

MARKETPLACE 2014. >

OCTOBER 22 & 23, 2014

GOVERNOR'S CONFERENCE ON MINORITY BUSINESS DEVELOPMENT

Also welcoming women-owned and disabled veteran-owned businesses.

PLAN-CONNECT-GROW



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Dear Marketplace 2014 Attendees:

On behalf of the State of Wisconsin, it is my pleasure to welcome you to the 33rd annual Governor's Conference on Minority Business Development-Marketplace 2014.

As it has been for more than three decades, Marketplace is the premier business capacity building conference of the year to provide businesses owned by minorities, women and service-disabled veterans with the tools and contacts they need to do business with state, federal and local agencies as well as corporations.

These markets provide a tremendous opportunity for Wisconsin businesses because of their specific programs for minority, women, veteran and disadvantaged businesses. However, trying to navigate through those programs isn't always easy-and that's where Marketplace comes in.

The conference provides key opportunities for businesses to meet one-on-one with potential buyers, identify funding sources, connect with business assistance resources, and network with other businesses.

We also will recognize the successes of the state's top minority-owned businesses with the 2014 Marketplace Governor's Awards.

As Wisconsin's economy continues to improve, it's crucial that the state works together with the private sector and other partners to develop programs like Marketplace to help businesses succeed.

Since I took office, we have taken numerous steps to ensure the state is responsive to the needs of the business community. We eliminated a budget deficit, cut taxes by \$2 billion, and implemented measures to make Wisconsin more competitive. Our efforts are paying dividends. In a recent survey, 96 percent of the state's business leaders say Wisconsin is headed in the right direction.

Welcome to Marketplace 2014. I hope you are able to take advantage of the many resources and networking opportunities available at the conference to help your business grow. I also want to thank you for your role in helping to continue to move Wisconsin forward.

Scott Walker
Governor, State of Wisconsin

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Welcome to Marketplace 2014

I would like to welcome you to Marketplace 2014, presented by the Wisconsin Economic Development Corporation. We hope this year's conference will provide you and your company with the resources, advice and networking opportunities to ensure your continued success.

Marketplace 2014, the Governor's Conference on Minority Business Development, including women and veteran-owned enterprises, provides businesses with the ability to network with hundreds of attendees, meet one-on-one with buyers, identify potential funding sources and connect with other valuable resources.

While the one-on-one meetings and networking opportunities are an important aspect of the conference, Marketplace also has four spotlight seminar areas featuring presentations on a dozen different business topics and an Expo Hall filled with government and corporate buyers, as well as lenders, agencies, professional services and certified firms.

In addition, the Marketplace Governor's Award Luncheon will celebrate the successes of the businesses owned by minorities, women and service-disabled veterans, and will recognize them for the contributions they make to the state economy. Small and large businesses will be honored in two categories: "The Outstanding Business Award," which recognizes established businesses that have demonstrated the capacity to grow over the past five years and have plans for continued expansion in the future; and "The Rising Star Award," which honors businesses established after 2010 that have demonstrated strong growth potential.

Fulfilling WEDC's goal to expand access to capital and technical assistance, we work to connect businesses with the available resources of chambers and organizations that provide services to minority, women and veteran businesses. Marketplace plays an important role in helping these businesses plan, connect and grow.

An event of this scope would not be possible without the assistance and support of our sponsors, and we want to thank the individuals, businesses and organizations that have graciously provide support for Marketplace 2014.

Again, I personally would like to welcome you to Marketplace 2014. Thank you for your contributions to our state's economy and for helping to move Wisconsin forward. I hope you enjoy the conference and all it has to offer.

Best regards,

Reed E. Hall
Secretary and CEO
Wisconsin Economic Development Corporation

THE GREATEST ASSET WE HAVE IS OUR COMMUNITY.

That's why we're a proud sponsor of the
Governor's Conference on Minority Business Development.

Together, we make our community a better place.



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MARKETPLACE 2014

OCTOBER 22 & 23, 2014

MARKETPLACE 2014 is hosted by the Wisconsin Economic Development Corporation's Division of Business & Industry Development, Lee Swindall, Vice President.

The **MARKETPLACE 2014 Planning Committee** was coordinated by Seyoum Mengesha, WEDC Minority Business Development Manager and Sarah Bownds, WEDC Event Manager.

Maribel Aguilar

Office of Small Business Development
City of Milwaukee

Godwin Amegashie

Wisconsin Department
of Administration

Tammy Belton-Davis

Athena Communications

Delores Clayton

Milwaukee Economic
Development Corporation

Carlotta Cooper

African American Chamber
of Commerce

Anne Hlavacka

SBDC

Julious Hulbert

Milwaukee Urban League

David Kircher

Wisconsin Business Development

Katherine Marks

Wisconsin Women's Business
Initiative Corporation

Gary Mejchar

American Indian Chamber of Commerce
of Wisconsin

Tru Mwololo

Community Business Development
Partners
Milwaukee County

Heather Olson

North Central Minority Supplier
Development Council

Kathy Orr

SBDC

Don Reynolds

SCORE S.E.

Rosalind Roberson

Wisconsin Department
of Transportation

ReDonna Rodgers

Center for Teaching
Entrepreneurship

Marjorie Rucker

MMAC – The Business Council

Nelson Soler

Latino Entrepreneurial Network

May yer Thao

Hmong Wisconsin Chamber of
Commerce

Hannah Trudeau

Wisconsin Department
of Administration

Aina Vilumsons

Wisconsin Procurement Institute

Maria Watts

WHEDA



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AGENDA

WEDNESDAY, OCTOBER 22, 2014

SMALL BUSINESS ACADEMY

8:00 A.M. - 12:00 P.M.

Providing entrepreneurs and start-up businesses an opportunity to connect with financial and technical resource providers, learn the tools needed to start and grow their businesses and network with other businesses.

STATE OF WISCONSIN SUPPLIER DIVERSITY PROGRAM'S NEW CERTIFICATION PROCEDURES

3:00 P.M. - 3:30 P.M.

This important update on the State of Wisconsin Supplier Diversity Program's new certification procedures is presented by the Wisconsin Department of Administration. It is a must for existing certified state suppliers and those new to the process. New changes have occurred and this is an opportunity to ask questions on the how this may impacts your certification!

