracting. It was also in this year that the Division of Carpentry Services was added, giving ALLCON a unique blend of services few general and service contractors can match, and giving the company the ability to take your project from the planning stage to final completion. ALLCON's staff of carpenters and electricians have the flexibility to handle both small service contracts and larger new construction, design-build and renovation projects.

ALLCON LLC is licensed, insured and bonded. Its office staff has experience in many disciplines beyond wood and electricity, and its project managers and engineers have worked in the steel, concrete and masonry industries, giving the company tremendous insight into how other disciplines affect its work.



AWARD FINALIST

OUTSTANDING LARGE BUSINESS WBE

GREAT LAKES POWER VAC, LLC

Great Lakes Power Vac LLC provides industrial and environmental cleaning services to the manufacturing, construction, municipal, engineering, roofing, utilities and power plant industries.

The company specializes in industrial maintenance services, roof ballast removal, power plant services, water blasting, filter media removal, hydro-excavating services, wastewater treatment plant services, sewer and catch basin cleaning, dust removal services and non-hazardous waste disposal.

IBC ENGINEERING SERVICES, INC.

IBC Engineering Services Inc. was founded more than 20 years ago on the idea of integrated building concepts, bringing together building form, function, performance and cost.

Specializing in the design and commissioning of energy-efficient and sustainable HVAC, electrical, plumbing and fire protection systems, the company brings together multiple disciplines from the onset of a project, often identifying design solutions that may not otherwise be considered. Its engineers can calculate energy use and cost early in the design and inform designers of the implications of plan configurations, mechanical systems and lighting options.

Internally, integrated building concepts mean that the company's engineers not only have knowledge of specific mechanical, electrical and plumbing systems, but that each also understands how these systems come together in a building as a whole. This interdisciplinary approach leads to new cost-effective solutions that don't compromise quality, ultimately translating into healthier buildings.



AWARD FINALIST

OUTSTANDING LARGE BUSINESS WBE

SHARE CORP.

In 1970, Paul Des Jardins and his wife, Patricia, had a vision of a corporation that offered its customers high-quality chemical products at a great price. On Nov. 9 of that year, after meeting with 13 individuals who shared the Des Jardins' desire and determination to make the vision a reality, Share Corp. was born.

Share Corp.'s original strategic plan was to service the end user directly with competitively priced quality products, all while assuring the corporation and its sales force of a fair profit. This plan was implemented at a small, 10,000-square-foot warehouse in Brookfield, Wisconsin, where \$100,000 worth of merchandise was shipped in its first month of existence.

Share's corporate headquarters are currently located in Milwaukee, Wisconsin, where today's employees continue to realize Paul and Patricia Des Jardins' initial vision and maintain the family traditions they introduced.



AWARD FINALIST

DISABLED VETERAN BUSINESS

OUTSTANDING SMALL BUSINESS DVB

US VET LLC

US Vet LLC is a full service disabled veteran owned company providing general construction, subcontracting and construction management services. US Vet LLC is owned and operated by veterans. Based in Madison, US Vet LLC serves their clients in the best way possible through the traits and values learned serving this great country: loyalty, duty, respect, selfless service, honor, integrity and personal courage.

DISABLED VETERAN BUSINESS

OUTSTANDING LARGE BUSINESS DVB

APPLIED FAB AND MACHINING

Applied Fab and Machining is a certified service disabled veteran owned small business specializing in custom metal manufacturing and assembly for the OEM and military markets. As a reputable American machining company, we will compete with any foreign supply chain. Our combination of experience, ingenuity, continuous improvement and the latest technological machines from leaders in their industry result in top quality products at competitive costs.

Certified as a service disabled veteran owned small business by the VA (CVE) and in the State of Wisconsin, Applied Fab and Machining believes in continuously improving the people and the processes of manufacturing to reach ultimate optimization. We serve customers throughout the country with activities such as FMEA, cycle time reduction, part presentation, Lean and Six Sigma principles.



AWARD FINALIST

RISING STAR BUSINESS AWARD MBE

PINO & SONS REMODELING LLC

Pino & Sons Remodeling is a full-service residential and commercial remodeling company dedicated to creating the space you will love. Whether you want to update your office, spruce up your kitchen, create extra space by finishing your basement, or bring function to a cramped laundry room, Pino & Sons Remodeling is the perfect choice. We work on all types of projects from basic “handyman” tasks to complex remodels. We respect your space and home. Remodeling can be stressful and chaotic; we bring order and peace. Our philosophy is to treat every home like our own, minimizing dust and debris, maintaining a clean work space and setting up sound-minimizing barriers – protecting your space during every step of the project.

