# MARKETPLACE 2010 Governor's Conference on Minority Business Development









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## JIM DOYLE

#### **GOVERNOR** STATE OF WISCONSIN

Dear Marketplace 2010 attendees:

It is my pleasure to welcome you to the Governor's Conference on Minority Business Development - Marketplace 2010 - celebrating its 29th anniversary. Thank you for joining us

Marketplace 2010 promises to be a great day filled with speakers, meetings and workshops addressing everything from business financing to building capacity by entering the world of government contracting. I expect you will find exactly what you are looking for here.

We've worked hard over the last several years to create a business climate in this state that supports innovative Wisconsin businesses, attracts businesses to relocate in Wisconsin, and provides entrepreneurs with the opportunity to get their ideas off the ground and competing

This year, I'm pleased to recognize high-performing minority businesses, committed to moving their ideas forward, and strengthening our state economy. I'm also pleased to welcome this year's keynote speaker, Maria L. Campbell, Corporate Director of Diversity for SC Johnson, a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace, and a long-term commitment to the environment and the communities in which it operates. With more than 20 years of business experience at SC Johnson, Ms. Campbell has held a variety of positions in business units ranging from Engineering, Marketing and Human Resources.

Together, we're working to ensure Wisconsin remains a place where anyone with a good idea and the will to work hard can achieve their goals.

I hope everyone in attendance this year takes advantage of all that Marketplace has to offer. I am pleased to see you here and I thank you for all you are doing to help to grow Wisconsin's

Sincerely,

Jim Doyle Governor

- Dyh



P. O. Box 7970 Madison, Wisconsin 53707 (608) 266-1018 TTY: Contact Through Relay

Jim Doyle, Governor Aaron Olver, Secretary

October 13, 2010

Welcome to the 29<sup>th</sup> Annual Marketplace Trade Fair.

Presented by the Department of Commerce and its Bureau of Minority Business Development Program, Marketplace has the goal of improving minority business opportunities across Wisconsin. This conference offers minority business enterprises (MBEs) an excellent opportunity to make sales, build capacity, and network with buyers and supplier diversity managers. This day-long event is filled with speakers, meetings, and workshops dealing with topics ranging from business financing to building capacity to government contracting. MBEs can directly showcase their products and services at

This year's event will again include the Marketplace 2010 Minority Business Awards. High-performing minority businesses will be recognized during the Governor's Awards Luncheon in addition to being featured in the *Small Business Times*. The Bureau of Minority Business Development will present awards in three categories:

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

This conference and awards luncheon would not be possible without our generous sponsors and partners in minority business economic development. I want to thank all of the organizations that contributed their generous support to Marketplace 2010.

Sincerely,

Aaron Olver

**SECRETARY** 

**MARKETPLACE 2010** is sponsored by the Wisconsin Department of Commerce Division of Business Development, Jim O'Keefe, Administrator.

The Bureau of Minority Business Development team is composed of E. Aggo Akyea, Bureau Director; Seyoum Mengesha and Tru Mwololo, Area Development Managers and Tanya Lynn Armour intern. This team was pivotal in the design, planning, and production of **MARKETPLACE 2010.** 

We extend appreciation to our partners from the following organizations who teamed up with the Department of Commerce to plan and produce **MARKETPLACE 2010**:

#### Anne M. Hlavacka

Small Business Development Center UW LaCrosse

#### **Carol Dunn**

Wisconsin Department of Commerce

#### Cheryl Jordan

U.S. Small Business Administration

#### **David Kircher**

Wisconsin Business Development Finance Corporation

#### **Edward Bryant**

Wisconsin Housing and Economic Development Authority

#### **Gary Shultz**

Wisconsin Department of Commerce

#### **Godwin Amegashie**

Wisconsin Department of Administration

#### JoAnne Moore

Wisconsin Department of Transportation

#### Kamela Goodwyn

Wisconsin Entrepreneurs' Network

#### Keith E. Broadnax

WI Department of Administration

#### **Mary Perry**

Wisconsin Department of Commerce

#### Michael Phillips

PNC Bank

#### **Nelson Soler**

Multicultural Entrepreneurship Institute, Inc.