CHANGES TO STATE OF WISCONSIN CONTRACTING PROCESS

3:45 P.M. - 4:30 P.M.

The Department of Administration will cover in detail the new State contracting system and processes being implemented in the near future. This is critical information for anyone doing business with the State or planning to pursue State contracts in the future.

TRACK A – GROW YOUR BUSINESS USING CERTIFICATIONS

4:45 P.M. - 5:30 P.M.

Local, state and federal certifications can provide a significant advantage for your business. Hear directly from the agencies and experts that help businesses obtain certifications and learn how these potentially can be leveraged to find new opportunities. A certification only has value if it brings your business sales opportunities or provides access to resources. Join agency representatives and successful certified businesses who will share their knowledge and experience on minority, disadvantaged, woman, veteran, HUBZone and small businesses certifications.

TRACK B – CONSTRUCTION CONTRACT MANAGEMENT

4:45 P.M. - 5:30 P.M.

Milwaukee Metropolitan Sewerage District (MMSD), in partnership with Nugen Johnson and Bloom Companies, will cover the "Essentials of the Contract Management Process." Success in the construction industry as a prime contractor begins and ends with successful contract management. Learn how to incorporate key, time-tested best practices into the various phases of the contract management process.

EVENING NETWORKING RECEPTION

5:30 P.M. - 8:00 P.M.

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Diversity of thought and background, but with a singular purpose. At AT&T, employee, supplier and customer diversity strengthens innovation and inspires us toward a connected future.

That's why we're a proud sponsor of Marketplace 2014.

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NETWORK RECEPTION

WEDNESDAY, OCTOBER 22, 2014 | 5:30 P.M. - 8:00 P.M.

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WISCONSIN
BUSINESS DEVELOPMENT
LINCOLN

OPPORTUNITY FUND

REGISTRATION & NETWORKING

5:30 P.M.

RECEPTION

6:00 P.M.

Seyoum Mengesha

Minority Business Development Manager
Wisconsin Economic Development Corporation

Lee Swindall

Vice President of Business & Industry Development
Wisconsin Economic Development Corporation

Sponsor Remarks

Wisconsin Business Development Corporation/Lincoln Opportunity Fund
Northwestern Mutual
Green Bay Packers

H.E. Ambassador Liberata Mulamula

Ambassador of the United Republic of Tanzania to the United States

Reed Hall

Secretary/CEO
Wisconsin Economic Development Corporation

Rebecca Kleefisch

Lt. Governor of Wisconsin

25th Anniversary Recognition

- Minority Business Enterprises
- Women Business Enterprises

ADJOURN

8:00 P.M.

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and

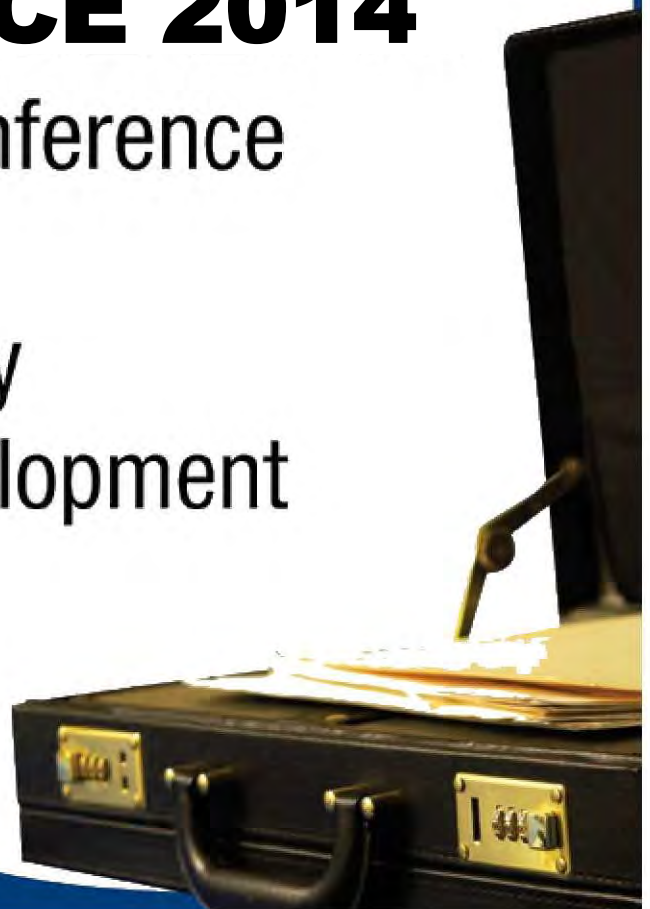
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MARKETPLACE 2014

Governor's Conference
on

Minority
Business Development





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The road is a lot smoother with diversity. The sky's a little bluer. There's a welcoming wind. Diversity is the engine that powers our success, providing a wealth of talent, experience and perspective that enriches everything we do. From our workforce, to our supply base, to our legions of loyal riders, diversity takes us to the next horizon.

To learn more about our Supplier Diversity initiative, visit us at **H-DSN.com**



Interested in doing business with MMSD?

The Milwaukee Metropolitan Sewerage District encourages Small, Women, and Minority Owned Business Enterprises to contact us about the following procurement opportunities:

- Sewer & Water Construction
- Engineering Design
- Professional Services
- General Services and Commodities

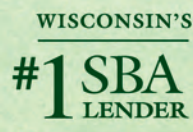
To learn more, visit the District's procurement section on our website: www.mmsd.com or contact us at 414-225-2238 or email us at: swmbe@mmsd.com



Interested in growing your business? Start here.

At Associated Bank, our bankers understand that your business is one-of-a-kind. That's why we take our time getting to know you and your business, where you've been and where you want to go. Then we work with you as a partner to tailor a package of business services specifically designed to meet your unique needs.

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BREAKFAST FOR CHAMPIONS

WEDNESDAY, OCTOBER 23, 2014 | 8:00 A.M. - 9:30 A.M.



CO-SPONSORED BY:



OPENING

8:00 A.M.