PHYSICAL THERAPY OF MILWAUKEE

Physical Therapy of Milwaukee LLC provides services to the English/Spanish speaking community in the greater Milwaukee area. Sylvestra Ramirez, a bilingual, bicultural licensed doctor of physical therapy and certified ergonomics specialist, has established a one-of-a-kind establishment where she provides personalized physical therapy rehabilitation care for people with work-related injuries, muscle strains or sprains, sports injuries, joint pains and post-surgical rehabilitation needs.

“I want to ensure that the language barrier that exists between a physical therapist and a patient is not an obstacle that affects the critical rehabilitation process. Patients need a quick recovery that will allow them to return to their work, sports or daily activities without pain.” - Dr. Sylvestra Ramirez, PT.

SANCHEZ COATING & ENVIRONMENTAL LLC

Sanchez Coating & Environmental LLC is focused on quality, performance and service. Its goal is to provide products and services that reflect a high level of commitment to safety and craftsmanship.

The company takes great pride in its team management and working concept. Every team member is focused on going above and beyond to make sure the job is done correctly and in a safe manner. Team members are OCIP trained and certified in various WWTP applications. They are certified by the State of Wisconsin as a Lead (Pb) Abatement Company and as State of Wisconsin leaders in struvite removal.



AWARD FINALIST

RISING STAR BUSINESS AWARD WBE

P3 DEVELOPMENT GROUP

P3 Development Group is a social solutions design firm utilizing a variety of human-centered approaches to meet the specific cultural and social program requirements of each of its clients' programs. P3 Development Group offers professional expertise in planning; program design, facilitation, training, business capacity building, and program monitoring and evaluation. The firm delivers services through an interdisciplinary team of subject matter experts that are capable of meeting client demands regardless of the stage of the policy or program lifecycle. Team members have worked internationally and locally. Their experience includes helping the City of Milwaukee's Office of Small Business Development design and launch the Business Capacity Building Program in 2012.



AWARD FINALIST

RISING STAR BUSINESS AWARD WBE

ATTRACT

Attract was founded by a collection of leaders and innovators changing how the industry produces custom furniture and retail fixtures globally. This group of creative and like-minded people came together from various segments of manufacturing, retail and design to be part of something different: a true solution.

Each member of the team brings an impressive and unique set of skills, education and industry experience to the table. They exceed expectations by maintaining direct involvement with every project from design concept to installation. Attract loves to break the rules, pushing for the best and asking “why” and “why not?”

WONDERIST AGENCY

Wonderist is a full-service marketing agency, specializing in growing dental practices through branding and online marketing. Unlike other services that provide you with a single element for your marketing portfolio--like a website or a few banner ads—Wonderist fully integrates itself into your dental practice, becoming a valuable part of your team.

Wonderist believes in the truth in numbers, focusing on results and measuring our success by the number of new patients we convert. We show you where your money is going and why.

As experts in the ever-changing marketing environment, we bring the latest and greatest in solutions to your marketing portfolio. We can jump in and begin working with your practice no matter where you are in the dental marketing game. We pride ourselves on agility and the ability to work with a range of dental practices. Our business is to grow your business.



AWARD FINALIST

RISING STAR BUSINESS AWARD DVB

HB LASER ART LLC

Founded in the fall of 2011, HB Laser Art offers trophies, awards and personalized recognition items from more than 10 different companies, providing customers with unparalleled choices. As its business has grown over the years, it transformed into a Web-based company and never looked back. Its customer service, quality products and commitment to excellence are second to none.



COMMUNITY ECONOMIC DEVELOPMENT AWARD

NEIGHBORHOOD REVITALIZATION



Welford Sanders was a man with a passion for helping his community grow, and he used that drive to not only build up the city of Milwaukee, but also inspire many before his untimely death in May of 2015.

Since 2001, Welford served as the executive director for the Martin Luther King Economic Development Corporation developing and co-developing nearly \$45 million of real estate. These developments included a restaurant and four mixed-use properties, which to this day offer affordable housing and commercial space for growing businesses. In recent years, Sanders developed commercial space that houses a cafe and fresh food market operated by Growing Power and began construction of a commercial kitchen for local caterers and other food-related small business startups.

As if he wasn't busy enough, Welford was an assistant adjunct professor in the School of Architecture and Urban Planning at the University of Wisconsin-Milwaukee (UWM) where he specialized in urban development, neighborhood planning and housing. During his tenure at UWM, he also managed the Kellogg Foundation's Urban Food System Initiative.

