

MARKETPLACE 2011

Governor's Conference on Minority Business Development

"Celebrating 30 Years of Excellence"

NEW MARKETS NEW OPPORTUNITIES



Wednesday and Thursday
October 12 - 13, 2011

Radisson Hotel & Conference Center
2040 Airport Dr, Green Bay, WI 54313
www.MarketplaceWisconsin.com



Wisconsin Economic Development Corporation



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Dear Marketplace 2011 attendees:

It is my pleasure to welcome you to the 30th annual Governor's Conference on Minority Business Development – Marketplace 2011. Thank you for attending this conference.

Marketplace 2011 is a great place to share ideas to generate and foster the growth of minority businesses. This year's conference provides speakers, workshops and meetings focused on finding new markets and turning them into new business opportunities. I know you will come away with an energized sense of entrepreneurship.

We've worked hard to open Wisconsin for business and give the private sector the certainty and confidence to grow jobs. Our goal is to give businesses the tools needed to thrive and grow in Wisconsin. Growing businesses like yours will be key to reaching our goal of creating 250,000 jobs over the next four years. To improve our support for innovative businesses and entrepreneurs, the Wisconsin Economic Development Corporation was put in place to administer the economic development programs of the state.

Marketplace 2011 will recognize the state's top minority-owned businesses that have achieved success through their innovation and commitment. I am pleased to welcome this year's keynote speaker, John Sibley Butler. John is the Director of the Herb Kelleher Center for Entrepreneurship and the Director of the Institute for Innovation, Creative and Capital (IC²)

Wisconsin is a great place to do business. I am pleased that you are able to take advantage of all Marketplace 2011 has to offer. I want to thank you for helping grow Wisconsin's economy.

Sincerely,

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

Scott Walker
Governor

Wisconsin Economic Development Corporation

October 12, 2011

Welcome to the 30th Annual Marketplace Trade Fair.

Marketplace 2011 is presented by the Wisconsin Economic Development Corporation and the Bureau of Minority Business Development. Marketplace is the premier minority business development conference to recognize the achievement of Wisconsin's Minority Business Enterprises (MBEs). The conference also offers MBEs the opportunity to meet other businesses, build capacity and network with buyers and supplier diversity managers. I know you will gain useful information for your business from the conference speakers, meetings and workshops. Please spend some time at the Marketplace Expo to meet with business partners who are showcasing their products and services.

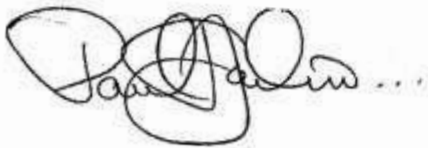
This year's conference includes the 2011 Minority Business Awards. Every business has a story to tell and achievements to share, and this gives us the opportunity to showcase Wisconsin's minority business community. The state's top minority-owned businesses will be recognized during the Governor's Awards Luncheon. The Bureau of Minority Business Development will present awards in three categories:

- Outstanding Minority Business – two awards based on business size.
- Rising Star Award – for the most exciting and promising young company.
- Good Citizen Award – to recognize a company's contributions to society and community.

Because this is the 30th Marketplace, we will recognize minority businesses that have been in existence for 30 or more years. Congratulations to those companies for their ongoing success.

I want to thank all of the organizations and businesses that contributed their generous support to making Marketplace 2011 a success. This conference and awards program is made possible by the sponsors and partners in minority business economic development.

Sincerely,



Paul Jadin

CEO

MARKETPLACE 2011 is sponsored by the Wisconsin Economic Development Corporation's Division of Business & Industry Development, Lee Swindall, Vice President.

The **MARKETPLACE 2011** Planning Committee was coordinated by Seyoum Mengesha, Minority Industry Development Specialist with Heartland Information Research providing contracted facilitation support.

Sincere appreciation to our partners from the following organizations who teamed with the Wisconsin Economic Development Corporation to plan and produce **MARKETPLACE 2011**.

AGGO AKYEA

WISCONSIN DEPARTMENT
OF TRANSPORTATION

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UW GREEN BAY

CHERYL JORDAN

U.S. SMALL BUSINESS ADMINISTRATION

GWEN JOHNSON

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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.

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Governor's Conference

on

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Network Reception

Wednesday, October 12, 2011

7:00 p.m.

Iroquois Ballroom

Sponsored by:



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WISCONSIN
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FINANCE CORP.

Co-Sponsor

▶ **Reception & Networking Session**

▶ **Opening**

Seyoum Mengesha

Minority Business Development

Wisconsin Economic Development Corporation

▶ **Welcome**

Lee Swindall

Vice President, Division of Business & Industry Development

Wisconsin Economic Development Corporation

▶ **Remarks**

Paul Jadin

Chief Executive Officer

Wisconsin Economic Development Corporation

▶ **Guest Speaker**

Corey Hoze

Senior Vice President, Government Relations and Regulatory Affairs

Associated Banc-Corp

▶ **Remarks and Historical Accounts of Marketplace**

William Beckett, President

Chrysalis Packaging & Assembly Corp.

Robert Wynn, President

Akamai Associates

▶ **Recognition: 30 Years of Business Excellence**

▶ **Networking & Traditional Native American Entertainment**

Conclusion

In Defense of Freedom

Marinette Marine Corporation is the Proud Builder
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It's an awesome responsibility to build the ships
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production of this state-of-the-art warship. Our
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Agenda At-A-Glance

Thursday, October 13, 2011

Conference Registration & Networking

7:30 AM

Breakfast & Welcome Session

8:15 AM

- ▶ **WEDC Update:** Paul Jadin, *Chief Executive Officer*
Wisconsin Economic Development Corporation
- ▶ **Guest Speakers:** Jesse Greenlee, *Emerging Business Program Manager*
Wisconsin Housing & Economic Development Authority Inc.
- ▶ **DOA Procurement Update:** Helen McCain, *Administrator, Division of Enterprise Operations*
Wisconsin Department of Administration

Expo Hall Opens

10:00 AM

Spotlight Seminars Begin in Expo Hall

10:30 AM

Sales Meetings: One-on-One Meetings

10:15 AM

Workshop: Diversifying Your Business to Embrace New Market Opportunities

10:30 AM

Governor's Minority Business Awards Luncheon Welcome

12:00 PM

- ▶ **Keynote Speaker:** John Sibley Butler, *Director*
IC² Institute

Marketplace 2011 Awards Presentation

EXPO Hall Reopens

1:45 PM

Sales Meetings and Expo Spotlight Seminars Resume

2:00 PM

Workshop: Turning New Markets into New Opportunities

2:15 PM

Adjourn

4:00 PM



CREATE OPPORTUNITIES.
BUILD STRONG COMMUNITIES.