Seyoum Mengesha

Minority Business Development Manager
Wisconsin Economic Development Corporation

Lee Swindall

Vice President of Business & Industry Development
Wisconsin Economic Development Corporation

Sponsor Remarks

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Bay Bank
AT&T

BREAKFAST

Reed Hall

Secretary/CEO
Wisconsin Economic Development Corporation

Ray Cross

President
University of Wisconsin System

Wyman Winston

Executive Director
Wisconsin Housing and Economic Development Authority (WHEDA)

ADJOURN

9:30 A.M.

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MARKETPLACE

2014 Governor's Conference on Minority Business Development



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Achievement started for us in 1923 at one location on Walnut St. in Milwaukee, when we made home loans one at a time, working closely with our families and the community.

Banking has changed a lot over the years, but one thing that has never changed is our commitment to delivering the same personal service we began four generations ago. We invite you to come and see why our bank is different, and how our original vision of helping hard working families is alive and well.

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Not a patient.**

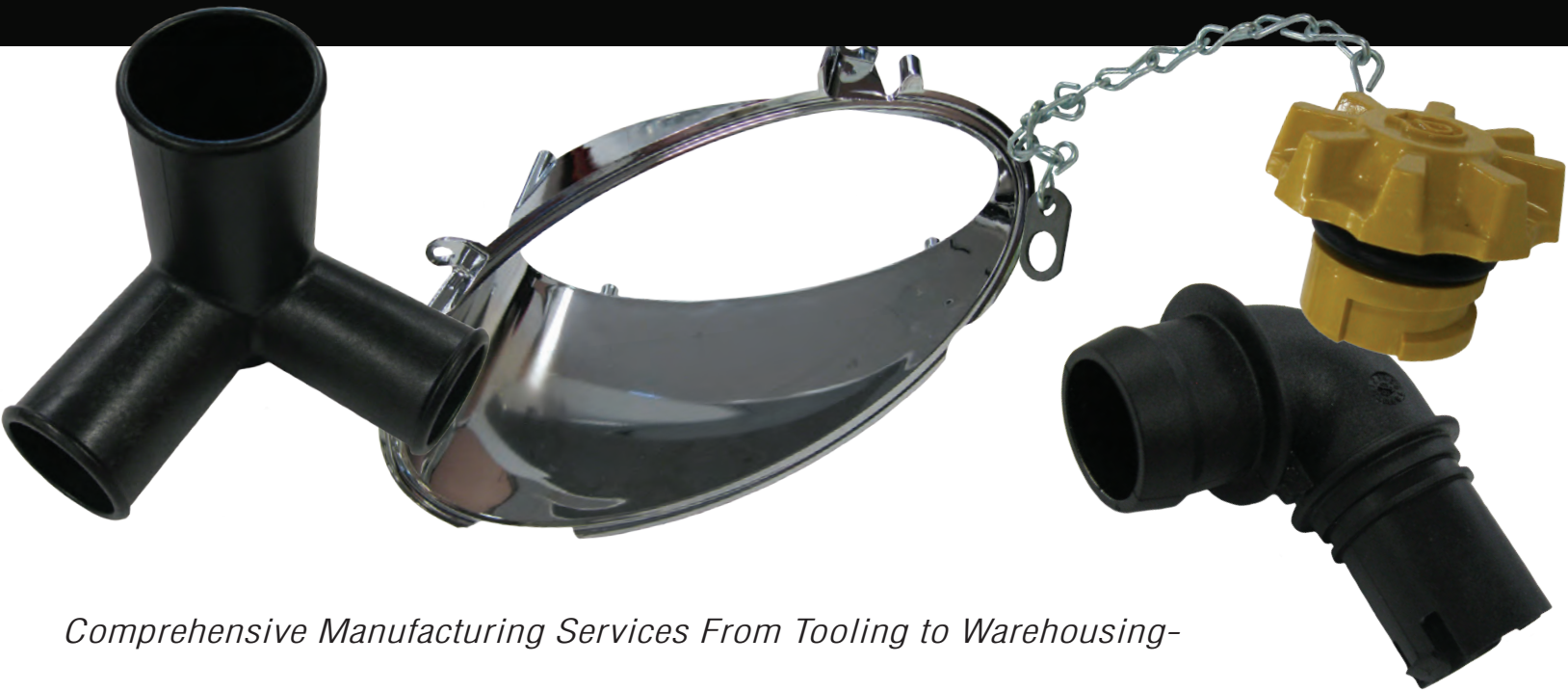
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A BETTER PLACE

**Best of luck with
the 2014 Minority
Marketplace**

As a family company, there is nothing more important to us than the wellbeing of the communities where we live and work. That's why SC Johnson is proud to salute the **Wisconsin Economic Development Corporation** for their longstanding commitment to the greater good in our community.



AGENDA

THURSDAY, OCTOBER 23, 2014

REGISTRATION AND NETWORKING

7:30 A.M.

BREAKFAST FOR CHAMPIONS AND WELCOME SESSION

8:00 A.M.

OPENING OF MARKETPLACE EXPO HALL

9:30 A.M.

The Expo Hall features opportunities to connect with other businesses, agencies, corporations and business development resources.

MARKETPLACE SALES MEETINGS, FIND OPPORTUNITIES!

10:30 A.M.

Plan your growth into government and corporate markets by meeting individually with buyers and learning what their organizations purchase from small businesses.

SPOTLIGHT SEMINARS IN EXPO HALL

10:15 A.M. - 3:30 P.M.

Attend short seminars based on Marketplace 2014's theme of PLAN –CONNECT-GROW to identify resources, tools and methods to build your business. Plus, join in small discussion groups to share experiences and gain insights into important small business topics.

The Spotlight Seminar areas are located inside the Expo Hall and marked A, B, C and D. The schedule below shows the times and locations of these sessions. Detailed descriptions are on page 26.