#### Nikki Purvis

Emerging Business Enterprises
City of Milwaukee

#### **Rachel Trainor**

Wisconsin Women's Business Initiative Corporation

#### Ryan Baker

Wisconsin Department of Commerce

#### Tony Hozeny and Barbro McGuinn

Office of Communications, WI Department of Commerce

#### Vinny Sachdeva

Wisconsin Department of Commerce



National recognition. Local excellence. BizTimes Milwaukee was recently named the winner of the gold award as the "Best Newspaper" in the Small Tabloid Division of the 2010 Alliance of Area Business Publications (AABP) Editorial Excellence awards. This is the highest honor presented to the overall best business publication in the country. The award salutes the excellence in journalism and design BizTimes Milwaukee strives to provide our region in each issue.

AABP is an organization of over 70 business publications dedicated to delivering customized regional business news to over 1.2 million business professionals in the United States, Canada, Mexico, Puerto Rico and Australia. Faculty members of the University of Missouri School of Journalism judge the contest.

Thanks to our readers and advertisers for supporting us over the past 15 years. We are committed to providing you with the best publication in the United States for years to come.

#### **2010** Editorial Excellence Awards

**Gold: Best Newspaper** Small Tabloids **Gold: Most Improved** Best of Show **Bronze: Best Design** Small Tabloids



#### Here's what the judges had to say about BizTimes Milwaukee:

"A stunning redesign in 2009 was responsible for bringing stronger content and more compelling design to an already striking publication. The strength of BizTimes Milwaukee is its sharp focus on area news, but the editorial mix is broad enough to include Q&As, home-grown products and a column on trade in China. The cover story in each issue is consistently rich with information. Standards such as the business calendar, personnel file and business briefs are smartly written and executed. "The Last Word," a page of thoughtful advice from a business leader, wraps an outstanding publication."



sponsors of

# **MARKETPLACE 2010**

Governor's Conference on Minority
Business Development



# What If It Only Came In Gray?

Motorcycles drenched in smokey gold.

Lava red sunglo. Flames. And Flecks. Our company wouldn't be the same without diversity.

Neither would our world.

On the road of life, we all ride together.



# Agenda at a Glance

**Conference Registration & Networking** 

7:00 AM

Pick up registration materials, agenda, and name badge

**Breakfast & Welcome Session** 

**MA 00:8** 

**Guest Speaker:** 

Esther H. Vassar

U.S Small Business Administration National Ombudsman

and Assistant Administrator of Regulatory

**Enforcement Fairness** 

**DOA Procurement Update:** 

Helen McCain, Director State Bureau of Procurement

Sales Meetings: One-on-One Sales Meetings 9:00 AM

Workshop: 1 9:00 AM

Gowing and Managing your Cash

EXHIBITION OPENS: 10:00 AM

Workshop: 2 10:30 AM

How to Secure and Perform on Larger Contracts

GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON WELCOME

12:00 noon

Keynote Speaker:

