



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION



MARKETPLACE
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35TH ANNUAL

**GOVERNOR'S CONFERENCE ON
MINORITY BUSINESS DEVELOPMENT**

Welcoming minority, woman, and veteran-owned businesses

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DECEMBER 13-14, 2016

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GOVERNOR'S AWARD LUNCHEON

BREAKFAST



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DIAMOND

GOLD



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SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. BOX 7863
MADISON, WI 53707

Dear MARKETPLACE 2016 Attendees:

On behalf of the state of Wisconsin, I'd like to welcome you to MARKETPLACE 2016: The Governor's Conference on Minority Business Development.

For more than three decades, MARKETPLACE has provided minority, women, and veteran business owners with the resources, tools, and contacts they need to maximize their success. The tradition of empowering business owners continues this year, as attendees will meet with potential buyers, identify funding sources, connect with business assistance resources and network with their peers.

MARKETPLACE continues to thrive because many businesses return year after year to find new opportunities for growth through workshops, the Small Business Academy, and other presentations on key business topics.

One of the unique aspects of the conference is the opportunity it provides business owners to have one-on-one meetings with buyers from federal, state and local governments, as well those in the private sector. These contacts have opened up new markets for hundreds of companies over the years.

The conference also provides us with the chance to join together and celebrate the accomplishments of Wisconsin's businesses owned by minorities, women, and veterans with the MARKETPLACE Governor's Awards. The outstanding companies honored at the conference demonstrate the entrepreneurial spirit that exists in Wisconsin companies of all sizes and all industries.

Since we took office in 2011, Wisconsin has made tremendous strides in growing a strong economy, leading to more prosperity for its hard-working citizens. The unemployment rate is the lowest it has been in 15 years, state taxes have been reduced by \$4.7 billion, we've cut red tape for businesses, and businesses leaders are overwhelmingly more optimistic about the direction Wisconsin is headed in than they were in 2010.

Working together with the private sector and other partners to develop programs such as MARKETPLACE helps us ensure businesses can thrive in Wisconsin's ever-changing economy.

We hope you are able to take advantage of the many resources and networking opportunities available at MARKETPLACE this year. Thank you for your role in helping us continue to grow Wisconsin's economy.

Sincerely,

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

Scott Walker
Governor



WISCONSIN'S BANK FOR BUSINESS IS PROUD TO BE THE KEYSTONE SPONSOR OF MARKETPLACE WISCONSIN 2016

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



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WELCOME TO MARKETPLACE 2016

Providing businesses with the tools they need to succeed in an ever-changing economy is the foundation of MARKETPLACE 2016: The Governor's Conference on Minority Business Development.

Now in its 35th year, the conference offers minority, women and veteran business owners a chance to meet one-on-one with government and corporate buyers, and to learn from business experts leading workshops on topics such as landing contracts with government agencies, securing financing, marketing your business and more.

As the host organization, the Wisconsin Economic Development Corporation (WEDC) has been working closely with more than a dozen public and private partners statewide to ensure this year's MARKETPLACE meets the diverse needs of the hundreds of business owners in attendance.

The popular Small Business Academy provides key advice from experts on matters such as social media marketing, bookkeeping, securing financing, and hiring and training employees. The Expo Hall will feature more than 60 exhibitors offering business development services geared toward emerging companies, as well as provide one-one-one buyers meetings, seminars and a business lounge where attendees can network.

MARKETPLACE helps provide businesses with additional tools they need to grow. Furthermore, the event recognizes minority, women and service-disabled veteran business for their achievements at the Marketplace Governor's Awards luncheon. I hope you are able to take part in this luncheon to hear inspirational stories from Wisconsin's entrepreneurs.

WEDC is committed to providing resources for new and existing minority-owned businesses in Wisconsin, and MARKETPLACE is just one way in which we accomplish that goal. WEDC also provides grants to nonprofit minority business associations around the state that offer financial assistance to businesses through revolving loan funds and by providing technical assistance.

Last year alone, more than 300 businesses across the state were served by WEDC's Minority Business Development partners—the African-American Chamber of Commerce of Wisconsin, the American Indian Chamber of Commerce of Wisconsin, the Hispanic Chamber of Commerce of Wisconsin and the Hmong Wisconsin Chamber of Commerce. This year we are partnering with more minority organizations to expand the technical assistance available to businesses around the state.

Those minority chambers of commerce, along with numerous public and private organizations and state and federal agencies, are all instrumental in making MARKETPLACE a success. I would personally like to thank those partners as well as the corporations and foundations who generously helped underwrite the cost of the conference.

Finally, I would like to thank the hundreds of MARKETPLACE attendees for your enthusiasm, your entrepreneurial spirit and your commitment to growing in Wisconsin.

Sincerely,



Mark R. Hogan
Secretary and CEO



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MARKETPLACE PLANNING 2016

MARKETPLACE 2016 is hosted by WEDC's Business & Community Development Division
Barb LaMue, Vice President

The MARKETPLACE Planning Committee was coordinated by:

WEDC Seyoum Mengesha; Conference Coordinator and Dawn Olsen; Graphic Designer
Heartland Information Research, Inc.;
Stage Manager: Logan Productions; and Website: Maldonado and Morgan

African American Chamber of Commerce of Wisconsin
Shawntel Mosby & Kermiath McClendon