SPOTLIGHT SEMINAR SCHEDULE AND LOCATIONS

Location	10:00 - 10:45 am	11:00 - 11:30 am	Lunch	2:15 - 2:45 pm	3:00 - 3:30 pm
Area A PLAN	1. Planning Your Business	2. Funding Options		3. RFP/RFI/RFQ Explained	4. Build an Online Presence
Area B CONNECT	5. Government Markets	6. Mastercard		7. Corporate Markets	8. Cost Efficient Business Resources
Area C GROW	9. Tribal Markets	10. Profitable Cash Flow		11. Bonding Explained	12. Small Business Global Markets
Area D DISCUSSION	13. Regulatory Burdens	14. Women's Small Business 2014 Act		15. Patents and Trademarks	16. ACA Impact on Small Businesses

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GOVERNOR'S CONFERENCE
ON MINORITY DEVELOPMENT



GREEN BAY PACKERS

SPOTLIGHT SEMINAR DESCRIPTIONS

THURSDAY, OCTOBER 23, 2014

1. Strategic Planning: Setting the course for your business.

Strategic planning determines whether a company is going to be a victim of circumstance or a legitimate competitor in the market. Learn how to get started and the resources available to help you complete a strategic plan for your business.

2. Funding Options for Small Businesses

Finding funding for new and existing businesses can be challenging. Learn from small business lenders how they can help businesses that are starting up or expanding.

3. RFP/RFI/RFQ - What do these mean?

Knowing the difference between these types of proposals is important because agencies and corporations use them to identify new suppliers. Learn tips for increasing your success at responding to RFPs, RFIs and RFQs.

4. Building Your Online Presence with E-Commerce and Social Media

Save time and make money using the internet to do business better and faster. Learn about the ROI of using E-Commerce and how social media can connect your business to customers and new markets.

5. Connecting to Government Markets

Learn how to prepare for making connections with key personnel in the federal, state and local government markets. Gain insights into being prepared to compete and work with various levels of government.

6. Get Paid Faster Accepting Credit Cards

MasterCard will present tips and tools available to businesses to improve cash flow, safeguard customer information and manage customers more effectively.

7. Working with Corporate Supplier Diversity Programs & Contracts

Supplier Diversity Programs are designed to help businesses build relationships with corporate procurement departments. Understand how to leverage these programs to connect with new, potential customers.

8. Costs Efficient Business Resources that will Help Your Company to Succeed

This spotlight is for the business owner who is looking to reduce costs, increase productivity and streamline operations by utilizing current technology tools.

9. Doing Business with Tribal Government & Other Tribal Enterprises

Establishing a relationship and working with tribal government and other tribal enterprises can be complex and challenging. A Native-American business owner will share best practices and insights for building supplier relationships with tribal entities.

10. Growing with Profitable Cash Flow

Cash shortfalls are often due to owners not taking the time to accurately project monthly cash flow and understand how to properly use cash flow financial reports. Take the time to learn how to effectively track and manage cash flow in your business.

11. Business Liability & Bonding Requirements

Protecting your business with liability insurance while satisfying customer bonding requirements can be overwhelming. Learn about liability insurance and your options for contracts requiring bonding.

12. Growing Globally

Email, websites, online ordering, web-based video conferencing and global small package shipping logistics allows small businesses to compete globally. Learn how to make global markets part of your growth strategy.

13. Reducing the Regulatory Burden Imposed by State Government Regulations

Don't miss this opportunity to discuss and share ideas on ways to minimize the impact of State government regulations on small businesses.

14. Business Women of Wisconsin Issues at Large

Learn about and discuss federal legislation that addresses three areas where women entrepreneurs continue to face barriers: access to capital, training and federal government markets.

15. Why Should Entrepreneurs Care about Patents?

Research has shown that most entrepreneurs need education on the overall patent process. This is an opportunity to learn about and discuss the pros and cons of applying for a patent.

16. Affordable Care Act (ACA) - How's It Working for You?

Has the ACA had an impact on your business? Be a part of the conversation about the implementation of this important legislation and the pros and cons of the impact on small business.

KEYNOTE SPEAKER

DANIEL J. ISENBERG, PH.D.



Daniel Isenberg is a Babson Global professor of entrepreneurship practice and the founding executive director of the Babson Entrepreneurship Ecosystem Project (BEEP), an initiative that has been active in metro regions around the world to build and manage regional coalitions to create the policies, structures, programs and climate that foster growth entrepreneurship.

Milwaukee is the first city in the United States to use his model to enable a platform to foster the area's entrepreneurship "ecosystem." This initiative was named Scale Up Milwaukee and is a region-wide project helping entrepreneurs infuse their ventures with growth, which also helps the ecosystem "stakeholders" (educators, government, banks, equity investors, public institutions,

corporations, local and national media) learn how to encourage and support that growth.

One project launched by Scale Up Milwaukee is the Scalerator program, which is for companies with approximately \$500K to \$5 million of booked revenues, irrespective of sector or industry. The Scalerator program provides six months of intense training, at no cost, for business owners and key team members who are active managers motivated to grow their businesses. A core of the best faculty from Babson College (ranked for 20 years above Harvard, Stanford and others as number-one in entrepreneurship education) and other experts (local and international) will conduct hands-on, practical workshops to help business entrepreneurs kick off and sustain a more rapid growth trajectory.

More About Daniel J. Isenberg

For 11 years, Daniel Isenberg was a professor at Harvard Business School. Today, he is a Columbia Business School adjunct professor and professor of entrepreneurship practice at Babson Executive and Enterprise Education. He recently introduced the open training program "Driving Economic Growth through Entrepreneurship Ecosystems" at Babson.

In June 2010, *Harvard Business Review* (HBR) published his "How to Start an Entrepreneurial Revolution" as its "Big Idea" feature article. Isenberg has taught at Harvard, Columbia, Insead, Reykjavik, Theseus, and the Technion, and has been an entrepreneur, venture capitalist, and active angel investor. He has a Ph.D. from Harvard University.

Isenberg's HBR blog on entrepreneurship has attracted hundreds of thousands of readers. He is also an expert blogger for the Economist, Huffington Post and QZ.

AGENDA

THURSDAY, OCTOBER 23, 2014

GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON

11:45 A.M.

High performing minority, women and veteran owned business will be recognized in three categories:

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

The following Awards will also be given:

- >Community Business Development Awards
- >State Contract Award
- >Marketplace Sponsor Hall of Fame

MARKETPLACE 2014 EXPO REOPENS

2:00P.M.

SPOTLIGHT SEMINARS IN EXPO HALL RESUME

2:15 P.M.

SALES MEETINGS WITH BUYERS RESUME

2:15 P.M.

MARKETPLACE 2014 ADJOURN

4:00 P.M.