Maria L. Campbell

Corporate Director of Diversity for SC Johnson

**MARKETPLACE 2010 Awards Presentation** 

EXPO and Sales Meeting Re-opens: 1:30 PM

Workshop: 3 2:30 PM

Strategy and Success in Social Media Marketing

Adjourn 4:00 PM







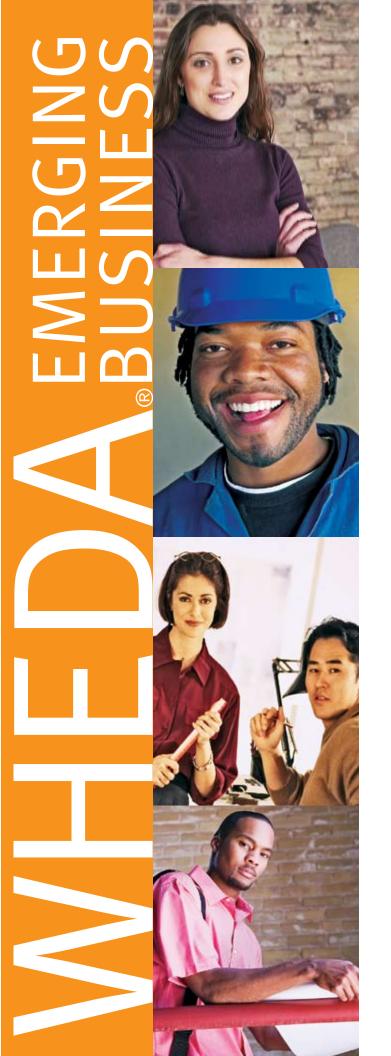
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## **Guest Speaker**

#### GUEST SPEAKER - Esther H. Vassar

Esther H. Vassar was appointed National Ombudsman andAssistantAdministratorforRegulatoryEnforcement Fairness for the U. S. Small Business Administration in August 2009. In her former roles as director of a state regulatory agency and Virginia's Department of Minority Business Enterprise, owner of two small businesses, and her prominent roles working with businesses and community organizations, Ms. Vassar brings first hand experiences that will greatly enhance the communication and relationships between small businesses and federal regulatory agencies.

Vassar, a three time gubernatorial appointee, is a graduate of Howard University, University of Virginia, and Harvard University Executive Program for State Officials, Virginia Executive Institute and Leadership Metro Richmond.

Prior to her appointment as National Ombudsman, Vassar served as Commissioner of the Virginia Department of Alcoholic Beverage Control, a regulatory agency with more that 2,000 employees and 344+ retail liquor stores. She was first appointed to this position by Governor Mark Warner in 2002 and was reappointed as Chair of the Board in 2006 by Governor Tim Kaine. As alcohol commissioner, Vassar led underage drinking and driving public service campaigns, the alcohol education programs, and established partnerships with the U.S. Army and the Norfolk Naval Base to develop programs and provide information to military personnel about the prevention of alcohol abuse and drunk driving. Vassar's leadership created partnerships among the military, state agencies, and the alcohol industry that produced two programs that won national recognition and awards: "The Safe Ride Home" program for the military and the "Alcohol and Aging: The Best Is Yet To Come" program.

Prior to joining ABC, from 1994-2002, Vassar was president and CEO of E.H. Vassar Enterprises in Newport News, an organization specializing in political consulting, fund-raising, event planning and corporate training. Her clients included Dominion Virginia Power, the City of Richmond, Bell Atlantic, and many others.

In 1990, Vassar was the gubernatorial appointee of Governor L. Douglas Wilder in charge of directing the Virginia Department of Minority Business Enterprise. In this role, Vassar administered the state's minority business procurement efforts, and she also created and executed the governor's African trade initiatives and monitored the purchasing procedures of all state agencies.



Esther H. Vassar

Vassar also served as an administrator and faculty member for more than 20 years at several universities in Virginia, North Carolina and Washington, D.C., including the University of Virginia, Howard University, The College of William and Mary, Hampton University, Virginia Commonwealth University, and the University of North Carolina at Chapel Hill.

Ms. Vassar is most known and recognized for her contributions and service to her communities and the people in those communities. In 2008, Vassar was inducted into "The George Washington Spirits Society" for her extraordinary contributions to the international community through her dedication and remarkably effective advancement of alcohol related social responsibility and moderation. This award is presented by the Board of Trustee of the George Washington Spirits Society, in conjunction with Historic Mount Vernon and the Board of the Distilled Spirits Council to persons who exhibit not only great leadership, personal sacrifice, and dedication in his devotion to our country, but also the highest standards of integrity, responsibility, and service to society by the manner in which he or she conducts every aspect of his or her life and business enterprise.