American Indian Chamber of Commerce of Wisconsin
Gary Mejchar

**City of Milwaukee, Office of Small
Business Development**
Dontreal Teague & Nikki Purvis

Eaton Corporation
Gwen Johnson

First Nations Community Financial
Forrest Funmaker

Hispanic Chamber of Commerce of Wisconsin
Natalia Bonilla

Hmong Wisconsin Chamber of Commerce
Ger Thao

Maldonado & Morgan
Julio Maldonado

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

Milwaukee Economic Development Corporation
Alannah McReavet & Delores Clayton

Milwaukee Urban League
Julious Hulbert

North Central Minority Supplier Development Council
Heather Olson & Robert Williams

Phoenix Financial Advisor
David Kircher

SCORE
Marcia Theusch

Small Business Development Center
Anne Hlavacka

The Business Council - MMAC
Marjorie Rucker

U. S. Small Business Administration
Mary Trimmier & Shane Mahaffy

Wisconsin Department of Administration
Godwin Amegashie

Wisconsin Department of Transportation
Rosalind Robertson

**Wisconsin Housing and Economic
Development Authority**
Maria Watts

Wisconsin Procurement Institute
Aina Vilumsons & Joe Smetak

Wisconsin Veteran Chamber of Commerce
Saul Newton

**Wisconsin Women's Business
Initiative Corporation**
Rosie Mollica

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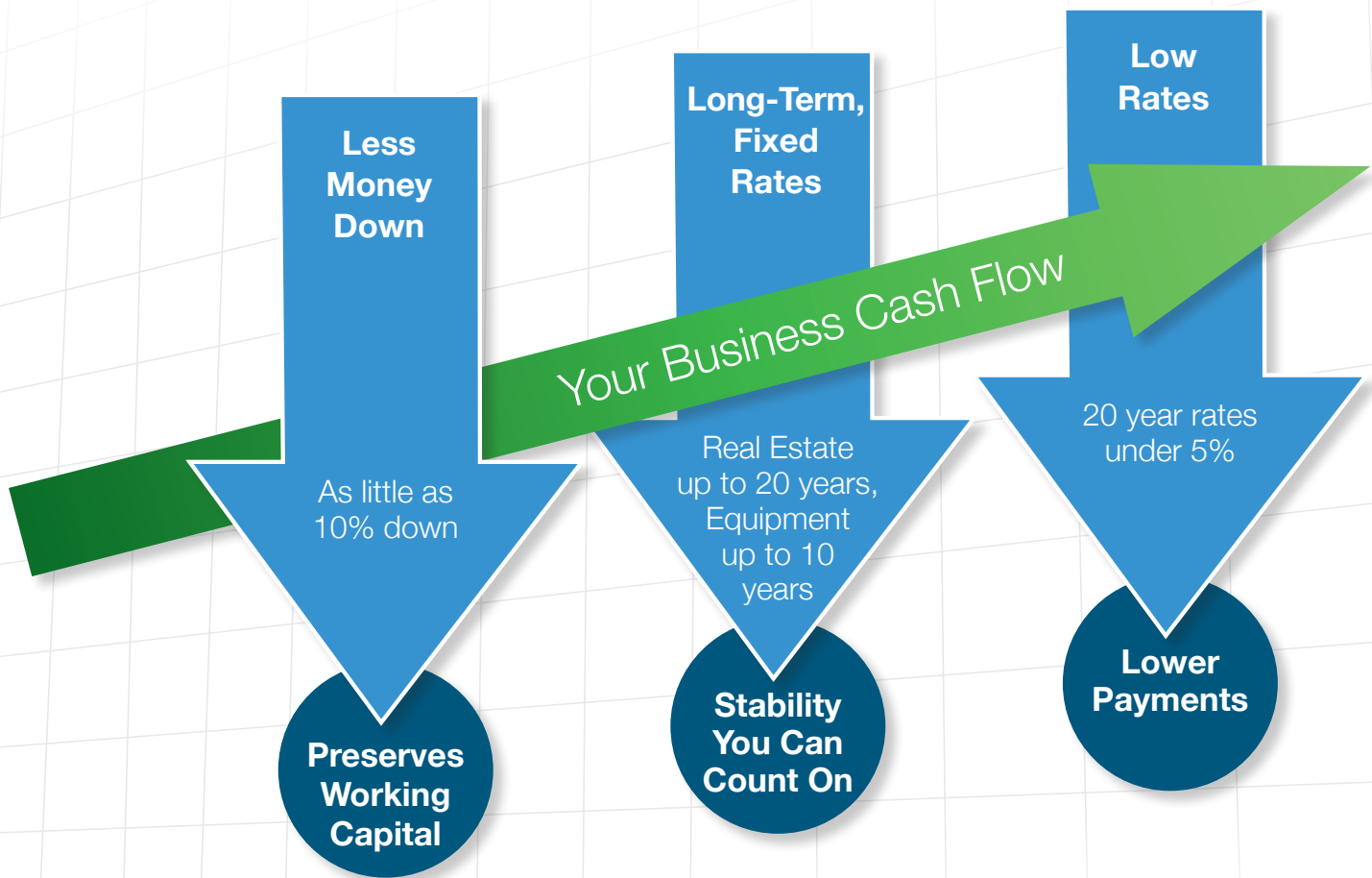
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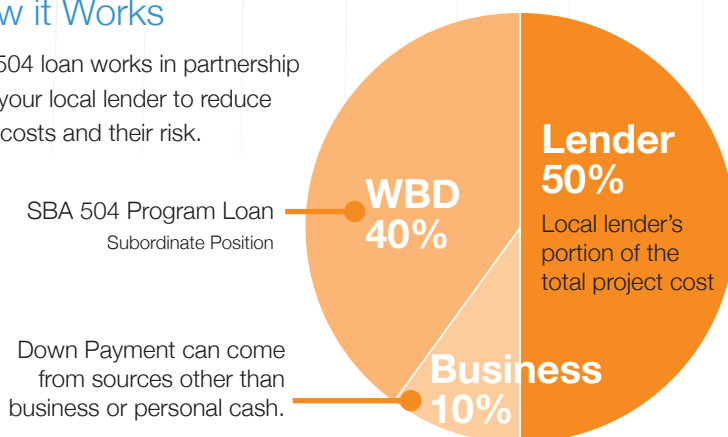