GROW YOUR EMERGING BUSINESS.

Emerging businesses create new economic opportunities and build strong communities through services provided on WHEDA-financed, Section 42 tax credit projects.

WHEDA is pushing the boundaries to stimulate diversity in business to perform planning, design, engineering and construction services on tax credit housing.

Contact WHEDA today to learn more about our Emerging Business and Workforce Development program.



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Guest Speaker

Jesse Greenlee

Emerging Business Program Manager

Wisconsin Housing & Economic Development Authority (WHEDA)

As Emerging Business Program Manager for the Wisconsin Housing & Economic Development Authority (WHEDA), Jesse Greenlee oversees the day-to-day operations of WHEDA's Emerging Business program. Jesse joined the Multifamily Housing team on September 12, 2011.

In his new role, Jesse manages the Authority's Emerging Business and Workforce Development programs across the State of Wisconsin. He is responsible for all program operations including partnership development, monitoring performance goals, seeking new business opportunities and program promotion.

Prior to accepting this position, he served as the Manager of Community Development overseeing the outreach and emerging market efforts in southeast Wisconsin since March 2007. He also served as a Community Relations Officer managing WHEDA's involvement in Milwaukee's Lindsay Height Neighborhood Restoration Initiative since 2004. Within Community Development, Jesse was responsible for daily contact with community partners, local public officials, lenders and real estate professionals.

From 1998 to 2004, Jesse managed the YMCA's Community Development efforts. In that capacity, he orchestrated community planning, housing, and economic development strategies for communities surrounding YMCA facilities.

Jesse Greenlee holds a Bachelors of Science Degree in Urban & Regional Studies from the University of Wisconsin Oshkosh and certificates in housing finance and public administration from the National Development Council and University of Wisconsin

He serves as chairman of the board for the Riverworks Development Corporation, past board chairman and member of the Urban Economic Development Association of Wisconsin (UEDA) and Main Street Milwaukee Partners Board.



JESSE GREENLEE

Excellence is a state of mind.

Excellence comes from new perspectives and thinking in different ways.

At Wisconsin Public Service (an Integrys Energy Group company), every day centers on how we can deliver energy more efficiently and cost-effectively than ever before. We believe in finding those solutions with diverse and insightful business partners.

Our Supplier Diversity Program focuses on using local and national minority and women-owned businesses in our sourcing.

Learn more and register to be a bidder on our website at www.integrysgroup.com. Search on "Supplier Diversity." You'll find all the information you need to be part of our meeting of the minds.



Opening & Breakfast

Thursday, October 13, 2011

8:15 a.m.

Iroquois Ballroom

Sponsored by:



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Wisconsin Public Service

Co-Sponsor

- ▶ **Opening and Welcome**
Seyoum Mengesha
Minority Business Development
Wisconsin Economic Development Corporation
- ▶ **Welcomes**
Lee Swindall
Vice President, Division of Business & Industry Development
Wisconsin Economic Development Corporation
- ▶ **Wisconsin Economic Development Update**
Paul Jadin
Chief Executive Officer
Wisconsin Economic Development Corporation
- ▶ **Guest Speaker**
Jesse Greenlee
Emerging Business Program Manager
Wisconsin Housing & Economic Development Authority Inc
- ▶ **DOA Procurement Information**
Helen McCain
Administrator, Division of Enterprise Operations
Wisconsin Department of Administration
- ▶ **Remarks**
Lieutenant Governor Rebecca Kleefisch (invited)

Conclusion

Governor's Conference on Minority Business Development

2011 MARKETPLACE

An Excellent Opportunity for Minority Business Entrepreneurs.

- Learn about SBA's 3C's — Contracting, Counseling and Capital.
- Meet with other government supported lenders and investment bankers.
- Learn about Wisconsin's Economic Development Corporation programs.

Madison Office (608) 441-5263

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Website: <http://www.sba.gov/wi>

**U.S. Small Business Administration
Congratulates the 2011 SBA Winners**



Aggo Akyea
Director of Minority Business Development
WI Department of Commerce
2011 Minority Small Business Champion



Manisha Dotson
The Nisha Group, LLC
2011 Minority Small Business Person



Helping Your Business **SUCCEED**

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Fax: 262-654-4655

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Phone: 262-898-2940 ext.2223
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www.onlinewbic.gov

The Wisconsin Women's Business Initiative Corporation is an economic development corporation, providing quality business education, technical assistance, and access to capital.

We work with men and women throughout the state to start, stabilize and grow successful small businesses.

Call today to see how we can help you.

-
- ◆ **Business Planning**
 - ◆ **Personal Money Management**
 - ◆ **Business Education & Counseling**
 - ◆ **Loans up to \$100,000**
-



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Agenda

Thursday, October 13, 2011

Registration And Networking

7:00 AM

Confirm sales meeting schedules, review exhibitor listing, spotlight seminar schedules, and workshops to plan your day.

Walk-in one-on-one sales meeting signup opens.

7:30 AM

Breakfast And Welcome Session

8:00 AM

Iroquois – Grand Council Ballroom

Opening Of Marketplace Expo Hall

10:00 AM

Three Clans Complex

Explore New Markets and New Opportunities! Businesses, chambers, resource organizations, and lenders showcase their products and services.

Sales Meetings

10:15 AM

Tuscarora

One-on-one meetings with buyers

NEW for 2011! Spotlight Seminars in Expo Hall

10:30 AM

20-minute seminars presented by experts in small groups right inside the Expo! Check your *Spotlight Schedule* insert.

Morning Workshop: Diversifying Your Business to Embrace New Market Opportunities

10:30 AM

Huron – Great Lakes Complex

An expert panel will walk through a sample scenario of a ten year old building maintenance MBE company expanding into new markets including State, Federal, and large corporate customers. A successful MBE will join the panel to share their real-life business experiences.

Panelists:

- ▶ Cheryl Jordan – U.S. Small Business Administration
- ▶ Carol Dunn – WI Department of Administration
- ▶ June Robinson – WI Department of Transportation
- ▶ Aina Vilumsons – Wisconsin Procurement Institute

Moderator: ▶ Rachel Trainor – Wisconsin Women's Business Initiative Corp

Governor's Minority Business Awards Luncheon *Iroquois Complex – Grand Council Ballroom*

12:00 PM

High performing minority-owned businesses will be recognized in four categories:

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

The following Awards will also be given:

- ▶ Special Economic Development Award
- ▶ Minority Business Development Awards
- ▶ State Awards
- ▶ SBA Awards:
 - ▶ Minority Small Business Person
 - ▶ Minority Small Business Champion

Marketplace 2011 Expo Reopens *Three Clans Complex*

1:45 PM

Spotlight Seminars in Expo Hall Resume

2:00 PM

Sales Meetings *Tuscarora*

2:00 PM

One-on-one meetings resume

Afternoon Workshop: Expanding Your Business for New Opportunities *Huron – Great Lakes Complex*

2:00 PM

The expert panel continues by walking through a sample scenario of an eight-year-old MBE technical design services firm ready to move up to bidding as prime contractor. A successful MBE will join the panel to share their real-life business experiences.