Mr. Sanders was a champion for small business, nurtured countless entrepreneurs and served as a near-founding member of the Growing Power board.

At the time of his passing, Welford was board chair.

Welford received a Master of Science in Urban and Regional Planning and an undergraduate degree from the University of Wisconsin-Madison (UW). During his time at UW, he became its first African-American fencing student-athlete, going on to win three varsity letters as a Badger in the 1960s.

In 1979, Mr. Sanders was a senior research associate with the American Planning Association (APA) in Chicago and was the associate director of research for APA from 1988 - 1990. He served as a principal investigator for several of APA's nationwide studies, including a HUD-funded project that examined reforms in local development standards that allow for affordable housing. Sanders authored and co-authored a series of reports on zoning innovations for new residential development, and served on numerous local and national panels and task forces. He was a nationally recognized authority on development controls for factory-built housing, having researched and written extensively on the subject.

Welford served as a consultant to both local governments and the private sector, including community-based development agencies, and was involved in a number of neighborhood revitalization projects. He had extensive background in land development and was especially knowledgeable of development standards and regulatory techniques that allow for more affordable housing.

From 1990 - 1993, Sanders was the director of program development for the Social Development Commission in Milwaukee. He managed the acquisition of new properties, expansion of existing facilities, and the development and management of new program initiatives in housing and community revitalization, including development of the agency's food preparation facility.

Welford freely shared his extensive knowledge in land development and regulatory techniques and mentored extensively. His impact on countless students, partners and colleagues will ensure that his legacy of affordable housing shall continue, while encouraging more innovation and growth in Milwaukee.



MINORITY BUSINESS DEVELOPMENT AWARDS

INVESTING IN ETHNIC-BASED ECONOMIC DEVELOPMENT ORGANIZATIONS

TOWN BANK, A WINTRUST COMMUNITY BANK

Town Bank, a Wintrust Community Bank, first came into the Milwaukee market back in spring of 2009 and opened their full service office in the fall of 2013. As a community bank, their primary strategy when first entering a new market is to completely immerse themselves in the neighborhood and create partnerships to benefit the communities they serve. Additionally, they work closely with small and midsize businesses to provide highly customized service.

Jay Mack, founder and president of Town Bank, along with commercial bankers Patrick Martin and Joaquin Altoro, believe in this mission and have been greatly engaged in developing strong community partnerships.

WEDC commends Town Bank's investment of \$1 million in the revolving loan fund programs administered by the four statewide ethnic Chambers. Such engagement makes Town Bank a leader in making capital accessible to support minority businesses and impact investing in the economic growth and vitality of the minority communities in Wisconsin.

SUPPORTING THE ANNUAL MARKETPLACE CONFERENCE

KATE AND DONALD HILL

HEARTLAND INFORMATION RESEARCH

Kate and Donald Hill are owners of Heartland Information Research (HIR). The company began as an information research service designed to give clients the information they need to make better decisions. Helping people find information evolved into a broader range of services that now encompasses the field known as management consulting services, their motto being: "If you have a problem, we'll find an answer or help find a reliable resource with the solution." Today, they serve a range of clients including government agencies, owner-managed businesses and nonprofits.

One thing HIR is well known for is their passion for supporting the community. In this respect, HIR got involved with MARKETPLACE well over a decade ago, volunteering to support the conference. In 2011, when the Department of Commerce was transitioning into WEDC, HIR shared their years of experience to continue supporting MARKETPLACE and their organizational skills to lend a hand in ensuring the conference's success. For the last two years, HIR was hired as MARKETPLACE coordinator, and worked hard to support WEDC's efforts in expanding the conference to serve Wisconsin's minority, women and veteran business communities and deliver a premium conference to a growing statewide and regional audience.

WEDC recognizes and thanks them and their team for supporting the growth and quality of the MARKETPLACE conference.



SBA AWARD WINNERS

MINORITY SMALL BUSINESS CHAMPION

WILLIE JOHNSON JR.

Milwaukee County Supervisor

Willie Johnson Jr. has long supported minority businesses. His involvement began in 1986 when he volunteered to assist businesses with getting certified with the City of Milwaukee's Joint Certification Program. Since that time, he was elected a Milwaukee County Supervisor. In that position he has served on and chaired numerous committees and boards all geared toward increasing minority business participation in construction and road building projects. Most recently, this included being named chair of WISDOT Region 5 DBE Stakeholder Advisory Committee, which will determine the goals and monitor the progress toward achieving DBE goals on projects such as the zoo interchange. As his Rick Norris noted, he has introduced legislation to adopt DBE policies as they apply to county construction and development projects. He also consults with the Milwaukee County Community Development Partners to determine better ways to include small, minority and women owned firms in development opportunities and make them aware of joint certification opportunities with Milwaukee County, City of Madison, Dane County and WI DOT programs.