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- HP Inc. 505ENT-O16-NASPOCOMPUT-04
- Lenovo 505ENT-O16-NASPOCOMPUT-13

State of WI: Intel Compatible Computer Hardware, Accessories, Services and Professional Technical Services

- HP Inc. 505ENT-M17-WICOMPUTER-05
- Lenovo 505ENT-M17-WICOMPUTER-07

Enterprise Tablets and Accessories: Lenovo contract # 505ENT-O14-TABLETACC-02

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



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CONFERENCE AGENDA



Follow @_InWisconsin, and use #WIMRKTplace to connect
with attendees and join the MARKETPLACE conversation.

EXPO HALL ONE-ON-ONE MEETINGS:

9:00AM to 11:30AM 1:30PM to 4:00PM

TUESDAY, DECEMBER 13

2:00 pm

REGISTRATION AND NETWORKING

2:30 pm

WORKSHOP

Update Research on Business and Demographic Data Minority business ownership and demographics in the State of Wisconsin. Introduction by The Business Council of MMAC of the new Supplier Connection online platform for finding contract opportunities nationwide. Wisconsin Procurement Institute presentation on maximizing meetings with potential agency and corporate buyers.

3:45 pm

BREAKOUT SESSIONS

TRACK A – Certification Panel

Representatives from city, state and federal certification programs along with private sector certification organizations present their program requirements, benefits and application processes.

TRACK B – Contracting Panel

A panel of small business contractors and corporations discuss best practices for finding, bidding and performing on larger contracts.

4:40 pm

WORKSHOP

Updates by the Wisconsin Department of Administration's Bureau of Procurement on state programs and purchasing practices. Wisconsin Department of Administration's Office of Business Development overview of resources available to Wisconsin businesses and assistance with regulatory policies. The U.S. Small Business Administration updates on federal contracting opportunities and certification programs.

5:30 pm

EVENING NETWORKING RECEPTION

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

- Network with other businesses, lenders and business resources
 - Celebrate the 25th anniversaries of minority and women-owned businesses
 - Entertainment by Ntxhais Qaim Hli performing Hmong, Laos and Thai dances
 - Variety of hors d'oeuvres and cash bar

8:00 pm

ADJOURN

WEDNESDAY, DECEMBER 14

7:00 am

REGISTRATION

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

7:30 am

BREAKFAST FOR CHAMPIONS

Begin networking with other attendees over a sit-down breakfast. The breakfast program will include state agency updates and an award program recognizing the contributions of individuals and organizations to business development.

9:00 am

EXPO HALL OPENS

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

- Spotlight Seminars – seminar topics on business funding and web marketing
- Buyer Meetings – one-on-one matchmaking meeting area with federal, state, local and corporate buyers
- Exhibitors – over 60 exhibitors including lenders, agencies, business resources, professional services and certified minority, woman and veteran-owned companies
- Business Networking Lounge – area to make connections
- Door Prizes – opportunities to win prizes throughout the day

MARKETPLACE REGISTRATION REQUIRED TO ENTER EXPO HALL

11:30 am

MARKETPLACE GOVERNOR'S AWARD LUNCHEON

For 35 years, the achievement of minority-owned Wisconsin businesses have been celebrated at the MARKETPLACE conference. The award program will recognize winners and finalists in the Outstanding Business and Rising Star Categories for MBE, WBE and DVB firms.

THE EXPO HALL IS CLOSED DURING THE LUNCHEON

1:30 pm

EXPO HALL REOPENS

The luncheon door prize winner will be announced in the Expo Hall after reopening. Presentations on local, state and federal programs will be available in spotlight areas, and meetings with buyers resume, giving attendees more time to make connections.

4:00 pm

ADJOURN

SPOTLIGHT SEMINARS

Wednesday December 14, Expo Hall

SPOTLIGHT A

BUILDING A WINNING WEB-MARKETING STRATEGY

A successful online strategy involves much more than simply having a website and Facebook page. This spotlight will explore what separates winning websites from average ones. Learn simple tactics that focus on reaching your audience, engaging them with great content, tracking how they find you, and using this information to generate more opportunities.

OFFERED TWICE

9:30 am and 10:30 am

SPOTLIGHT A

MAJOR PROJECTS AND PROGRAMS

A self-running slideshow will provide an overview of major development projects happening around the state.

The slideshow will also include overviews of capacity-building training programs available to businesses working toward pursuing these types of larger contracts.

This slideshow will help businesses consider larger opportunities and discover the assistance programs available to help them reach their goals.

OFFERED BETWEEN PRESENTATIONS

The slideshow will repeat automatically allowing attendees to drop in throughout the day as time permits.

SPOTLIGHT B

SECRETS OF GETTING A BUSINESS LOAN

A business banker will share insights on what lenders consider when making loan decisions and provide helpful tips on positioning your business for a "Yes"!

This spotlight will help those planning to obtain a loan for their business understand how to prepare in advance to address common questions and concerns.

OFFERED TWICE

9:30 am and 10:30 am

SPOTLIGHT B

MAXIMIZING BUYER MEETINGS

A self-running slideshow will provide useful tips on maximizing the one-on-one buyer meetings available in the Expo Hall December 14, 2016.