- Panelists:**
- ▶ Truphosa Mwololo – WI Department of Administration
 - ▶ Anne Hlavacka – Small Business Development Center UW-La Crosse
 - ▶ Michelle Leshner – Associated Bank
 - ▶ David Kircher – Wisconsin Business Development Finance Corporation
 - ▶ David Schuppler – David Schuppler and Associates

Moderator: ▶ Rachel Trainor – Wisconsin Women's Business Initiative Corp

Marketplace 2011 Adjourn

4:00 PM



What If It Only Came In Gray?

Motorcycles drenched in smokey gold.
Lava red sunblo. Flames. And Flecks. Our company
wouldn't be the same without diversity.
Neither would our world.

On the road of life, we all ride together.



To learn more about Harley-Davidson, visit us at www.harley-davidson.com

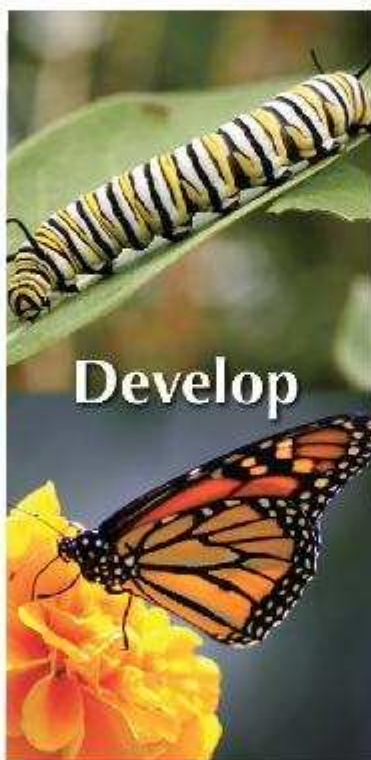
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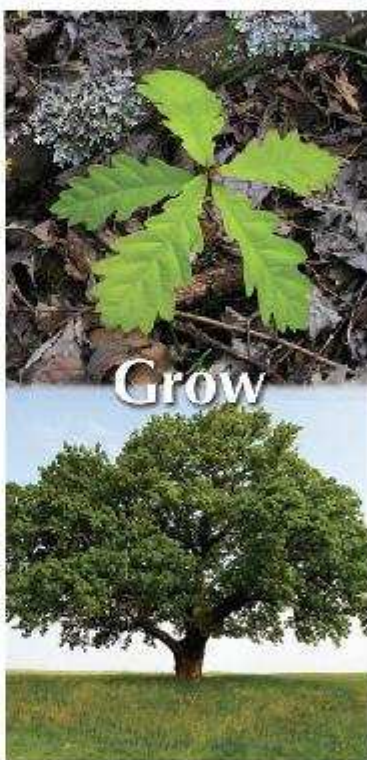
Legal solutions for business evolution



Innovate



Develop



Grow



Evolve

Reinhart lawyers partner with entrepreneurs to help them protect their intellectual property assets, access capital essential for growth, and structure business relationships that can adapt to dynamic environments.

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The Green Bay Packers are
Proud to be Sponsors of
MARKETPLACE 2011

Governor's Conference
on Minority Development

DIVERSITY IS THE NAME OF THE GAME!

Keynote Speaker

John Sibley Butler

Director

IC² Institute

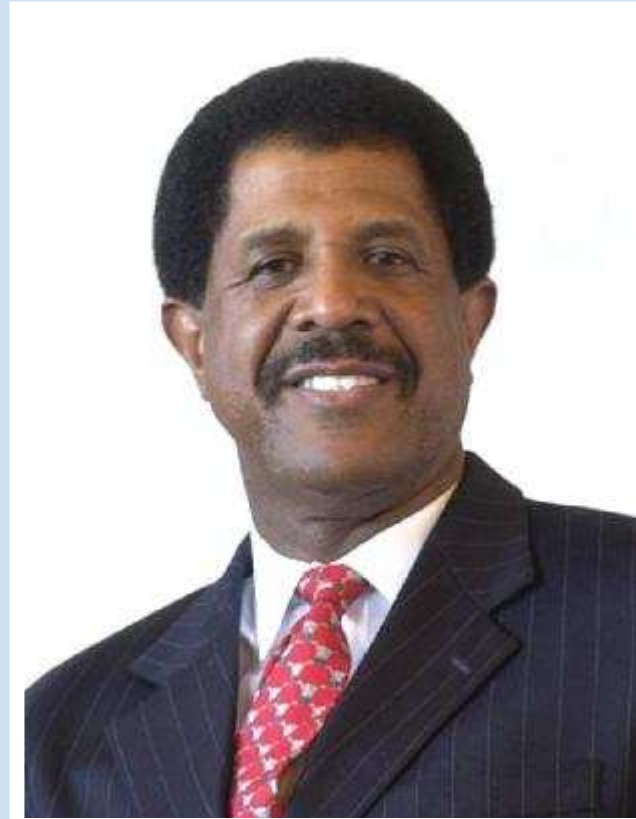
John Sibley Butler holds the Gale Chair in Entrepreneurship and Small Business in the Graduate School of Business (Department of Management). He is the Director of the Herb Kelleher Center for Entrepreneurship and the Director of the Institute for Innovation, Creativity and Capital (IC²). Butler has taught M.B.A. programs in Mexico and Japan.

He was one of the distinguished professors selected for the election committee advisory board for then Texas Governor George W. Bush in 2000. In 2006, Butler was appointed by President Bush to the J. William Fulbright Scholarship Board. He was reappointed in 2007.

His research is in the areas of organizational behavior and new venture development. For the last eight summers, Professor Butler has occupied the Distinguished Visiting Professor position at Aoyama Gakuin University in Tokyo Japan, and this year holds the same status at Peking University in China.

Professor Butler has served as a consultant for many firms and the U.S. Military. At this time he is Management Consultant for State Farm Insurance Companies, with corporate headquarters in Bloomington, Illinois. His books and monographs include *Framework for Research on Leadership, Cohesion, and Values*; *Entrepreneurship and Self-Help Among Black Americans: A Reconsideration of Race and Economics*; *All That We Can Be: Black Leadership and Racial Integration the Army Way* (with Charles C. Moskos - winner of the Washington Monthly Best Book Award); and *Immigrant and Minority Entrepreneurship: The Continuous Rebirth of American Communities* (with George Kozmetsky, forthcoming).