Additionally, in 2008, Vassar received Dominion Virginia Power's Strong Men and Women Excellence in Leadership award. In 2004 Vassar received the NAACP Oliver W. Hill Freedom Fighter Award, named in honor of the great civil rights attorney, Oliver Hill. Vassar received the 2002 Lifetime Achievement Award from the Greater Richmond Urban League for her exceptional contributions to the community and to the greater good of the citizenry.

Vassar has two children: her son Banyon and daughter Brenan both live in the Washington, DC area. She has two grandsons, Isaiah and Noah Vassar.

# **Opening & Breakfast**

#### **OPENING & BREAKFAST SESSION**

8:00AM

Wednesday October 13, 2010

**GRAND BALLROOM** 

#### **BREAKFAST**

#### **Opening and Welcome**

E. Aggo Akyea

Director, Bureau of Minority Business Development WI Department of Commerce

#### **Commerce Business Development Update**

Mark Richardson

Administrator

Division of Business Development Wisconsin Department of Commerce

#### **Guest Speaker**

Esther H. Vassar

National Ombudsman and Assistant

**Administrator of Regulatory Enforcement Fairness** 

**U.S Small Business Administration** 

#### **DOA Procurement Information**

Helen McCain

Director

State Bureau of Procurement WI Department of Administration

Concludes 9:00AM



# **Evolving Together**

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

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

Visit www.wisconsinenergy.com/supplier to learn more about participating in the We Energies
Supplier Diversity Initiative.

# Wisconsin Department of Commerce

### Minority Business Development Program

The Department of Commerce's Minority Business Developent Program is designed to generate and foster the growth of minority businesses in the State of Wisconsin. The Bureau of Minority Business Develoment provides services to minority entrepreneurs.

#### FINANCIAL ASSISTANCE

The Bureau provides assistance to individuals who are interested in starting a business, buying a business or expanding an existing business. The staff provides information about the Bureau's gap financing, business development and other programs in the Department of Commerce intended to assist the expansion of all businesses in the state.

#### **CERTIFICATION**

The Bureau certifies minority-owned businesses for participation in the state's Minority Business Purchasing and Contracting program. The process includes a cross-reference of the business' product or service area, application and supporting document review, an on-site visit and proof of business activity.

#### **BUSINESS AWARDS**

#### **EXPO TRADE SHOW**

#### WORKSHOPS



#### **MARKETPLACE**

The Bureau annually coordinates the Governor's conference on Minority Business Development. This event is a customized capacity building event and is the cornerstone of ongoing regional training events throughout the state. MARKETPLACE is held in the fall of each year.

#### DIRECTORY OF MINORITY-OWNED FIRMS

The Bureau electronically publishes a real-time online directoy of firms that have been certified by the Wisconsin Department of Commerce. The Directory is maintained in a computerized database, which enables buyers to access Wisconsin minority-owned firms by product or service area, county, or commoditiy code. The bureau markets the firms listed in the directory by electronically distributing the directory to the general public, purchasing agents and resource agencies.

#### TO RECEIVE FURTHER INFORMATION

Please Contact: Bureau of Minority Business Development



201 West Washington Ave., 5th Floor P.O. Box 7970 Madison, WI 53707 608/267-9550 - 608/267-2829 (Fax)

Email: commbd@wisconsin.gov

Visit us on the Web at: www.commerce.wi.gov

## Agenda

### Wednesday, October 13, 2010

**REGISTRATION AND NETWORKING:** Pick up your name badge and MBD Professional and Business Capacity Building materials.

7:00 AM

SIGN UP FOR ONE-ON-ONE SALES MEETING OPEN REGISTRATION:

Schedule a one-on-one meeting with a purchasing agent.