GOVERNOR'S AWARD LUNCHEON

WEDNESDAY, OCTOBER 16, 2014 | 11:45 A.M. - 2:00 P.M.

SPONSORED BY:



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11:45 A.M.

Lee Swindall

Vice President of Business & Industry Development
Wisconsin Economic Development Corporation

Governor Scott Walker (Invited)

Sponsor Remarks

The Business Journal

Keynote Address

Daniel Isenberg

Executive Director of the Babson Entrepreneurship Ecosystem Project (BEEP)

Reed Hall

Secretary/CEO
Wisconsin Economic Development Corporation

BUSINESS EXCELLENCE AWARDS

2014 Winners of

- Minority Business Awards
- Women Business Awards
- Service-Disabled Veteran Business Awards
- Wisconsin State Contractor Award

COMMUNITY BUSINESS DEVELOPMENT AWARDS

- Community Business Development Awards
- Marketplace Sponsor Hall of Fame

ADJOURN

2:00 P.M.

PARTNERING



CREATING OPPORTUNITIES TO GROW YOUR COMMUNITY.

WHEDA®'s **EMERGING BUSINESS PROGRAM** is a powerful catalyst for creating better job opportunities in Wisconsin communities. WHEDA offers a variety of resources to support the development, involvement and utilization of economically disadvantaged businesses and workers in Wisconsin.

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.



WHEDA

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2014 WISCONSIN MINORITY

BUSINESS AWARD FINALISTS

OUTSTANDING SMALL BUSINESS MBE

BOWMAN PERFORMANCE CONSULTING LLC

www.bpcwi.com

Bowman Performance Consulting (BPC) is a professional consulting, scientific research and evaluation company with a national clientele within the public, private, nonprofit and tribal sectors. BPC's categories of service encompass research, development, implementation and evaluation. Examples of the company's deliverables include feasibility studies and needs assessments; strategic planning; external evaluation; federal/state/tribal policy implementation; empirical literature reviews; program development and design; effectiveness studies; and technical assistance for program implementation and monitoring.

BPC is the only firm in the U.S. with the organizational credentials of being Native American-owned and offering scientific research and evaluation services. BPC is a member of the American Evaluation Association, Milwaukee Evaluation Board Association, the American Indian Chamber of Commerce of Wisconsin and the Menominee Indian Chamber of Commerce.

Nicole R. Bowman, President/Founder – Shawano

THE QUEST COMPANY

www.quest2soar.com

Founded in September 1994, The Quest Co. (Quest) is a wholesale company providing industrial supply; bulk chemical; shipping and packaging; and material storage and handling products. With its primary market in Wisconsin well established, the company has successfully grown into regional, national and government markets.

Quest has achieved double-digit growth every year since 2010 and recently expanded into supplying water treatment facilities with exclusive lines of coating products. Through reinvestments in the company's information technology infrastructure, customer service department and cross training programs, Quest is preparing for future growth in both existing and new markets. Quest is a member of the National Minority Supplier Diversity Council and a strong supporting member of the American Indian Chamber of Commerce.

Tom Skenadore, President and CEO – Waukesha

P3 DEVELOPMENT GROUP LLC

www.p3developmentgroup.com

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.

Genyne Edwards and Dominique Samari, Owners – Milwaukee



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PART OF WISCONSIN'S STORY.**



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2014 WISCONSIN MINORITY

BUSINESS AWARD FINALISTS

OUTSTANDING LARGE BUSINESS MBE

ABLE ACCESS TRANSPORTATION LLC

Able Access Transportation LLC was established in 2001 as a non-emergency paratransit transportation service to transport Milwaukee County residents with physical and cognitive disabilities. Over the past thirteen years, Able Access has expanded services to include paratransit services for Milwaukee County Transit and Milwaukee County Disabilities Services; supervisory transports for Integrated Family Solutions; secure transportation for Milwaukee County Behavioral Health; and non-emergency medical transport for Milwaukee County Department of Family Care and Community Care Family Care.

Able Access Transportation has completed several business development programs including the Small Business Administration's (SBA's) Emerging Leaders program and the Scale Up Milwaukee Scalerator Program. The company is a member of the Metropolitan Milwaukee Association of Commerce (MMAC) and participants in the MMAC's Council of Small Business Executives (COSBE) CEO roundtable program.

Steven Tipton, President – Milwaukee

FUSION INTEGRATED SOLUTIONS

www.fusion-etc.com

Fusion Integrated Solutions is a boutique engineering and information technology consulting and professional services firm. Founded in 2004 in Milwaukee, Fusion focuses on manufacturers in the pulp making; paper making and converting; food processing and packaging; and beverage processing and packaging industries; as well as on power plants in the public and private sectors. Over the past decade, Fusion has grown to more than 75 full-time professionals serving clients from offices throughout the United States.

Using leading-edge industrial automation and innovative information technologies, Fusion helps clients increase throughput, improve reliability, improve product quality, increase product diversity, improve personnel safety and reduce costs. Fusion also provides IT consulting services, including enterprise application planning, integration, deployment and support.

Seaphes R. Miller, President and CEO – Milwaukee

INSULATION TECHNOLOGIES INC.

www.intecwi.com

Founded in 1985 in Milwaukee, Insulation Technologies Inc. (INTEC) has over 40 employees providing a one-stop shop for sound abatement, energy efficient insulation, building performance testing and general contracting throughout southeastern Wisconsin. INTEC has been a preferred contractor for the state's Focus on Energy Weatherization Programs for over 20 years and a contractor in the Milwaukee Energy Efficiency (Me2) program since its inception.

INTEC employs a systematic approach to evaluating energy consumption by considering all the potential factors contributing to high energy consumption, including windows, doors, HVAC equipment and insulation. This allows INTEC to identify the sources of discomfort, indoor air quality and energy waste in a home. Recommendations are made to target the areas offering the best investment for each customer's project. INTEC holds a certification from the Building Performance Institute (BPI), the nation's leading building science accreditation organization.