Professor Butler received his undergraduate education from Louisiana State University in Baton Rouge and the Ph.D. from Northwestern University in Evanston, Illinois. He is a decorated Vietnam Veteran.



JOHN SIBLEY BUTLER

About IC²

As an interdisciplinary research unit of The University of Texas at Austin, the IC² Institute has advanced the Theory and Practice of Entrepreneurial Wealth Creation. The theories and hypotheses developed at IC² are tested in life-scale through several world-recognized programs: the Austin Technology Incubator, one of the world's most prominent business incubators; the Bureau of Business Research, to provide Texas leaders with research data to strengthen the state's economy; and the Global Commercialization Group, to catalyze emerging knowledge-based economies throughout the world. Supporting these programs is a proactive staff, an award-winning faculty, the alumni of ATI program, as well as a network of about 240 Global Fellows who extend the talent reach of the institute at home and abroad. Eighteen of these are Endowed Fellows: professors at The University of Texas at Austin whose research is supplemented by the IC² Institute in order to directly support the creation of new knowledge.

Guest Speakers

Mark A. Melum, *Business Banking Regional Manager, Sr. Vice President*
Business Banking

Corey R. Hoze, *Senior Vice President*
Government Relations and Regulatory Affairs



MARK A. MELUM

Mark re-joined Associated Bank in October 2010 as a Regional Business Banking Manager, in the Business Banking Division. He is responsible for developing and retention of business customers in the \$2-\$5 Million Revenue segment in Madison, the Fox Valley and Green Bay Market, as well as Minnesota.

Melum brings more than 18 years of banking experience to Associated Bank. In his career he has held positions with Associated Bank from Personal Banker, Branch Manager, District Manager and Retail Director. Prior to re-joining Associated Bank Melum was the CEO of a community bank in South Central Wisconsin. In his time at Associated he has earned recognition with several sales and leadership awards in his various positions with the company.

Melum holds a Bachelors Degree in Business Administration from the University of Stevens Point.

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$22 billion and is one of the top 50 financial services holding companies operating in the United States. Headquartered in Green Bay, Wis., Associated has approximately 270 banking locations serving more than 150 communities throughout Wisconsin, Illinois and Minnesota. The company offers a full range of banking services and other financial products and services. More information about Associated Banc-Corp is available at www.associatedbank.com.



COREY R. HOZE

Corey Hoze is Senior Vice President of Government Relations and Regulatory Affairs for Associated Banc-Corp, one of the top 50 financial services holding companies operating in the United States, with total assets of \$22 billion and approximately 270 banking locations serving more than 150 communities in Wisconsin, Illinois and Minnesota.

Prior to joining Associated, Mr. Hoze was the Director of the Milwaukee County Department of Health and Human Services, the largest local social services agency in the state of Wisconsin. Additionally, Mr. Hoze has served in a number of roles in both the public and private sectors, including: Regional Director of the U.S. Department of Health and Human Services (HHS) under former HHS Secretary Tommy G. Thompson, Corporate Relations Manager for Miller Brewing Company, and Administrator of the Division of Economic Development for the Wisconsin Department of Commerce.

In June 2011, Mr. Hoze was appointed by Governor Scott Walker to the Wisconsin Economic Development Corporation Board of Directors.

Governor's Award Luncheon

Thursday, October 13, 2011

12:00 – 1:30 p.m.

Iroquois Ballroom

Sponsored by:



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- ▶ **Opening**
Seyoum Mengesha
Minority Business Development
Wisconsin Economic Development Corporation
- ▶ **Welcome**
Lee Swindall, Vice President,
Division of Business & Industry Development
Wisconsin Economic Development Corporation

Mayor James Schmitt
City of Green Bay
- ▶ **Lunch**
- ▶ **Guest Speaker**
Mark A. Melum, Business Banking Regional Manager, Sr. Vice President
Business Banking, Associated Banc-Corp
- ▶ **Keynote Address**
John Sibley Butler, Director
Institute for Innovation, Creativity and Capital (IC²)
- ▶ **Recognition of 2011 Wisconsin Minority Business awardees**
Seyoum Mengesha
Minority Business Development
Wisconsin Economic Development Corporation
- ▶ **Recognition of 2011 SBA awardees**
- Conclusion**

Marketplace 30th Anniversary Award

HONORING OVER 30 YEARS

OF BUSINESS EXCELLENCE & ACHIEVEMENT

	ESTABLISHED	BUSINESS NAME
1910s	January 1, 1912	Thomas A. Mason Company, Inc.
1960s	November 1, 1962	T & N Tire Service
	January 1, 1964	Benavides Construction, Inc.
	May 10, 1967	George Harris Trucking
	January 1, 1969	Bruce Allen Associates
	January 1, 1969	General Converters & Assemblers, Inc.
	April 1, 1969	TOGO Disposal, Inc
1970s	January 1, 1971	North Milwaukee State Bank
	January 1, 1972	A & W Service, Inc
	January 1, 1972	Malone's Fine Sausage, Inc.
	January 1, 1972	Platt Construction, Inc.
	March 15, 1972	Lac Courte Oreilles Development Corp.
	January 1, 1973	Malone's Plumbing & Heating, Inc.
	January 1, 1974	J.C. Triplett & Sons Moving Company
	January 1, 1974	KAO, Inc.
	January 1, 1974	McKinley's Corporation
	July 1, 1974	Antigo Truck Repair
	January 1, 1975	Father & Sons Cleaning Service
	January 1, 1976	Milwaukee Community Journal, Inc.
	January 1, 1977	Architectonics, Inc.
	July 1, 1977	Alliance Steel Construction, Inc.
	October 23, 1977	Analytical Process Laboratories
	January 1, 1978	Kerry Engineering, Inc.
	August 1, 1978	R C Insurance Services, Inc.
	October 29, 1978	Pujara, Wirth & Torke, Inc.
	January 1, 1979	Ming King & Associates, Inc. / King Holding
	September 23, 1979	Tavarez & Associates Architects, Inc.
1980s	January 1, 1980	Daniel E. Woodhull Construction
	January 1, 1980	Frankie B. Cole Photography
	January 1, 1980	J & B Heating & Air Conditioning, Inc.
	January 1, 1980	Jaramillo Contractors, Inc.
	January 1, 1980	Rodriguez Construction Corporation
	October 10, 1980	Soils & Engineering Services, Inc.
	January 1, 1981	Milwaukee Times Newspaper
	January 1, 1981	Perfect Touch Cleaners
	January 5, 1981	Chang Marketing & Communications
	May 11, 1981	Kapur & Associates, Inc.