These tips, developed by the Wisconsin Procurement Institute (WPI), will help businesses sharpen their focus before meeting with buyers at MARKETPLACE 2016.

The information provided in the slideshow provides useful insights for future buyer meetings with government agencies and private corporations.

OFFERED BETWEEN PRESENTATIONS

Located adjacent to the one-on-one meeting area, this slideshow will run continuously between the morning spotlight presentations and throughout the afternoon to help businesses sharpen their focus before meeting with buyers.

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COMMUNITY BUSINESS AWARDS

- Growing Power – Will Allen
- Center for Entrepreneurship - ReDonna Rodgers
- Bay Bank – Jeff Bowman

MARKETPLACE HALL OF FAME AWARDS

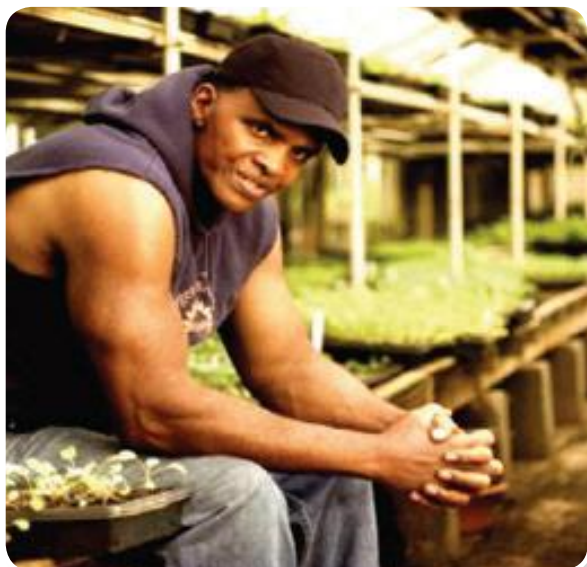
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ADJOURN



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GROWING POWER

Will Allen is an urban farmer who is transforming the planning, cultivation, production and delivery of good, healthy food to urban and rural populations. As the son of a southern sharecropper and former professional basketball player, ex-corporate sales leader and longtime farmer, he is recognized as a national/international leader in urban and rural agriculture and food policy. After a career in professional basketball and a number of years in corporate sales and marketing at Procter & Gamble, in 1993 he returned to his roots as a farmer to purchase the last remaining registered farm in the City of Milwaukee. Here he established Growing Power which has become a preeminent urban farm and non-profit organization.

In 2008, Allen was a John D. and Katherine T. MacArthur Foundation Fellow and “genius grant” winner. In 2010, Time Magazine named

Allen to its’ list of 100 World’s Most Influential People. A member of the Clinton Global Initiative, he was invited to the White House to join First Lady Michelle Obama in launching “Let’s Move!” – her signature leadership program to reverse the epidemic of childhood obesity in America. In 2010, Allen received the Key to the City of Milwaukee, presented by Milwaukee Mayor, Tom Barrett. In 2011, Allen received The James Beard Award. In 2015, he was selected to the National Organic Standards Boards’ Hydroponic/Aquaponic USDA Taskforce. Allen also attended the 2015 Milan Expo in Italy as part of the U.S. Presidential Delegation led by First Lady Michelle Obama. Allen has been named one of the World’s Most Powerful Foodies by Michael Pollan and Forbes Magazine. He has also been given the National Education Association Security Benefit Corporation Award for Outstanding Service to Public Education in recognition of his work with children, teachers and schools.

Allen’s autobiography, *The Good Food Revolution: Growing Healthy Food, People, and Communities*, was published in 2012 and received the Silver Medalist Award from Axiom Business Books. The book was nominated for Outstanding Literary Work for a NAACP Image Award in 2013. *The Good Food Revolution* is being used as a college text book across the nation.

In the world of basketball and sports, Allen was given the highest honor bestowed to a collegiate athlete, the Theodore Roosevelt Award from the National College Athletic Association with his name enshrined at the NCAA Hall of Champions in Indianapolis, Indiana. In 2012, he was also inducted into the Atlantic Coast Basketball Conference Hall of Legends. A member of the University of Miami Hall of Fame in 2010, Allen has been bestowed five honorary doctorates from the Milwaukee Institute of Art and Design, Marquette University, University of Wisconsin-Milwaukee, School of Freshwater Sciences, University of Miami, Florida and Hofstra University, New York.

Will Allen continues to do his work out of the Growing Power’s National Headquarters in Milwaukee to bring good food to people all over the world to help end poverty



COMMUNITY ECONOMIC DEVELOPMENT AWARD



YOUTH ENTREPRENEURSHIP

ReDonna Rodgers – CENTER FOR TEACHING ENTREPRENEURSHIP

Those visiting ReDonna Rodgers' office are greeted by a plaque reading, "Welcome to the department of sunshine and rainbows where hopes and spirits are lifted".

For 25 years, ReDonna Rogers, co-founder and executive director of the Center for Teaching Entrepreneurship (CTE), has worked with inner-city youth, providing an environment where dreams were nurtured, life skills taught, success principles discussed, accomplishments celebrated, and believes built. Over the years, CTE has touched more than 20,000 young people in the community.

CTE provides a vehicle for young people to explore, be challenged and not only find their way but to make their way. Those who know ReDonna have heard her words of wisdom many times and are examples of the principles incorporated in CTE teachings such as: "You can't expect a forty-dollar job with a four-dollar education and a two-dollar attitude", "Invest in the best and the best is you", "Be a maker, not a taker", "The more you learn, the more you earn", and "If you can't get a job, create a job".