7:15 AM

**GRAND BALLROOM FOYER** 

**BREAKFAST AND WELCOME SESSION:** 

8:00 AM

**GRAND BALLROOM** 

**ONE-ON-ONE SALES MEETINGS** Gain exposure and improve access to government and corporate purchasing agents. Facilitator: Keith E. Broadnax, WI Department of Administration

9:00 AM

**SOMERSET** 

#### **WORKSHOP 1: Growing and Managing your Cash**

9:00 AM

Tools and expertise you need to improve your business' cash flow while also considering your employees and your personal finances. Understanding the unique needs of your business - and custom-design solutions accordingly.

This workshop will help you learn how to project your cash needs and manage cash flow to keep your business on a steady course toward success. You'll also learn cash management strategies for tough times, as well as how to acquire and use lines of credit to smooth out the rough spots.

Presented by: Michael Philips - Vice President Business Banking, PNC Bank Moderator: Rachel Trainor, WWBIC

#### WOODFIELD

#### **OPENING OF MARKETPLACE EXPO**

Buy-Sell-Network!! Businesses, Financial Institutions and Resource organizations showcase their products and services.

10:00 AM

GRAND SALON - Exhibition Hall

#### **WORKSHOP 2: How to Secure and Perform on Larger Contracts**

10:30 AM

How will you guarantee and provide a pipeline of steady business? This workshop will help you prepare a specific government and private sector marketing plan, design promotional and advertising materials and create a step-by-step "battle plan" to secure more business.

Special areas of concentration and discussion will be eliminating the barriers to bonding and access to capital. Bid, Performance and Payment Bond Guarantees, Contract Financing and where to seek effective Contractor Consultation & Technical Assistance.

Presented by: David Schuppler, Chief Executive Officer, David Schuppler And Associates

Moderator: David Kircher, WBD

Panelist: Leida Wesilowski - Big Horn Trucking & Jean Thiel - Belonger Corporation

#### WOODFIFI D

#### **GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON:**

12:00 PM

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

- Outstanding Large Minority Business Award
- Outstanding Small Minority Business Award
- Rising Star Award for the most exciting and promising young company
- Good Citizen Award to recognize a company's contributions to society

The following Awards will also be given:

- Special Community Economic Development Award
- Excellence in State Procurement Award
- Excellence in State Construction Award
- SBA Awards
  - Minority Small Business Person
  - Minority Small Business Champion

#### GRAND BALLROOM =

Marketplace 2009 EXPO: Trade Show and Networking resumes.

1:30 PM

GRAND SALON - Exhibition Hall

Marketplace Sales meetings: One-on-One with Procurement Agents resumes.

1:30 PM

#### **SOMERSET**

#### **WORKSHOP 3: Strategy and Success in Social Media Marketing**

2:30 PM

Did you know that over 41% of businesses don't undestand how to use Social Media? Social Media is a set of strategies using media tools and digital technologies that are integrated into your branding and marketing campaigns. Social Media isn't a fad. It's here to stay. Learn how to gain more exposure and drive traffic in your brand's social space on Twitter, Facebook, LinkedIn and more.

Presented by: CD Vann, Owner De'nina, LLC Moderator: Nelson Soler, Multicultural Institute

#### WOODFIFI D =



# Helping Your Business SUCCEED

#### Milwaukee / West Allis

2745 N. Dr. Martin Luther King Jr. Dr. Milwaukee, WI 53212 Phone: 414-263-5450 Fax: 414-263-5456

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600 52nd Street, Suite 130 Kenosha, WI 53140 Phone: 262-654-1234 ext.114 Fax: 262-654-4655

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Email: info@wwbic.com www.wwbic.com www.onlinewbc.gov The Wisconsin Women's Business Initiative Corporation is an economic development corporation, providing quality business education, technical assistance, and access to capital.

We work with men and women throughout the state to start, stabilize and grow successful small businesses. Call today to see how we can help you.

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- **♦** Business Education & Counseling
- **♦** Loans up to \$100,000



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- Accounting for Small Businesses
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We proudly collaborated in this event outreach and marketing materials!