Minority Business Development Awards

WILLIAM BECKETT

Mr. Beckett is President and Chief Executive Officer of Chrysalis Packaging & Assembly Corporation, dba "CHRYSPAC". CHRYSPAC provides custom packaging, assembly, quality inspection, sorting, kitting, warehousing and fulfillment services to commercial and manufacturing businesses in the mid-west. CHRYSPAC employs over 25 workers in Milwaukee, WI. He has over 37 years of experience, including venture capital, banking and small business development. For 16 years as President of Chrysalis Capital Management, LLC, Mr. Beckett managed Future Value Ventures, Inc., a venture capital fund that invested in expanding early-stage businesses owned by minorities and women. As the fund's President and Chief Executive Officer, Mr. Beckett raised and invested nearly \$8 million for 12 small businesses, including \$2 million of the fund's own capital, and syndicated an additional \$6 million from outside private and public institutions, individuals and venture funds. The fund invested in several notable businesses such as, ProStaff Personnel Services Corp., Sensor Devices, Inc., Manny's Products, Inc., Emerge Magazine, and THINK Innovative Media Services, Inc. Following the "wind-up" of the fund in December 2000, Mr. Beckett embarked upon a new venture, CHRYSPAC, which acquired a two-year old packaging company, on August 1, 2001.

In addition to being an entrepreneur and former venture capitalist, Mr. Beckett was also very involved in Economic Development. In 1980, he was hired on as the first Executive Director of the Minority Business Development Program by the Wisconsin Business Development which later became Department of Commerce. In his five years tenure as director, he restructured the services and obtained legislative approval for 100% State funding of a new Bureau of Minority Business Development that started certifying minority-owned firms, established standards for certification and published the first annual Directory of Minority Business. The bureau created a no-fee service for locating businesses for sale, identified a group of financially (minimum \$50k to invest) and managerially (corporate business experience) qualified potential minority buyers, helped prepare business plans, raise venture capital and bank financing for several companies. The bureau organized and raised \$1.2 million in private capital from 22 major Wisconsin companies for an SBA regulated minority venture capital fund initially called The Wisconsin MESBIC, subsequently renamed Future Value Ventures.

Mr. Beckett's past includes, Manager for Wisconsin Power and Light Company in Madison, Wisconsin; Assistant Branch Manager for Wells Fargo Bank in San Francisco, California; and also Associate Director for Program Planning and Development at the Bay Area Urban League, in San Francisco. A service disabled veteran, he was a 1st Lieutenant and Assistant Adjutant in the US Army Adjutant General's Corps from 1967 to 1969 which included duty with Saigon Support Command of the 1st Logistical Support Battalion in the Republic of Viet Nam.



ROBERT WYNN

Robert Wynn, President, Akamai, LLC, Madison. Akamai is a business strategy consulting firm. He is also, board director of a non-profit organization, National

Association of Investors Corporation - BetterInvesting and founder of the South Central Wisconsin Council. Previous to opening his own business, Wynn was the financial education officer for the Wisconsin Department of Financial Institutions for five years. In that capacity, he created a number of innovative financial education programs and techniques, including the statewide network of Money Conferences, the Millionaires Club after-school program, and the Intelligent Arts Project. Prior to that role, Wynn was the director of minority business development in the Wisconsin Department of Commerce. There he championed the cause of minority entrepreneurship by securing federal dollars for to run multiple business development programs and expanded the Bureau's staff from three to twelve. He expanded the Annual Governor's Conference on Minority Business Development, Marketplace program, established the Early Planning Grant Program, which has provided business planning funding for over 100 businesses, and he created the Minority Business Development Fund, which has provided over \$5 million in financing to minority-owned firms. Wynn is a lawyer and registered investment advisor.





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Wallace White *Principal* **W2Excel LLC**

Wallace White is the principal of W2Excel LLC, a management consulting firm specializing in executive coaching, business development, management training, one-on-one counseling, crisis intervention and issue management. White served for 12 years as a Vice President of Sverdrup Civil Inc., St Louis, MO, and then Jacobs Engineering of Pasadena, CA, before founding W2Excel. He also has held positions as executive director and administrator of major water and wastewater treatment agencies, including nine years managing the District of Columbia Water & Sewer Utility Administration in Washington, D.C.

White is Chairman of the Milwaukee Metropolitan Sewerage Commission, Program Chair of the Milwaukee Area Workforce Investment Board, Member of the Board of the African American Chamber of Commerce of Greater Milwaukee, Member of the Bayshore Town Center Community Advisory Board, and an adjunct instructor at Cardinal Stritch University College of Business & Management. He received the Wisconsin Minority Small Business Champion award from the U.S. Small Business Administration in 2009 and the Award of Excellence from the Wisconsin Supplier Development Council in 2008. He earned his bachelor's degree in social psychology from Roosevelt University and his master's in public administration from the University of Southern California.

He is married to Sandra White and they live in Milwaukee.



WALLACE WHITE

2011 Wisconsin Minority Business Award

NOMINEES

OUTSTANDING LARGE BUSINESS

GESTRA Engineering, Inc

GESTRA Engineering is a consulting firm specializing in geotechnical, structural, pavement and construction materials engineering. GESTRA was founded in 2000 to provide the Government, Municipalities, Engineers, Architects and Contractors with high quality and cost efficient engineering services. Their projects range in size and complexity from large development projects to small challenging assignments. To enhance the capabilities of technical personnel, GESTRA provides a wide range of services, starting during the initial planning and feasibility studies to project completion. GESTRA maintains in house and external training programs. GESTRA sponsors and encourages employee participation in regional activities of field related professional organizations.

Masud M. Alam, President – Milwaukee

The Nisha Group LLC

The Nisha Group, LLC, started in 1999 as a Facility Maintenance Company, then expanded into security guard services in 2003. The Milwaukee Rangers provide armed and unarmed patrolling officers, crowd control, bag and body searches at Milwaukee County Court house, inmate transportation, and assisting the Sheriff Department with transporting inmates to court appointments. The Nisha Group provides services for the State of Wisconsin, and is now expanding into the State of Illinois. The staff consists of 30 trained security guards and 4 managerial employees who are retirees of the Milwaukee Police Department that provides clients with 60 years of law enforcement experience. The Nisha Group LLC has the following License and Certifications Private detective agency license, Private Security Guard license, Armed Security Guard license. We are certified by the Milwaukee County joint certification DBE, DOT; the United States Government SBA 8a status; the City of Milwaukee EBE; the State of Wisconsin WBE, MBE, and the Wisconsin Minority Supplier Development Council.