Over the years, CTE has been recognized by the Small Business Administration, Manhattan Institute Social Entrepreneurship, National Black Child Development Institute, YMCA, Business Journal Women of Influence Mentor Award and the Young Professional Intergeneration Award. ReDonna has been featured in the Black Enterprise Magazine, PBS "Reclaiming Our Neighbors", and Time Magazine.

ReDonna has contributed generously to the Fellowship Open, Milwaukee Urban League, Professional Dimension, Governor's Conference on Minority Business Development and the African American Leadership Project.

INVESTING AND SUPPORTING LOCAL COMMUNITIES

Bay Bank, Green Bay, Wisconsin



Bay Bank is a state chartered community bank based in Green Bay, Wisconsin. Bay Bank is owned and operated by the Oneida Nation and is one of only 18 tribally owned banks in the country. The bank is committed to economic and community development efforts in both the Green Bay area and the tribal communities of Wisconsin. Over the past two years, the bank has originated over 200 residential mortgages to Native American borrowers. In the past year, the bank has been the sponsor of \$1.7 million of Affordable Housing Program grants funded through the Federal Home Loan Bank of Chicago. As a result, three Wisconsin tribal communities have received or will receive \$1.7 million of grant funding for their new housing projects. This year the bank provided two large construction loans for the building of 20 new single family homes as well as a new 24-unit apartment building on a reservation in northern Wisconsin and as a result increased that community's available housing stock by 44 units. The bank is a very active participant in the Low Income Housing Tax Credit space. Recently, the bank participated in the sponsorship of flood relief grants for residents of the Bad River reservation who were impacted by this summer's floods.

Bay Bank's recent consumer lending efforts include almost 1,200 personal loans to consumers for the purchase of a used vehicle or the payment of personal expenses. Over 90 percent of these customers are Native Americans. Over the past 2 years, the bank has also provided loans to small businesses on the Menominee Reservation, which is the only Wisconsin county that does not have a bank branch.

Bay Bank has assets of \$85 million and has two banking offices. The bank is profitable and well capitalized. It employs 27 people, including several tribal members. Bay Bank has a six-member Board of Directors, of which five are members of federally recognized Tribes. Its President and CEO Jeff Bowman is a tribal member of the Stockbridge-Munsee Band of Mohican Indians.



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GOVERNOR'S AWARD LUNCHEON

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Welcome

Invocation

Luncheon Sponsor Remarks - US Bank

Governor Scott Walker (Invited)

Business Success Stories

- **Physical Therapy of Milwaukee (PTM)**
Dr. Sylvestra Rameriz
Clinic Founder and Director
- **Belonger Corporation**
Jean Marie Thiel, Owner and President
- **Chrysalis Packaging & Assembly Corporation**
William Beckett, President and CEO

Keystone Sponsor Remarks – Town Bank

Award Presentation

Presented by Mark R. Hogan, Secretary/CEO
Wisconsin Economic Development Corporation

2016 WINNERS

- Minority Business Enterprises (MBE)
- Woman Business Enterprises (WBE)
- Service-Disabled Veteran Enterprises (SDVB)

Department of Administration Contractor Award

U.S. Small Business Administration Award

Adjourn



LUNCHEON SPEAKERS

This year three state-certified businesses will share highlights of their journey through startup, expansion and long-term growth phases.

Dr. Sylvestra Ramirez, PT, DPT, MWH, CEAS

Physical Therapy of Milwaukee

Dr. Ramirez grew up on the Southside of Milwaukee and attended St. Anthony School. She graduated from the University of Wisconsin-Madison, and completed a Doctor of Physical Therapy degree and Masters in Women's Health at Rosalind Franklin University of Medicine and Science in Illinois.

She founded Physical Therapy of Milwaukee (PTM) to provide the community with a rehabilitation center offering bilingual services. PTM was awarded the Business of the Year from the Wisconsin Hispanic Chamber of Commerce in 2014 and she is a recipient of the 40 Under 40 Award from the Milwaukee Business Journal.



Jean Marie Thiel Owner and President

Belonger Corporation

Jean Marie Thiel started Belonger Corporation in her basement in 2000 with one employee and four customers. Seven years later, Belonger Corporation was Wisconsin's only woman-owned and American Indian-owned mechanical contracting company employing over 30 employees. She has been successful at obtaining federal contracts and entered in a mentor-protégé agreement to learn best business practices from a larger corporation.



William Beckett , President and CEO

CHRYSPEC Packaging & Assembly Corporation

William Beckett and three other experienced business professionals started CHRYSPEC in 1999 to create jobs for underutilized minority workers in urban Milwaukee by capitalizing upon the growing trend by large corporations to outsource labor-intensive business services. CHRYSPEC provides contract manufacturing services in packaging, light assembly, quality inspection, and sorting, distribution and fulfillment to regional and national manufacturing companies.



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

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AWARD FINALIST

OUTSTANDING SMALL BUSINESS MBE

M SQUARED ENGINEERING, LLC **Cedarburg**

Established in 2003, M Squared Engineering (M2) is a full-service civil engineering and consulting firm with offices in Wisconsin and Illinois providing civil engineering services to the government and private sectors. M2 is a small, woman and minority (S/W/MBE) certified engineering firm with the Small Business Administration, Wisconsin Department of Transportation, Illinois Department of Transportation, Illinois Tollway Authority, Milwaukee Metropolitan Sewerage District, Metropolitan Water Reclamation District of Greater Chicago, Dane County and the Wisconsin Department of Administration.

M2 services include water resource management, site design, transportation engineering, construction engineering, municipal engineering, rail design/construction, consulting, training and land surveying.