Jaime E. Hurtado, President – Milwaukee



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- State of Wisconsin & UW: HP 15-20453-105 (VCI); Lenovo 15-20453-103 (VSR-MBE)
- State of Wisconsin: Enterprise Tablets and Accessories; Lenovo (VSR-MBE)
- WSCA Contact: HP, Xerox, Toshiba, and Lenovo VCI (Agent)
- UW Networking Equipment & Supplies: (VCI)
- UW Storage, Backup & Recovery Hardware, Peripherals & Software Contract (VSR-MBE)

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2014 WISCONSIN WOMEN

BUSINESS AWARD FINALISTS

OUTSTANDING SMALL BUSINESS WBE

CLEAN RITE SUPPLY INC.

www.cleanritesupply.com

Clean Rite Supply offers a range of janitorial, packaging, break room and facility supplies as well as food service disposable products, floor equipment and safety products. Customers from eastern, southern and south-central Wisconsin include cleaning services, sports venues, office buildings, shopping malls, restaurants, hospitals, private schools, school districts, universities and municipalities.

Clean Rite Supply offers training seminars on topics such as the Occupational Safety and Health Administration's (OSHA's) new Globally Harmonized System (GHS) for classifying chemicals. Other seminars include blood-borne pathogen cleanup and janitorial best practices to help customers keep their facilities in top shape. Clean Right Supply's motto is, "Helping You Go Green and Save Green!"

Laura Cogan, President – Brookfield

ENERGY TECH SOLUTIONS LLC

www.eteched.com

Energy Tech Solutions LLC designs, builds, markets and sells LED lighting lamps and fixtures for both interior and exterior applications for the commercial/industrial marketplace. Products include street lighting, office and warehouse lighting, security lighting and other applications benefiting from energy efficient lighting solutions. Energy Tech Solutions offers a comprehensive suite of primarily U.S.-made and American Recovery and Reinvestment Act (ARRA)-compliant LED options with product sales in all 50 states and 15 foreign countries.

Energy Tech Solutions offers technical services including project design, photometric design, energy calculations and Leadership in Energy Efficiency and Design (LEED) consulting to help with the development of energy saving projects. Staff certifications include Professional Engineer, (PE) and LEED Accredited Professional.

Cynthia Everhart, CEO – Madison

ROSE PUBLICATIONS

www.clintonvillechronicle.com

Rose Publications is a printer and publishing company located in Clintonville, Wisconsin. Rose Publications produces several publications including the weekly newspapers the Clintonville Chronicle and the Manawa Messenger, as well as the monthly school newspaper the Trucker Times. Because its publications are hyper-local, Rose Publications allows advertisers to precisely target their markets to gain an advantage in a fiercely competitive economy.

Rose Publications also performs specialty print jobs and large press runs for clients. Markets currently served include the region of Waupaca County and surrounding areas, with an overall customer base in 72 Wisconsin cities and 22 states throughout the country. Rose Publications is currently involved in the Green Bay Packers Mentor-Protégé Program.

Tricia Rose, Owner/Publisher – Clintonville

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2014 WISCONSIN WOMEN

BUSINESS AWARD FINALISTS

OUTSTANDING LARGE BUSINESS WBE

J&L STEEL AND ELECTRICAL SERVICES

www.jlsteelinc.com

Since 1977, J&L Steel and Electrical Services (J&L) has been providing commercial and industrial steel construction services. In 2010, J&L expanded into electrical services, and in March 2014, the company continued this expansion with the acquisition of a Minnesota electrical services company. Over 150 employees work in a five-state region, focusing on bridge construction with its steel division and traffic management systems; waste water treatment facilities; airports; healthcare; and industrial facilities within its electrical division.

J&L's business has expanded steadily, with the company registering 100 percent growth in 2014. The company's professional affiliations include the Association of Women Contractors (AWC), WTS International, the U.S. Women's Chamber of Commerce, the Minnesota Subcontractors Association and multiple local labor unions.

LouAnne Berg, CEO and Owner – Hudson

RAMS CONTRACTING LTD.

www.ramscontracting.com

Founded in 1980, Rams Contracting provides excavating; grading; clearing and grubbing; disposal; demolition; heavy equipment transport; solid waste transportation; snow plowing; and trucking services in southeastern Wisconsin. It self-performs contracts with over 30 employees and state-of-the-art intelligent heavy equipment. In 2014, Rams Contracting became a signatory contractor to the International Union of Operating Engineers Local 139, enabling an expansion into larger contracts and providing access a skilled workforce of operating engineers.

The company makes investments in business systems, software, equipment, facilities and employee development. An outside advisory team provides legal, accounting, information technology, marketing and construction guidance. The company is a member of the Association of Minority Contractors, African American Chamber of Commerce and Hispanic Chamber of Commerce.

Tammy Ristow, President/CEO – Lannon

THE GEO GROUP CORPORATION

www.thegeogroup.com

The Geo Group was founded in 1991 as an advertising agency with extensive expertise in audio-video services. The focus changed to professional translation and interpreting services after the North American Free Trade Agreement created demand for translation services in the United States. Today, the company's network spans more than 60 countries, providing access to over 700 professional translators, linguists, and interpreters. The company's headquarters is in Madison, Wisconsin, with sales offices in Chicago, Eau Claire, and Milwaukee.

In addition to language services, The Geo Group offers desktop publishing, audio/video voice-overs, subtitling, graphic and website localization and technical writing. The Geo Group serves manufacturers, medical device companies, healthcare, education, advertising and marketing agencies and visual production companies.

Georgia Roeming, President – Madison

medc



MEDC LOAN OFFICERS: John Miller, Delores Clayton, Ali Gould.

medc
MILWAUKEE

In 2013, MEDC lent \$13 million to Milwaukee businesses that leveraged \$46.2 million of bank and equity financing to fund building and equipment purchases. If your business is expanding and is looking for below market interest rate financing in partnership with your bank, contact a loan officer at MEDC to discuss your project.