Manisha Dotson, CEO - Milwaukee

Superior Support Resources, Inc (SSR)

Superior Support Resources, Inc, is a Milwaukee, Wisconsin-based, full-service information technology firm providing consulting, planning, infrastructure design, implementation and maintenance, data services and application development. Most of the clients are small to medium sized businesses or government entities. The firm serves over 250 clients and has technical certifications from quality providers such as Microsoft, Cisco, Citrix, VMware, HP, Dell and many others to provide IT solutions that align people, processes and technology toward increased productivity. The 27-employee company received COSBE's Master Mettle Future 50 Award for the Milwaukee Region's fastest growing companies. The firm has been recognized on the Inc. 5000 list for four straight years (2007-2010). In addition, SSR received *The Business Journal's* "Best Places to Work" award in 2008 and 2009.

Sarit Singhal, President & CEO - Brookfield

OUTSTANDING SMALL BUSINESS

Diamond Discs International, Inc

Diamond Discs International, Inc, is the premiere supplier and producer of quality diamond-edged cutting tools and related media for the construction industry. DDI specializes in diamond products, including professional concrete and asphalt diamond blades, masonry diamond blades, granite/marble/stone diamond blades, high performance core bits and diamond tools for landscaping, granite fabrication and other related industries. Diamond Discs International has the largest local inventory of high quality grade diamond edged cutting tools in the State of Wisconsin. During the past 10 years DDI has established local road and utility customer relationships to become a primary supplier of cutting tools. The company gained international experience as a delegate of the Council of Great Lakes Governor's 2011 Trade Mission to South Africa and is working to forge alliances in this growing international market. DDI has received many awards among them being the Metropolitan Milwaukee Association of Commerce Future 50 Award, the Greater Milwaukee Committee's Inner City Business Award, and the U.S. House of Representatives Certificate of Special Congressional Recognition 2009.

Ugo Nwagbaraocha, President – West Allis
Sheila Nwagbaraocha, Vice President

MARS IT CORP

MARS IT CORP. is an IT and Engineering Solutions Company aimed at providing flexibility and adaptability for its clients. This is done through their exclusive access to a vast network of talented professionals stemming from their own diverse IT and Engineering backgrounds and exposure for several years in the Metro Milwaukee area. From the beginning recruitment is done by highly skilled professionals who have worked in large IT shops. This background gives them the understanding they need to fulfill their client's needs. Their employees consistently kept up on Technical and Business Certifications, which enables Mars IT to steadily outperform their competition. MARS IT is a two time winner of the MMAC Future 50 award.

Rashi Arora, CEO – Wauwatosa

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 MBEs. The company has expanded its growth in the industrial market to achieve an exceptional increase in revenue going forward of 400% in the next 12 months. The real value of this growth is the realization of approximately \$4.5 million dollars coming back into the Wisconsin Economy and the ability to expand on it's workforce by hiring additional people to support this growth. Company success can be attributed to remaining focused in a turbulent market, providing added value customer service, and an all out effort toward sustainability.

Tom Skenandore, President - Waukesha

2011 Wisconsin Minority Business Award NOMINEES

GOOD CITIZEN

Dropzone Design Studios

Dropzone Design Services, is a one-stop shop, capable of coordinating a wide variety of events. From block parties, to small intimate gatherings, private parties, weddings, tournaments, car shows, employee incentive programs, corporate events, auctions, and galas. DropZone Studios, represents a cross-cultural approach, being fluent in different cultural languages and tones. The firm uses on-line campaigns to build loyal user networks, combining real world experience with technical expertise in the installation of business systems.

Jesus Enrique Nanez, President – Milwaukee

COMMUNITY CONNECTIONS NETWORK, (CCN) LLC

COMMUNITY CONNECTIONS NETWORK Publications, LLC (CCN) is an African American, woman-owned publishing company now in its 10th year of business. CCN Publications is the publisher of *CCN magazine*, *CCN Literacy Connections Through Journalism* program, the *Milwaukee NAACP Freedom Fund*, and the *Governor's Conference on Minority Business (Marketplace)* program booklets.

CCN Magazine is a bi-monthly retail magazine that is distributed in three states: Wisconsin, Minnesota, and Illinois. Our multicultural/diversity magazine features articles on education, health, politics, entertainment, business, and community and national happenings. Some of our magazine advertising clients include American Family Insurance, Milwaukee Public Schools, College of Lake County, US Bank, Landmark Credit Union, Cancer Treatment Center of America, and VISTA Health Systems, just to name a few.

Malinda Young, President/Publisher – Wauwatosa

Jericho Resources, Inc.

Jericho Resources, Inc. is a human services consulting firm, which has completed projects from Harlingen, Texas to Hadera, Israel. Jericho Resources, Inc. has provided technical assistance, training, marketing, evaluation, performance improvement, resource development, and strategic planning for nonprofit executives and policymakers in the United States, United Kingdom, the Netherlands, Germany, and Israel. Its leadership has advised several members of the British, Dutch, and Israeli governments on both human services initiatives and engaging the private for profit and nonprofit sectors in effective policy implementation.

William Martin, President – Cudahy

RISING STAR

Bluefrog Technologies LLC

Bluefrog Technologies LLC is an IT business consulting firm with expertise in collaboration, cloud technologies, and managed services solutions. Headquartered in Cedarburg, Wisconsin with virtual offices in Chicago and New Jersey. We have partnered with IBM to deliver specialized solutions for our clients in various industries such as finance and banking, insurance, education, healthcare, and government. Bluefrog Technologies is a 100% woman-owned, minority enterprise. The mission statement is "To deliver innovative, efficient, high quality technology solutions to its customers cost-effectively in a timely manner, thus maximizing their productivity and investments."

Shabana Wollin, President & CEO - Cedarburg

Ictect, Inc

Ictect, Inc., is an organization that develops Intelligent Content Architectures. We license our patented technology and provide services to mid- and large-sized organizations primarily in the United States via, Direct, Software Publishers (OEM), value-added resellers (VARs), and IT services partners. Our technology is applicable to a wide range of industries, where content-centric activities are integral to the business. Ictect has received special recognition from the Air Force, CUNY, and Peterson's.

Pradeep Jain, President – Sturtevant

Maxey Lynn, LLC

Maxey Lynn, LLC creates innovative savory and dessert vegan food products that can appeal to both vegans and those who eat meat products. Maxey Lynn currently has two products lines, The Elegant Vegan and Vegan Eats 'N' Treats, that contain little or no cholesterol, are low in fat content, and have fewer calories than comparable food products. Their products are free of preservatives, genetically modified organisms, trans fats, artificial flavors, colors and dyes. While they are free of dairy, meat, seafood, eggs, or poultry products, the company's products are formulated to satisfy the tastes of all consumers. The company contracts with the Iowa County Innovation Kitchen for production and was nominated for a gourmet food award at the annual 2011 Fancy Food Show - North America's largest specialty food and beverage marketplace since 1955. Maxey Lynn is working towards expanding into the Chicago market while continuing to develop new innovative products such as a vegan 'pulled pork' product.