In early 2015, M2 was awarded a contract to work for the U.S. Army conducting rail inspections and remains the only civilian firm trained and qualified to perform this critical infrastructure task. M2 is using this unique position to pursue rail inspection contracting opportunities nationwide.

Minal Hahm, President

MOORE & ASSOCIATES, INC. **Kenosha**

Established in 2005, Moore & Associates (M&A) has a long history of working with under-served populations. M&A provides culturally competent and corrections based therapy that offers a full range of care for adults in recovery from substance abuse, chemical addictions and other abusive behaviors.

To meet the increasing demands for services M&A opened two new sites, one in Elkhorn and the second in Racine. M&A counselors work with clients to develop short- and long-term goals in altering negative thinking and non-productive behavioral patterns that lead to cycles of alcohol/drug addiction, domestic violence, and unacceptable social behaviors.

M&A also provides AODA programs, educational services, and life skill training workshops to prepare individuals to return to their home environments with a new understanding to handle life situations.

Tony Moore, Director

RIVERA & ASSOCIATES, INC. **Milwaukee**

Established in 2002, Rivera & Associates, Inc. (R&A) is a full-service public relations and marketing firm headquartered in Milwaukee. Thriving on creativity and effective communication solutions, R&A has developed an impressive partner/client base. R&A's team brings extensive experience to client projects to address a wide variety of challenging and complex public relations and marketing efforts.

Today, R&A is one of the fastest-growing firms in the Midwest region because of strong client collaboration and strategic teaming efforts. R&A's approach supports closely synchronized communication campaigns that incorporate multimedia channels and creative marketing messages that appeal to both minority populations and the overall market.

R&A's in-depth multicultural analysis provides clients a window into their target markets and supports effective planning to produce positive outcomes. R&A has experience assisting both public and private sector organizations achieve their communication and marketing goals.

Michael Rivera, President



AWARD FINALIST

OUTSTANDING LARGE BUSINESS MBE

ALLCON LLC **Butler**

Established in 2009, ALLCON LLC is a Hispanic, woman-owned general contracting firm specializing in carpentry and electrical disciplines. ALLCON is currently certified as an 8(a) firm, by the U.S. Small Business Administration (SBA) Minority Business Enterprise (MBE) by the State of Wisconsin, Small Business Enterprise (SBE) by the City of Milwaukee, and Disadvantaged Business Enterprise (DBE) by Milwaukee County.

ALLCON began as an electrical contractor and expanded one year later to include general contracting with a carpentry division added in 2015. These strategic expansions have provided ALLCON with unique capabilities that enable ALLCON to participate in projects from the early planning stages to final job completion.

ALLCON is fully licensed, insured and bonded, allowing ALLCON to manage both private and public sector projects involving design build renovation, outdoor renovation, indoor renovation and new construction.

Ana Lopez, President

RAMS CONTRACTING, LTD **Lannon**

Established in 1980 as R.A.M.S Trucking, the company continued to evolve and expand service offerings. In 2006, the company's name was changed to RAMS Contracting to more accurately reflect the company's expanded service capabilities.

Today, RAMS Contracting services offered throughout southeastern Wisconsin include commercial excavating; GPS controlled site grading; demolition; dump truck services; heavy equipment transport; tree cleaning and stump grubbing; general contracting; construction debris disposal; and snowplowing services. In 2014, RAMS Contracting became a signatory contractor to the International Union of Operating Engineers Local 139, enabling an expansion into larger contracts and access to a skilled workforce of operating engineers.

The company continues to make investments in business systems, software, equipment, facilities and employee development to streamline communication and improve project performance. The company is a member of the National Association of Minority Contractors, African American Chamber of Commerce and Hispanic Chamber of Commerce.

Tammy Ristow, President

WEATHERIZATION SERVICES LLC **Milwaukee**

Established in 2008, Weatherization Services LLC is a full-service contractor focusing on energy assessment, home energy scoring, insulation, siding, roofing, windows and doors, air sealing, furnaces, and other areas of a home to improve energy efficiency.

In the company's early days, the focus was only on insulation. This resulted in a very seasonal business, making it difficult to retain good employees. Over time the company expanded into other complementary products and services. This strategic expansion enabled Weatherization Services to achieve significant sales growth.

Weatherization Services continues to make significant investment in people and technology. Employees receive scheduled training and are required to maintain up-to-date certifications. Implementation of new software technology enhanced performance reporting capability, ROI calculation and graphic presentations.

Devin Hawthorne, President



AWARD FINALIST

OUTSTANDING SMALL BUSINESS WBE

HARKINSON CONSULTING LLC **Middleton**

Established in 2010, Harkinson Consulting is a consulting firm providing comprehensive labor compliance service for highways and aeronautic construction projects. Harkinson also provides consulting services to owners, construction managers and contractors on construction projects to ensure all compliance requirements are fulfilled.

Services provided by Harkinson include labor compliance monitoring, contractor and agency staff training, DBE outreach, inclusion plan monitoring, on-the-job training (OJT) tracking and agency performance improvement plans.

Harkinson's comprehensive strategic growth plan has supported the company's annual double-digit growth since 2011. Extensive employee training and investment in proprietary training materials development help strengthen the company's reputation as an industry expert capable of supporting its clients' projects.

Julie Harkinson, President

SUPERIOR STRUCTURAL CORPORATION **New Berlin**

Established in 1970, Superior Structural Corporation fabricates structural steel columns, beams, trusses, mezzanines, catwalks, steel stairs, ornamental and pipe railings, decorative and industrial gates and other customer requested steel fabrications. Superior Structural serves a full range of projects from small to large in the commercial, industrial and government sectors, and the company's customer base consists of general contractors, masonry contractors, churches and schools as well as residential customers.