■ SMALL BUSINESS FINANCING PROGRAMS

MEDC Second Mortgage Loan:

- Participating lender finances 50% of project
- MEDC finances up to 40% of project
- 10% equity from borrower
- Use of funds: purchase, construction, renovation of real estate; purchase of machinery and equipment
- Passive real estate not eligible

SBA Community Advantage Loan Guarantee

- Up to 85% guarantee on funds
- Participating lender not always required
- 10% equity from borrower
- First position on collateral required
- Use of funds: business purchase, land and building purchases, new construction, renovations, equipment purchases and occasional working capital
- Real estate projects require 51% owner occupancy

Below market, fixed rate • No application fee • No prepayment penalty

■ CITY OF MILWAUKEE SMALL BUSINESS RESOURCES

- **Façade Grants:** Milwaukee.gov/FACADE
- **Retail Investment Fund Grants:** Milwaukee.gov/RIF
- **City Contracting Opportunities:** Milwaukee.gov/OSBD
 - Revolving Loan Fund
 - Technical Assistance
- **City Wide White Box Program:** Milwaukee.gov/whitebox



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CONTACT: **MEDC:** 414-268-5840
www.MEDCOnline.com

CITY OF MILWAUKEE:
milwaukee.gov/dcd

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2014 SERVICE DISABLED VETERAN BUSINESS

BUSINESS AWARD FINALISTS

OUTSTANDING SMALL BUSINESS DVB

ADVANCE LAWN SERVICE COMPANY LLC

www.advancelawnservice.com

Advance Lawn Service Company LLC is a full-service lawn care and grounds maintenance company based in Hartford, Wisconsin. Since starting in 2008, Advance Lawn Service Company has grown its customer base from just five customers to more than 250 active monthly accounts in Washington County and southeastern Wisconsin. The company's customers include residential, commercial and government entities.

Services include professional mowing; aeration; thatching; lawn installations; fertilizing; weed control; landscape design and installation; snow removal; and other grounds maintenance services. The company is continuing to invest in newer generations of equipment to deliver optimal results for customers and to ensure the reliability of its services. During the summer, Advance Lawn Service Company offers flexible work schedules for college students pursuing careers in the landscaping field and participates in work-study programs for high school students.

Billy D. Cordell, Owner/CEO – Hartford

RISING STAR BUSINESS DVB

MIDDLETON CONSTRUCTION CONSULTING LLC

www.middleton-cc.com

Established in March 2011, Middleton Construction Consulting provides cost estimating, scheduling and general contracting services to commercial and government clients. With a focus on construction cost estimating and owner's representation, its goal is to help clients complete projects on time and on budget. Other services include conceptual estimating; change order reviews and recommendations; value engineering services; lifecycle bid reviews and analysis; cost estimating; and project close-out services.

Middleton Construction Consulting differentiates itself by having team members with nearly 20 years of experience working as general contractors and tradesmen on large scale construction projects. This allows Middleton Construction Consulting to utilize a proprietary cost estimating program that provides clients with production-based budgets based on real world experience.

Thomas Middleton, President – Milwaukee

SCOPEBRIDGE LLC

www.ScopeBridge.com

ScopeBridge LLC uses innovative building information modeling (BIM) techniques to improve client efficiencies throughout the full lifecycle of their project, from initial design inception to facility construction and ongoing facilities management. BIM modeling provides a detailed 3D digital representation of both the physical and functional characteristics of a building. ScopeBridge services also include architectural design, planning, cost modeling, design feasibility analysis, facility emergency preparedness plans and accounting models for space utilization.

ScopeBridge focuses on hiring veterans and service members, who now represent 60 percent of the company's workforce. The firm also gives back to the community by supporting the Wisconsin Fisher House and was a recent graduate of the VETransfer program in Milwaukee.

Chad Knutson, Principal/Founder – Milwaukee



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2014 RISING STAR AWARD

BUSINESS AWARD FINALISTS

RISING STAR BUSINESS DVB – CONTINUED

US VET LLC

www.usvetllc.com

US Vet LLC provides general construction, subcontracting and construction management services to state and the U.S. Department of Veteran Affairs and has plans to begin expanding into retail and other government market opportunities. US Vet is based in Sun Prairie, Wisconsin, and was founded in 2010.

U.S. Vet maintains a teamwork environment starting with the client all the way down to the suppliers of fasteners throughout the course of a project to ensure a successful and timely completion. Both the owner of US Vet and the company's estimator are Leaders in Energy and Environmental Design (LEED) Accredited Professionals. LEED rating systems cover the design, construction, operation, and maintenance of green buildings, homes and neighborhoods.

Matthew Bell, President/Owner – Sun Prairie

RISING STAR BUSINESS WBE

CLASS A CLEANING (JACKSON WHITE & ASSOCIATES INC)

www.1caclean.com

Class A Cleaning provides professional cleaning for business and residential customers in Madison, Wisconsin, and surrounding areas. Built upon 20 years of working experience, Class A Cleaning understands the difference between detailed custom cleaning and traditional general cleaning—a distinction that forms the basis of the company's local operations.

Class A Cleaning recognizes the health benefits of using green cleaning supplies versus harsher and sometimes toxic standard cleaning products. Class A Cleaning's priority is to keep work and living atmospheres free of unhealthy cleaning chemicals to maximize performance and comfort. Its mission is to provide a quality cleaning experience done with a "Heart."

Dora Monroe, Owner/CEO – Madison

USA MOBILE DRUG TESTING OF SOUTH MILWAUKEE

www.usamdt.com/southmilwaukee

Established in August 2012, USA Mobile Drug Testing of South Milwaukee distinguishes itself as a mobile collector by offering 24/7 services. Mobile testing helps clients create a safe environment for employees by establishing and enforcing a drug-free workplace policy that includes all forms of drug testing. Human Resources support includes training supervisors, employees and designated employer representatives. The result is increased productivity and safety while reducing workers' compensation and liability exposure.

The company's motto is "Anyone – Anytime – Anywhere." USA Mobile Drug Testing works with businesses of all sizes, providing reliable results and information through secure individual web portals for each client.

Lori Benson, President – Kenosha



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MARKETPLACE 2014

STATE OF WISCONSIN AWARDS

STATE CONTRACT AWARD

ONEIDA TOTAL INTEGRATED ENTERPRISES (OTIE)

OTIE began as TN & Associates in 1989 when Terry Ni started the company out of her Milwaukee home. The company began securing contracts with MMSD, WISDOT and then the Federal government. In 2008, the Oneida Nation acquired TN & Associates under Oneida Total Integrated Enterprises. Today, OTIE consists of over 280 personnel in 14 offices in the USA and Japan including offices in Milwaukee, Madison, Stevens Point and Green Bay (Oneida).