Karen Fullbright-Anderson, Owner/CEO – Elkhorn

State of Wisconsin Awards

SBA Award Winners

STATE CONTRACT AWARD

2011 Excellence in State Construction

Choice Construction Companies, Inc

Choice Construction Companies, Inc was founded in 1994 and performs structural steel and precast erection, structural steel rehabilitation, reinforcing steel installation, specialized rigging, in-plant maintenance, and installation of pre-engineered metal buildings throughout the State of Wisconsin. Choice Construction has completed work on projects including the Marquette Interchange, the Hoan Bridge retrofit, the Potawatomi Bingo expansion, the Mitchell Park Dome renovation, and the Kilbourn Tower and parking garage. The management team has over 60 years of combined experience in the construction industry and a staff of skilled union ironworkers.

STATE PROCUREMENT AWARD

2011 Excellence in State Procurement

Blackhawk Furniture

Blackhawk Furniture was founded in 1972 by Greg Hammes' at his home located in Jefferson, Wisconsin. Ownership of the company changed several times since 1972 and on January 2, 2001 ownership of the company was transferred to Joel and Lifschultz, a long-time company employee and his wife Lana. Lana Lifschutz is the majority owner of Blackhawk, and a member of the Red Cliff Band of Lake Superior Chippewa. Blackhawk is certified by the State of Wisconsin as a Minority Business Enterprise firm.

Historically, 90% of Blackhawk's sales are to State of Wisconsin Agencies and the University of Wisconsin System/Wisconsin Technical College System. Blackhawk maintains constant contact with customers ranging from day-to-day orders to major projects that exceed \$1,000,000.00, working with designers and end users to establish specifications to meet their immediate and long term needs.

MINORITY SMALL BUSINESS PERSON

2011 Minority Small Business Administration Person

Manisha Dotson, President The Nisha Group, LLC

Manisha Dotson established The Nisha Group, a facilities maintenance company in 1999. In 2003 she diversified her pursuits with the creation of Milwaukee Rangers, a security firm. In both businesses, Manisha brings tremendous energy and enthusiasm; she distinguishes her business services by providing well trained workers who fully understand the roles and responsibilities of their work. Milwaukee Rangers are not only trained in the latest security procedures, but they also obtain credentials in life saving techniques. As a savvy business person, Manisha has obtained certifications at the city, county, state and federal levels; this includes SBA 8a certification.

MINORITY SMALL BUSINESS CHAMPION

2011 Minority Small Business Administration Champion

Aggo Akyea, Director of Minority Business Development, Wisconsin Dept. of Commerce

This year's Minority Small Business Champion may seem familiar to many of you. In 2000, his contributions to the minority small business community earned him SBA's Small Business Advocate award. Aina Vilumsons, Aggo's nominator, provides many reasons why Aggo should again be acknowledged. 'He has taken an active role not just working with individual businesses but in changing the minority business culture... He continues to work in bringing new opportunity to the minority business community through facilitating teaming and partnering.'



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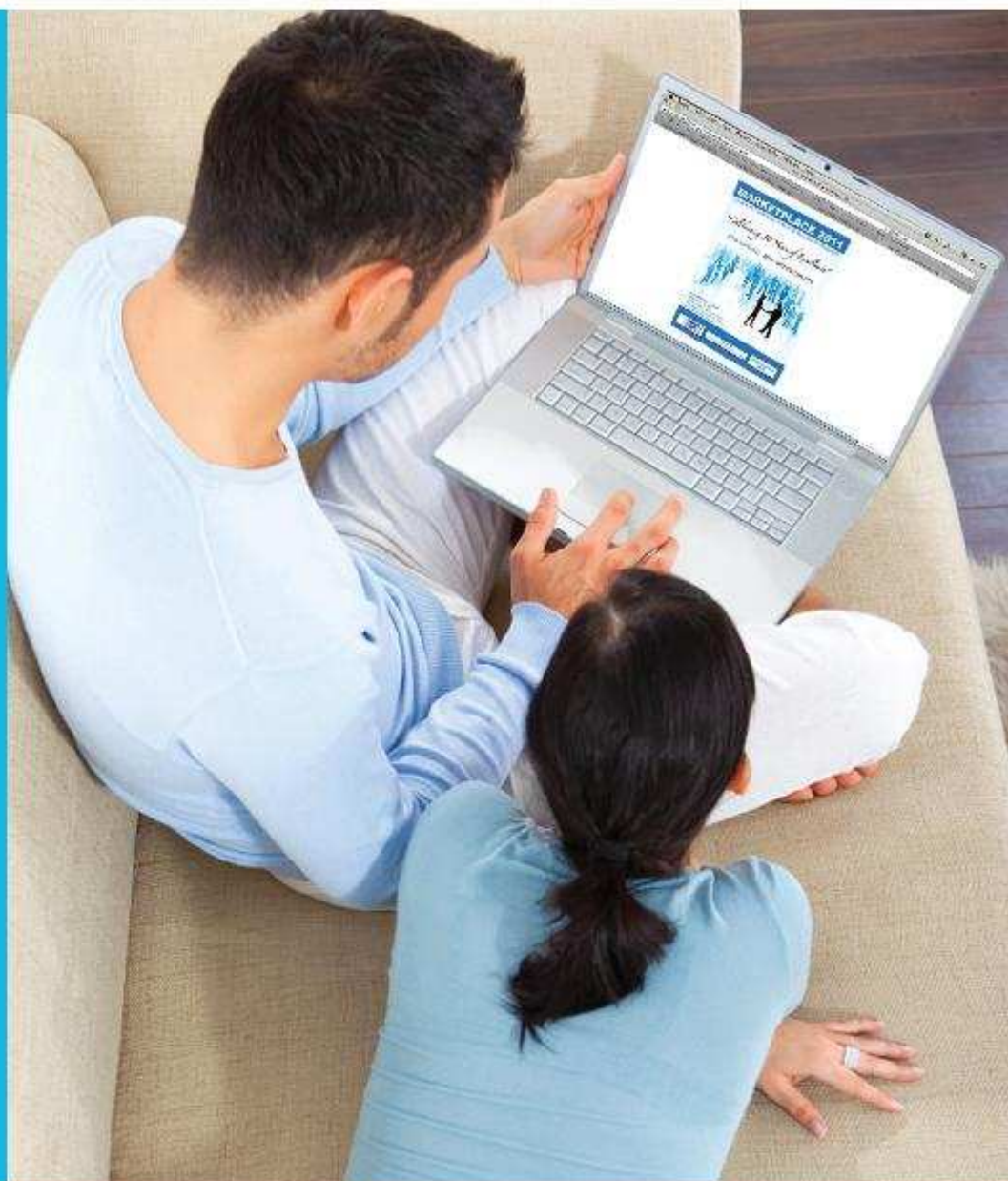
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Panelists

ANNE M. HLAVACKA

Anne M. Hlavacka is the Director of the Small Business Development Center at the UW-La Crosse. Prior to taking that position in June 2010, Anne practiced law for over 20 years with Reinhart Boerner Van Deuren s.c., a corporate law firm headquartered in Milwaukee, WI. Her legal experience includes extensive work with general corporate and small business matters, government contracts (including the development of mentor/protege and strategic relationships), international/immigration law, dispute resolution and compliance with federal, state and local regulatory requirements.