Superior Structural completed projects include Kohl's stores, Lowe's stores, Qdoba restaurants, McDonald's restaurants, Target stores, Pick 'N Save stores, Walgreens stores, United States Post Office branches and American Honda dealerships.

Started in Mr. Heinrich J. J. Hofmann's two-car garage producing ornamental and balcony railings 40-plus years ago, today Superior Structural is well known for providing building structures with high-grade steel.

Renate Hofmann, President

THE GEO GROUP CORPORATION **Madison**

Established in 1991, the GEO Group was founded 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 (NAFTA) created demand for translation in the United States.

Today, The Geo Group offers translation, interpreting, desktop publishing, website localization, audio/video production and technical writing services. The company's network spans over 60 countries providing more than 700 native-speaking professional translators, linguists and interpreters. The company's headquarters is in Madison with sales offices in Chicago, Milwaukee and Minneapolis/St. Paul.

The Geo Group serves manufacturers, medical device companies, government agencies, healthcare, education, advertising and marketing agencies, and visual production companies.

Georgia Roeming, President



AWARD FINALIST

OUTSTANDING LARGE BUSINESS WBE

ANDREA & ORENDORFF LLP

Kenosha

Purchased in 2009, Andrea & Orendorff (A&O) is a full-service accounting firm providing clients with a full suite of small business services, audit and review services, tax planning and preparation, management consulting and on-site CFO services. A&O also provides bilingual services to meet the needs of Spanish-speaking clients.

A&O serves over 900 individual tax clients, 250 business clients, 30 nonprofits and five small municipalities and has provided long-term contract management services for Milwaukee County since 2008 and the Kenosha County government since 1981.

A&O is committed to helping clients succeed financially by focusing on building strong client relationships and delivering quality services. A&O believes that sharing the excitement of their clients' realizing their dreams and helping them manage the details is what truly matters.

Kathryn Andrea and Terri Schmidt, Partners

MENZEL ENTERPRISES, INC. DBA PRAIRIE LAND TOWING

Sun Prairie

Established in 1984, Menzel Enterprises, Inc. operates under the name Prairie Land Towing (PLT) and is the largest towing and recovery company in Wisconsin with over 100 pieces of equipment. PLT works with over 2,000 customers including the City of Milwaukee, Wisconsin Department of Transportation and City of Sun Prairie from six locations in Wisconsin.

Services provided by PLT include vehicle towing, emergency recovery, local vehicle transport, heavy equipment delivery and vehicle repairs. All PLT terminals operate 24 hours a day, 7 days a week and 365 days a year.

PLT recruits workers from inner-city communities and invests in providing many hours of on-the-job training for job skill development. PLT has also made extensive investments in the company's technology platform to be capable of handling dispatching online, allow viewing and searching of stored vehicles via the Internet, and monitoring contract towing by municipalities.

Jeanne Menzel, President

SHARE CORPORATION

Milwaukee

Established in 1970, Share Corporation (Share) is a nationwide manufacturer and distributor of over 600 specialty chemicals and is also a distributor of hardware and welding supplies with customers throughout the United States. Share offers over four decades of experience in manufacturing and providing the highest quality maintenance products and technical sales support for industrial, governmental, commercial and institutional use. Share's strong commitment to producing environmentally friendly and superior quality products, as well as dedication to "Excellence in All We Do," supports the company's continuing success as an industry leader.

Share's success has been based on a progressive and focused approach to solving customer problems with the most cost-effective products and solutions available. Their customer service benefits from strong technical capabilities, a desire to achieve optimum results, old-fashioned hard work and a collaborative work environment allowing their staff to find the best solutions to customer needs.

Laure Des Jardins, President

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AWARD FINALIST

OUTSTANDING SMALL BUSINESS DVB

MIDDLETON CONSTRUCTION CONSULTING LLC

Madison

Established in March 2011, Middleton Construction Consulting (MCC) provides pre-construction services including cost estimating, budget preparation, bid review and scheduling and is an owner representative for commercial and municipal building clients. Additionally, MCC provides general contracting services on construction projects at the Department of Veterans Affairs.

MCC has worked throughout the United States, completing projects in the Midwest, Northeast, South and Southwest regions with expertise in the healthcare, municipal and higher education markets.

MCC differentiates itself by investing in, developing and maintaining detailed internal cost databases that drive a proprietary estimating software system. This provides customers with most comprehensive and accurate project budgets that are better able to accurately reflect actual production schedules.

Thomas Middleton, President

PANACEA GROUP, LLC

Seymour

Established in March 2011, Panacea Group is a veteran-owned business providing general contracting, design-build, new construction, renovation/remodeling and quad axle dump truck hauling services. The company has achieved triple-digit growth since 2012.

Panacea Group prides itself on an outstanding performance track record and delivering quality work for private, commercial and government contracting officers seeking SDVOSB and HUBZone certified companies. Panacea Group continues to focus on developing employees, upholding business integrity, promoting safety, and committing to environmental preservation.

As part of this continuous improvement effort, Panacea Group successfully completed the Green Bay Packers Mentor-Protégé Program, which pairs emerging businesses (protégés) with established, knowledgeable and committed companies (mentors) to help provide exposure, resources and guidance in order to reach the next level of business growth.

Keith Plaster, President



AWARD FINALIST

RISING STAR BUSINESS AWARD MBE

MALDONADO AND MORGAN LLC **Milwaukee**

Established in 2012, Maldonado & Morgan (M&M) is a multicultural advertising agency in Wisconsin with staff representing more than 35 years of combined industry experience. The firm offers cross-industry perspectives and insights based on years of experience helping clients grow and enhance the value of their products and services.