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#### **EDITORIAL EXCELLENCE AWARDS**



# **BEST WEB SITE**

BRONZE AWARD WINNER

#### **BizTimes.com wins national award**



#### SILVER AWARD WINNER:

CrainsDetroit.com of Crain's Detroit Business

#### GOLD AWARD WINNER:

ChicagoBusiness.com of Crain's Chicago Business

BizTimes.com, the web site of BizTimes Media LLC and BizTimes Milwaukee, has received an award as one of the three best local business news web sites in the nation.

The Alliance of Area Business Publications (AABP) presented a bronze award for "Best Web Site" to BizTimes.com at the organization's Editorial Excellence Awards Banquet in Minneapolis.

The "Best of Show" winners of the AABP Awards were selected among entries from 56 local business publications throughout North America and Australia, as judged by professors from the prestigious University of Missouri School of Journalism.

Referring to BizTimes.com, the judges stated, "A visually compelling front page that invites readers to dig in. Numerous blog contributors offer a wealth of perspectives. E-newsletters provide multiple methods of engaging with the content."

"The purpose of the Alliance competition is to encourage a high level of journalistic performance and service to communities by recognizing editorial excellence and outstanding visual presentation in regional business publications," said AABP executive director C. James Dowden.

"Our company and our dedicated staff serve our readers through our award-winning web site, our electronic newsletters and our redesigned printed publication," said Dan Meyer, publisher of BizTimes Milwaukee. "We will continue to improve our offerings by providing news and operational insight to our readers across multi-media platforms. Our readers find the information they need online, in print and live at our events."

### Governor's Award Luncheon



**GUEST SPEAKER** - Suzanne E. Alexander



Suzanne E. Alexander

Suzanne E. Alexander PNC Bank

Suzanne Alexander is a Senior Vice President in Government Secured Lending and Western Territory Sales Manager. Her team includes Specialty Lenders in Ohio, Illinois, Michigan, Kentucky and Missouri that also cover Indiana and Wisconsin. During her 30 year career with PNC/National City she has had experience in Retail Banking as a Branch Manager, Corporate Banking Relationship Manager, Private Client Group/Trust and Marketing. She attended Ball State University and University of Indianapolis. Suzanne has experience as a Small Business Owner which adds value in working with the business owners.

Other affiliations include: Board Member for the Catholic Youth Organization, as well as Finance, Camp and Award Committees. She was the campaign chair for the 2008 United Way Campaign at National City in Indianapolis and for the past three years has Co-Chaired the Woman Business Advocates at National City for the Indianapolis area, currently she serves as the Program Administrator of the new Indianapolis AthenaPowerlink Program, acts as an Advisory for NAWBO Indy and volunteers with St. Jude Beggars for the Poor a program to provide food for the homeless in Indianapolis.

# Keynote Speaker

#### **KEYNOTE SPEAKER** - Maria L. Campell

Maria L. Campbell serves as Corporate Director of Diversity for SC Johnson, a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace, and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, and insect control. The 124-year old company, with more than \$8 billion in sales, employs approximately 12,000 people globally and sells products in virtually every country around the world.

With more than 20 years of business experience at SC Johnson, Maria has, through multiple promotions, held a variety of positions in business units ranging from Engineering, Marketing and Human Resources. In 2000, Maria developed a solid business case for diversity and a seventier strategic plan, which is now implemented at all, levels within the organization. Through presentations shared with other companies and universities, Maria has helped more than 35 organizations and universities benchmark their best practices in diversity.