8A GRADUATE OF THE YEAR

HARRY LUM

CONVENIENCE ELECTRONICS

Convenience Electronics specializes in the manufacture of custom wire and cable harnesses, and value added assemblies. From his basement in 1989, Harry Lum started the business with a \$30,000 line of credit. He grew a team, from 25 to 45 employees, that focuses on improving the technology and manufacturing process. They have earned ISO 2001-2008 certification and utilize two specialized trainers who have mastered the internationally accepted controls process. All assemblers take seven tests that certify them as application specialists: each successful course completion is celebrated. This attention to lowering material costs, improving labor processes and eliminating mistakes has resulted in increased sales and profitability. CEI is proud of their ability to work cooperatively with a core of 20 customers, including GE and Thermo Fisher Scientific. CEI celebrates the diversity of their staff; both minority and women are well represented in their workforce. Harry gives back to the community in many ways, including actively fund-raising for 100 Black Men of Madison and Multiple Sclerosis research.

VETERAN SMALL BUSINESS CHAMPION

AINA VILUMSONS

WI PROCUREMENT INSTITUTE

Aina Vilumsons is a powerful champion for veteran owned small businesses. She joined WI Procurement Institute in 1997 and has been their Executive Director since 2000. To this position, she brought progressive experience in areas from finance to systems development, from government contracting to computer networks and training. With this broad base of knowledge, Aina leads the charge to offer multiple opportunities that inform and guide veteran owned businesses in obtaining contracts. Here is a sampling of the events that Aina helped shape and now facilitates, State Opportunities Showcase, a collaboration of WPI and the Department of veteran Affairs, National Energy and Small Business Industry Days and EPA's Region 5 Annual Veterans and Small Business event. With her staff, Aina works long and hard at bringing in a wide range of buying representatives, so the businesses learn who they need to meet and how they can be effective in selling to the entities. You can catch Aina early in the morning, late at night or on the weekends – developing and perfecting assistance for small businesses.



Spa Massage On The Go

MOBILE MASSAGE THERAPY

When a person is unable to move as he or she used to, due to an injury, arthritis, surgery, or from a birth defect, the body becomes stagnant and toxic which can make people irritable, sore, unable to sleep, and/or suffer from problematic digestive issues.

Massage Therapy pushes out toxins and gently stretches the muscles, which encourages the body's natural healing process. Patients who receive massage therapy can sleep better, tend to be calmer, may become pain-free or experience reduced pain, and the overall quality of life is improved. It is also possible for people to become less dependent on or reduce the need for some medication!

Have the SPA go to you!
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Keeping your employees healthy, and your business, too.

Making sure your employees are at their best is critical to the success of your business. Aurora Employer Solutions makes that easy. We offer products and services that are customized around your unique needs. We take a look at your risks, consider clinical best practices, and then coordinate care within a fully integrated network.

**Our services
include:**

- An accountable care organization, with shared-risk options
- Employee Assistance Program
- Occupational Health Services
- Employer Clinics
- Wellness Services
- Dedicated nurse to increase employee engagement

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25 YEARS IN BUSINESS

WISCONSIN MINORITY OWNED BUSINESS ENTERPRISES

BELEM GONZALEZ TRANSLATING SERVICE
DI & ASSOCIATES, INC.
INTEGRATED SYSTEMS CORPORATION
PETES CRETE, LLC
TIM BROWN CONSTRUCTION, INC.
WISCONSIN BLACK PAGES

WOMEN OWNED BUSINESS ENTERPRISES

ARNEV PRODUCTS, INC.
C.M. SOBCZYK TRUCKING, INC.
COTTER CONSULTING, INC.
COUNTRY WORLD PRODUCTIONS, INC.
DI & ASSOCIATES, INC.
EMERALD CITY TILE, INC.
IBC ENGINEERING SERVICES, INC.
THE GEO GROUP CORPORATION
TOTAL INSULATION, INC.
VALICOM CORPORATION



HALL OF FAME

The Marketplace Sponsor Hall of Fame was established to honor companies that have exhibited commitment to minority, women and veteran owned business development through perennial Marketplace sponsorship contributions.