M&M staff is bilingual and very involved with the Hispanic Chamber of Commerce Wisconsin, African American Chamber of Commerce and other organizations that are making a difference in the community and in the lives of people of color. M&M's services include marketing, advertising, animation, branding, illustration, website design and development, video production, SEO/SEM, copywriting and public relations.

Julio Maldonado and Terrell Morgan, Partners

FOX VALLEY COMMUNICATIONS LLC **Appleton**

Established in 2015, Fox Valley Communications (FVC) provides interpretation, translation and notary services with a mission to provide a bridge to help non-English speakers effectively communicate their needs within English-speaking communities.

FVC focuses on improving client relationships and becoming a preferred provider for accurate and effective translation. FVC works collaboratively with other translation agencies to meet the Fox Valley area's increasing demand for translation services. In just over one year, the FVC team has grown to 27 full-time, part-time and on-call employees.

Katherine Medel and Lidia Fernandez, Co-Founders



AWARD FINALIST

RISING STAR BUSINESS AWARD WBE

WISCONSIN INTERSTATE CONTRACTING LLC **Merrill**

Established in 2015, Wisconsin Interstate Contracting (WIC) provides erosion and sedimentation control, site stabilization and site restoration services. During the first year of operation, WIC successfully grew from three to eight employees.

WIC works with excavating and construction companies to install silt fence around project sites before earthwork begins and returns after project completion to plant grass, shrubs and trees. For road building-related projects such as those funded by the Wisconsin Department of Transportation (WisDOT), WIC's careful project planning ensures that all plantings meet the project plan's specifications and only utilize material approved by WisDOT.

Renee Koebe, Owner

EFH TRUCKING LLC **Milwaukee**

Established in 2014, EFH Trucking began with a single truck. Today, EFH operates four company-owned trucks and provides additional capacity by working with 16 subcontractors. EFH is a certified DBE, MBE, SBE, WBE and Section 3 business.

EFH routinely recruits employees through the City of Milwaukee's Residential Preference Program (RPP) and invests many hours of additional training and mentoring to prepare new drivers and subcontractors for the jobs they are hired to perform.

EFH has benefited tremendously from several mentor relationships that helped guide the company through startup obstacles and growth challenges. EFH's management team is now passing that knowledge on to its subcontractors by providing mentorship so subcontractors can keep pace with EFH's growth.

Erica Herrera, President



MINORITY BUSINESS DEVELOPMENT AWARDS

STATE CONTRACT AWARD

Toki & Associates, Inc

Toki & Associates Inc. (Toki) was established in 1987 as a corporation in the State of Wisconsin to provide multi-disciplined consulting engineering services. Since then, the firm has grown with headquarters in Milwaukee, providing architectural, engineering, surveying, material testing and construction services. Toki's principals Theophilus Iyasele, P.E., and Olaitan Olapo, P.E., bring over 30 years of prior experience along with key personnel that have substantial experience with various government and private clients.

Toki's commitment to excellence and professionalism, together with sound management and technical skills, has resulted in long-term relationships with its clients. Toki's goals are to meet the needs of its clients by listening to their needs and desires and responding with efficient and cost-effective solutions to provide quality services on time and within budget.

SBA 2016 AWARD WINNERS

8A GRADUATE OF THE YEAR

Thomasina Ivy, TMI Consulting LLC

TMI Consulting is an award-winning professional services firm founded by Thomasina Ivy. From a single-person shop, Thomasina has developed a team of 42 employees. Headquartered in Milwaukee, with offices in Fairfax, VA, Fort Worth and Washington, DC., TMI is able to offer a variety of services: assessment and strengthening of businesses processes, assistance with financial, risk management, security systems and data analytics. TMI's goal is to help executives at all levels of government and in the private sector manage the ever-increasing volume of data in order to make informed decisions. TMI has been able to maximize critical strategies including being customer focused, relying on industry best practices and ISO 9001-2008 certification to aid its clients in achieving positive results, including achieving cost savings. Ms. Ivy knows that TMI's people are the basis of its success. As a result, TMI focuses on staff training, including utilizing an internal mentor protégé system that benefits both the mentor and protégé. Thomasina and TMI's successes are many, including landing numerous times the Inc. 5000 list of fastest growing companies in America.

MINORITY SMALL BUSINESS CHAMPION

May yer Thao, Hmong Wisconsin Chamber of Commerce

May yer is the Director of the Hmong Wisconsin Chamber of Commerce, a statewide Community Development Financial Institution (CDFI) headquartered in Milwaukee. In 2016, May yer will open two satellite offices, including one in Wausau. Her goal is to ensure Hmong businesses throughout the state have access to the financial and technical resources needed to start and grow their business. To that end, May yer and the chamber have held statewide gatherings. At these events, May yer brings infectious enthusiasm that springs from her belief that the businesses need to learn about and work with their peers from across the state. Outside resource groups are also brought in and May yer challenges the businesses to network with and utilize these resources. In 2015, May yer and the chamber achieved record lending, including participation in three cornerstone projects in Sheboygan, Milwaukee and Wausau. These projects demonstrate May yer's resolve to showcase the abilities of Hmong owned businesses, while also increasing the prosperity of Hmong communities.



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Economic growth works best in an environment of open collaboration. That's why the Wisconsin Economic Development Corporation (WEDC) relies on 600+ economic development, academic and industry partners throughout the state. These partnerships build strength and add insight that helps WEDC create economic opportunity to enhance the lives of those who live and work here. Discover how WEDC can help businesses, communities and people thrive In Wisconsin, call **855-INWIBIZ** or visit **InWisconsin.com**.