Maria's efforts have gained national visibility for SC Johnson with company recognition on DiversityInc Top 50 Companies, FORTUNE's "100 Best Places to Work For"; Hispanic Magazine's "Corporate 100 List of Top Companies for Latinos"; Working Mother Magazine's "100 Best Companies for Working Mothers"; and "Best Large Company to Work For in Southeastern Wisconsin" and "Best Large Company to Work for Women" by The Management Association, Inc.'s annual ranking in Milwaukee Magazine. Her efforts have also brought numerous awards to SC Johnson including; AARP Best Companies for Workers Over 50; the Minority Corporate Counsel Association's "Employer of Choice Award"; National Disability & Business Council's "2004 Gold Employer of Year Award"; the Human Rights Campaign Foundation's "Corporate Equity Index On Gay, Lesbian, Bisexual and Transgender Social Responsibility"; PlanetOut Partners' and Out & Equal Workplace Advocates'



Maria L. Campbell

"Champion for Workplace Equality Award" and "Employee Resource Group of the Year Award" presented to SC Johnson's Gay & Lesbian Business Council.

As a result of her leadership, SC Johnson is viewed as a leader in diversity management. She has been featured in such national publications as BusinessWeek, Forbes, Diversity/Careers in Engineering & Information Technology Journal, and DiversityInc.com.

In her current role as Corporate Director of Diversity, Maria partnered with the Johnson Learning Institute to create and launch diversity-training programs for senior-level management and other employees at all units in the business. She also developed a scorecard to track progress against key business measures. Her effort to set strategies and drive for results has helped SC Johnson recruit only "the best talent." She also serves as champion and spokesperson for SC Johnson's business councils; Abilities First, African American, Gay and Lesbian, Hispanic, and Women's Business Council.

Maria holds a Bachelor of Science degree in Industrial Engineering from Purdue University and a Master's Degree in Management from the J.L. Kellogg Graduate School of Management at Northwestern University.

# Governor's Award Luncheon

#### **SPONSORED BY:**



GRAND BALLROOM '

#### **Opening and Welcome**

12:00 NOON

E. Aggo Akyea

Director

Bureau of Minority Business Development Wisconsin Department of Commerce

**Department of Commerce Updates** 

Zach Brandon
Deputy Secretary

Wisconsin Department of Commerce

**Guest Speaker** Suzanne E. Alexander

Senior Vice President in Government Secured Lending

and Western Territory Sales Manager

**PNC Bank** 

#### LUNCH

#### **KEYNOTE ADDRESS**

Maria L. Campbell

Corporate Director of Diversity

SC Johnson

Remarks

Jim Doyle (Invited)

Governor

#### **Recognition of 2010 Wisconsin Minority Business Awardees**

E. Aggo Akyea, Director, Bureau of Minority Business Development, WI Department of Commerce

#### **Recognition of 2010 SBA Awardees**

#### Concludes

1:30PM



# Optimizing our supply chain activities through supplier diversity.

The strength of a diverse supplier base and the importance in providing all suppliers equal access to fair and competitive bidding opportunities.

Cooper Power Systems focuses on the development and inclusion of all capable material and service suppliers, pointing us towards identifying the most qualified suppliers—those who can meet our price, quality, and delivery requirements—characteristics that are consistent with our established corporate goals.

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# WISCONSIN MINORITY RECOGNITION AWARD

# A SPECIAL COMMUNITY ECONOMIC DEVELOPMENT AWARD

Craig Anderson

American Indian Chamber of Commerce of WI

Craig Anderson has served as President and Founder of numerous companies and organizations throughout his career, while fully utilizing his experience as an operating engineer.

Craig currently serves as the President and Executive Director of the American Indian Chamber of Commerce of Wisconsin (AICCW) where, in 1991, he was the driving force behind its grass-roots establishment. In addition, Craig also serves as the Executive Director of the First American Capital Corporation (FACC) - a subsidiary of AICCW - which is a State-wide revolving loan fund, Community Development Financial Institution and SBA Micro-Lender offering competitive and flexible loan products and services.

From the late 1977 through 1980, Craig served as President and Founder of Dakota Ironworks, a company that provided custom welding and field services for small townships and the farming community as well as President and Founder of Dakota Craft & Jewelry 1987-1990, a distributor of Black Hills jewelry and reseller of American Indian handmade crafts and jewelry.