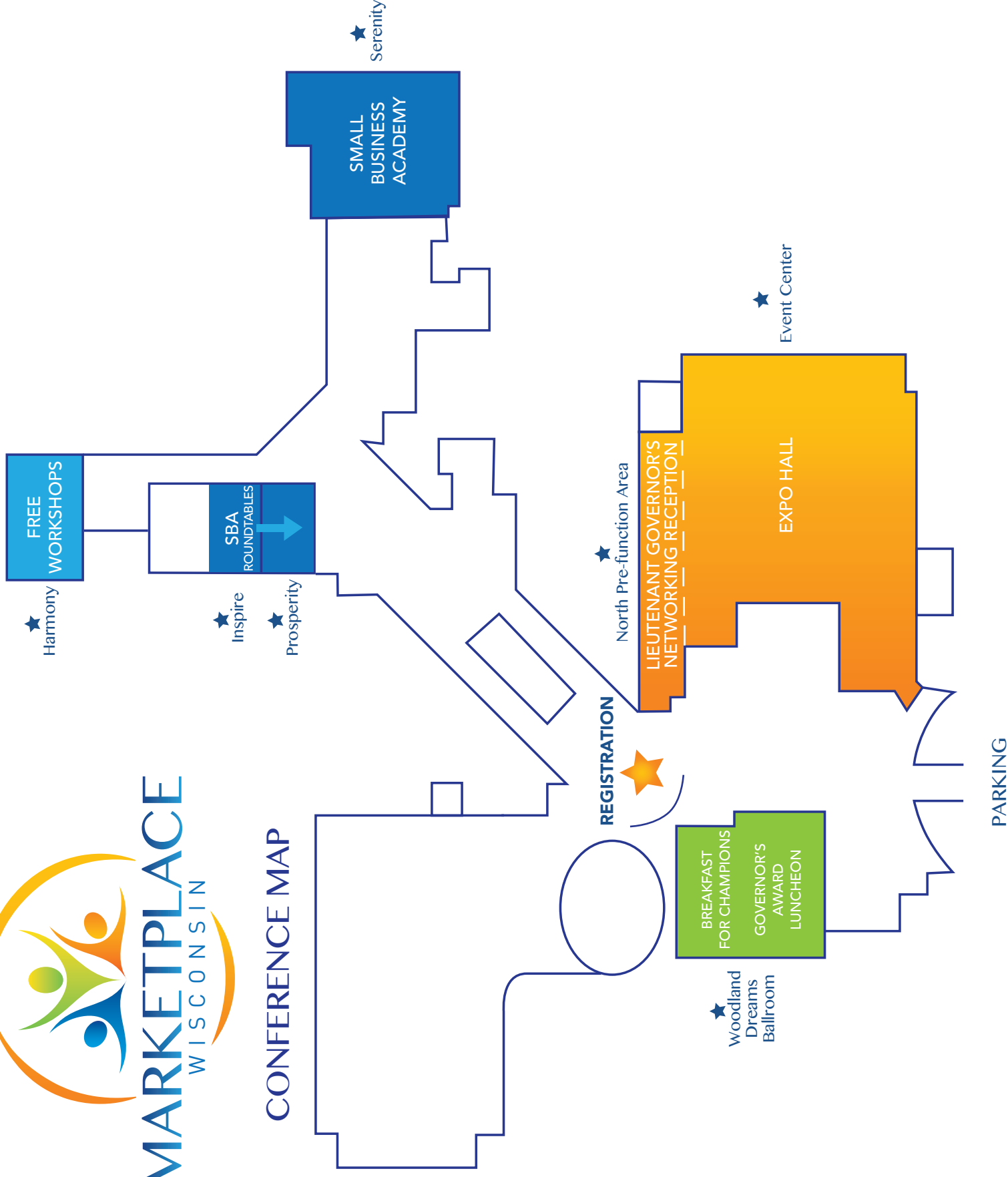
2014 ASSOCIATED BANK, AT & T

2013 FOREST COUNTY POTAWATOMI COMMUNITY, GREEN BAY PACKERS, INC.,
HARLEY DAVIDSON MOTOR COMPANY

2012 PNC BANK, ROUNDY'S, INC., WE ENERGIES, WISCONSIN BUSINESS DEVELOPMENT



CONFERENCE MAP



STRONG BUSINESS GROWS IN WISCONSIN[®]

We offer a unique combination of economic assets to help business succeed in Wisconsin. You'll find global leadership in industries with worldwide market potential, an education system that produces a highly skilled workforce, cutting-edge research that drives innovation, and smart policies that create a stronger business climate.

The Wisconsin Economic Development Corporation and its network of over 600 economic development partners can help you start, expand or locate your business in Wisconsin. Call 855-INWIBIZ, visit inwisconsin.com, or email us at dobusiness@inwisconsin.com.