SBA AWARD WINNERS

GRADUATE OF 8A BUSINESS DEVELOPMENT PROGRAM

JEFF DRETZKA

UPI Manufacturing Inc.

Native American brothers, Jeff and Norb Dretzka were raised in the water and sewer construction business, trained by their dad Leo to be hard working, enduring and resourceful. Following in his footsteps, they created Underground Pipeline in 1984. In 2003 they saw the need and seized the opportunity to manufacture military goods for those fighting the war on terrorism. UPI developed the systems to perform on the total contract. The UPI team possesses the skills to read government drawings, make the necessary parts, quality check their product and finally, read the packaging requirements for shipping through the military system. Throughout the company's history they adopted the motto 'Deeds not Words'. One example of this is when UPI was contacted directly by the military in Iraq; they needed 25,000 Humvee windows promptly. While the military put a contract together, UPI found the courier who can deliver to war zones and the windows at another warehouse. They take protecting our soldiers very seriously. This is the type of service that has earned them multiple gold awards for Supplier Excellence.

MINORITY SMALL BUSINESS CHAMPION

KATE HILL

Heartland Information Research, Inc

Kate Hill is president and founder of Heartland Information Research, a small business that provides targeted consulting and research services to government and non-profit entities. In addition, HIR provides business development and technical assistance to small and mid-size businesses; however that tells only a small part of what Kate does. As a small business that started at the incubator managed by WI Women's Business Initiative Corp, Kate grew the business while also focusing on how she could advance minority business interests. Kate has taken an active role, devoting substantial hours to the development of such programs as a WI Hmong Chamber of Commerce Revolving Loan Fund. She encourages collaborative efforts among the various chambers, so that all benefit from existing best practices. She does this to help them build capacity and to better serve the minority small business community. Her nominator provided high praise for 'Kate Hill exhibits an absolute humbleness in every undertaking that fosters team work to offer high quality services for the minority community.'

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We provide safe and reliable electric, natural gas and steam service to more than 2 million customers throughout Wisconsin and Michigan's Upper Peninsula. And we do it with the support of diverse business partners that contribute to our supply chain and business strategy. Become a partner in serving our communities through the We Energies Supplier Diversity Initiative.

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2014 BUSINESS DEVELOPMENT AWARD



HELEN MCCAIN

Administrator-Enterprise Operations
State of Wisconsin Department of Administration

Helen McCain is the Administrator for the Division of Enterprise Operations (DEO) in Wisconsin's Department of Administration (DOA). DEO manages the state's programs for transportation services, risk management, enterprise procurement and oversees the Supplier Diversity Procurement Program. She has served as Section Chief for the Bureau of Procurement on two separate occasions and also as the Director of Purchasing for the Department of Corrections and UW System Administration.

Her leadership and advocacy of the State's Supplier Diversity Procurement Program is key to Marketplace's success at bringing businesses and buyers together to explore new contracting opportunities. Her support of the Marketplace Conference is exemplified by her personal commitment to attend the conference each year to deliver the state's supplier diversity status report and participate in DOA workshops covering new policies and how to access state contracting opportunities.



JERRY FULMER

Director, Supplier Diversity Initiative
Wisconsin Energy Corp.

Jerry Fulmer was appointed the director of We Energies' Supplier Diversity Initiative in 2002. He directs the company's diversity activities including managing human capital as well as fostering corporate relationships with suppliers and contractors, area businesses and local governments. Prior to joining the company, Fulmer spent 21 years in the utility industry including eight in the area of procurement where he became a recognized leader within the supplier diversity field. Fulmer is a strong supporter of the Marketplace Conference as a volunteer workshop presenter, promoter of the event and overseeing his company's annual sponsorship of the event. In addition to his supplier diversity work, Jerry Fulmer plays a key role helping We Power, a Wisconsin Energy subsidiary, achieve their supplier diversity goals. He also works in the community, facilitating proactive, mutually beneficial relationships with business advocacy groups and women- and minority-owned and operated businesses.



DAVID KIRCHER

Sr. VP, Wisconsin Business Development Finance Corp. (WBD) &
Lincoln Opportunity Fund (LOF)

David Kircher joined THE Wisconsin Business Development Finance Corp (WBD) in 1996 and is the Lead Sr. VP at the Waukesha Office covering S.E. Wisconsin. WBD assists commercial lenders and their business clients obtain financing and other business assistance by utilizing federal, state and local government economic development agencies, programs and resources.

He is very involved in efforts to improve "access to capital" for small businesses through WBD's subsidiary, the Lincoln Opportunity Fund (LOF). LOF provides "gap" financing when conventional loan programs are unable to fully meet business financing requirements. LOF also works with partner organizations that finance minority and women owned businesses to help businesses access capital for their startup and growth. For over a decade, Kircher has been securing WBD's sponsorship to support Marketplace and serves on the volunteer Marketplace Planning Committee.



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2014 MARKETPLACE RECOGNITION

WISCONSIN MINORITY AND WOMEN BUSINESS ENTERPRISES

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Wisconsin Minority Owned Business Enterprises

Athena Group, Inc
Convenience Electronics, Inc.
De Arteaga, Inc.
Durable Contract Services, Inc.
Gonzalez Saggio & Harlan LLP
Indian Country Communications
Ken Saiki Design, Inc.
Precast Engineering Company
SASI, Inc.

Women Owned Business Enterprises

CRB Corporation
Lake Country Landscaping, Inc.
Quality Customs Broker, Inc.,
d/b/a Quality Freight Services International
Service Electric, Inc.

MARKETPLACE SPONSOR HALL OF FAME

The Marketplace Sponsor Hall of Fame was established to honor organizations that have exhibited commitment to minority business development through perennial Marketplace sponsorship contributions.

YEAR OF INDUCTION

COMPANY/ORGANIZATION

2014

ASSOCIATED BANK

2014

AT & T

2013

FOREST COUNTY POTAWATOMI COMMUNITY

2013

GREEN BAY PACKERS, INC

2013

HARLEY DAVIDSON MOTOR COMPANY

2012

PNC BANK

2012

ROUNDY'S, INC

2012

WE ENERGIES

2012

WHEDA

2012

WISCONSIN BUSINESS DEVELOPMENT



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