Anne is a Board member of the UW-La Crosse Foundation, the Pump House Regional Arts Center and the Coulee Region Business Center. She also serves on the Advisory Board of the Wisconsin Business Development Finance Corporation.

Anne graduated from UW-La Crosse in 1984 and Marquette Law School in 1987. She is admitted to the Wisconsin Bar, the United States Circuit Court (Seventh and Ninth Circuits) and the United States District Court (Eastern and Western Districts of Wisconsin). She has received the Business Journal of Greater Milwaukee's Women of Influence Award, the Association of Women Lawyers Outstanding Mentoring Award and the Small Business Administration's Legal Assistance Award for Wisconsin.

CHERYL JORDAN

Cheryl Jordan is the Business Development Specialist at The U.S. Small Business Administration. Cheryl works within the Federal Certification Program which consist of various programs to assist with Federal procurement and with the Women-Owned Small Business Federal Contract Program. She has been working for The U.S. Small Business Administration for over thirty years.

DAVID KIRCHER

David Kircher is Sr. VP and SE Wisconsin Regional Manager at Wisconsin Business Development Finance Corporation. Last fiscal year, WBD assisted over 250 small businesses obtain nearly \$370,000,000 in financing. Dave has been an enthusiastic supporter of MBEs and has facilitated many Marketplace workshops and seminars. This year, and in years past, WBD has generously supported many features of Marketplace. With offices located statewide, WBD provides solutions to businesses seeking a wide range of financial resources, expertise, and information. Dave is a graduate of UW-Madison.

TRUPHOSA MWOLOLO

Tru Mwololo is an Economic Development Consultant at Wisconsin Department of Administration, Bureau of Minority Business Development. At the Bureau, Tru certifies minority and disabled veteran-owned firms for eligibility to participate in the State's minority and disabled veteran business bid preference program. She also provides a wide variety of activities designed to promote the economic growth of minority business in WI. Prior to this position, Tru worked with the Department of Commerce, Division of Investment and Export and the Bureau of Minority Business Development. She also has banking experience with M&I Bank. Tru holds a Bachelor's degree in Economics from UW-Madison and a Masters of Business Administration degree from Edgewood College. Her two years at the United World Colleges of the Atlantic, in Wales (UK), opened opportunities for travel, which led her to travel extensively to Africa, Europe, Asia and Latin America. Tru is fluent in Kiswahili, and is conversational in Italian and Spanish. She is a member of the African Association of Madison, International Professionals of Madison, WI and a committee member of The Salvation Army Corp Council (Dane County).

JUNE ROBINSON

June Robinson comes to the MBE program with a wealth of knowledge. June came to the Wisconsin Department of Transportation in 2004 working in the Disadvantaged Business Enterprise program, serving in several capacities. June received her Bachelor's of Science degree in Business Management and an Associates of Arts Degree in General Education. June currently serves as the Minority Business Enterprise Program Manager for the Department of Transportation.

DAVID SCHUPPLER

David Schuppler is CEO of David Schuppler & Associates, a Wisconsin-based insurance agency with offices in Milwaukee and Rhinelander. His firm specializes in offering a full line of insurance products to small businesses. As a full service independent agency, DSA is prepared to meet all personal and business insurance needs.

RACHEL TRAINOR

Rachel Trainor is the Business Education Coordinator for the Wisconsin Women's Business Initiative Corporation. She is responsible for coordinating yearly over 350 business education classes throughout the state of Wisconsin. She has worked in the non-profit sector for over 10 years. Rachel graduated in 2005 from the University of Wisconsin-Milwaukee with a master's degree in social work.

AINA VILUMSONS

Aina Vilumsons serves as the executive director of the Wisconsin Procurement Institute (WPI) which is a non-profit organization was created by Les Aspin in 1987 to assist Wisconsin businesses with their Government contracting needs. WPI's strategy focuses on integrating strong technical capability with broad political support – a winning combination for Wisconsin business. In the last 5 years, Wisconsin businesses have credited WPI with helping them win several billion dollars in Federal contracts which translated to over 4,500 new jobs across the State. Each year WPI works with over 1,200 businesses and presents over 25 seminars/conferences throughout the State as well as hosts the State's annual Wisconsin in Washington. WPI also overseas the B2GConnect.com website that helps businesses navigate the federal marketplace and uncover new opportunities specific to their industry.

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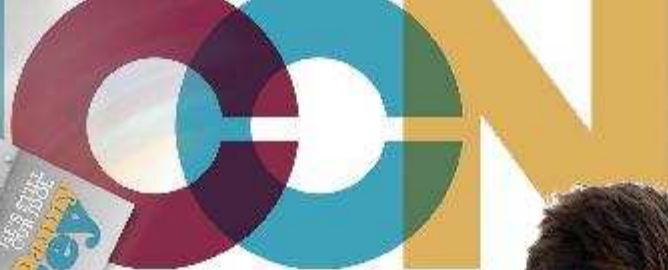


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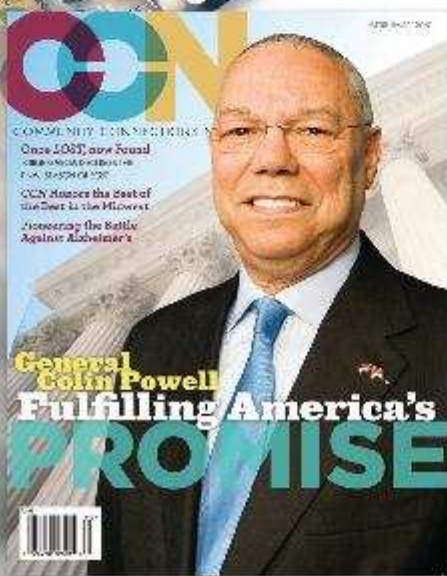
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