From 1993 to 1997, while serving in his capacity with the AICCW, Craig concurrently served as President and Founder of Dakota Technology Systems where he lead a company that acted as a systems integrator, served as an authorized distributor and service provider of all brands of business systems, provided network services to business clients, and offered consulting services specializing in LAN and Wide area networks. In 1996, Craig founded DSL (Dakota Services Ltd.) @link Networks, Inc. This company provided broadband services in 14 Midwest states and em-

ployed



Craig Anderson

over 1,000 employees which grew to achieve an estimated value of \$2.5 billion.

Craig's distinctions include being selected as the 2004 SBA WI & Region V Minority Small Business Advocate of the Year. Through his tenure at AICCW, he has demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.

His commitment to the community has provided him with the opportunity to serve on many boards and with many community organizations including; United States American Indian Chamber of Commerce, Secretary; Spotted Eagle Alternative High School Board, Chair; AICCW Scholarship Board, Member; WisDOT Youth Program, Advisor; Democratic National Committee American Indian Caucus, Founding member; Indian Council of the Elderly, Advisor; and, United States Small Business Administration Small Business Banking Advisory Round Table Board, Member. Voting member for the American Indian Construction & Trades (TRANSACT).

# 2010 Wisconsin Minority Business Award Nominees

### 2009 Wisconsin Minority Business Award Finalists

#### **OUTSTANDING LARGE BUSINESS**

#### **Buveck Consultants, LLC**

Buveck Consultants, a consulting firm located in Milwaukee and Green Bay Wisconsin was established in 2002 by Thomas L.Burse, President. The company provides engineering, technical, administrative, construction management services, design and corridor studies on various projects. It is the company's philosophy to distinguish itself by providing excellent services to its clients. This is achieved by providing each employee with the training, equipment skills and motivation to produce high quality job performance to meet or exceed the client's needs.

#### Hiring & Staff Services, Inc.

Hiring & Staff Services. Inc, was founded in 1994, by Ray Smith, CEO and is located in Madison Wisconsin. The company provides employment staffing, computer program training, web sites and web page design, payroll services, and business consultation services, to private businesses and government. Clients are afforded experienced and qualified temporary, temp to hire, and career placement staff. "Your needs are our concern", is the company slogan. The mission is to provide the highest caliber and retention rate of employees so that our clients' productivity benefits.

#### SWITS, Ltd

SWITS is a private community-oriented agency that has been helping break the barriers of intercultural communication since 2002. Company interpreters help English speaking providers communicate with their limited english proficient clients. SWITS provide interpreters in over 60 languages including American sign languages. It's areas of services are: on-site interpreting, telephone interpreting, translations (including Braille), interpreter training, video remote service, voice-over and recorded announcements. SWITS interpreters are qualified to work in legal settings, medical/mental health situations, educational settings, business settings, governmental appointment.

#### **OUTSTANDING SMALL BUSINESS**

#### Flex Pre-Press, Inc.

Flex Pre-Press is a full-service design and prepress company providing state-of-the art solutions to a variety of manufacturers and printers. The company converts computerized design files submitted by advertising agencies, graphic designers and product manufacturers into print ready files, full color preprint proofs and laser generated photopolymer printing plates for flexographic printing companies. The firm operates multiple platforms of high speed computer systems and output devices that produce goods and services to several industry sectors.

Burt Tabora, President - Franklin.

#### MARS IT Corp.

MARS IT was established by Rashi Arora Khosla in 2006. It is a women and minority-owned certified organization based in Wauwatosa providing information technology consulting services. It has a team of highly skilled software architects with strong business acumen. MARS IT strives to create a distinction from the competitors in the arena by implementing a unique and innovative costing model to offer clients quality at lower price.

#### T. L. REESE Corporation

T. L. Reese Corporation of Milwaukee specializes in new and renovation construction, facilities maintenance, property management and electrical systems. The company is a leader in exceeding diversity requirements on all of its projects and achieving superb outcomes. Recongnized; Minority Contractor of the Year by The Daily Reporter & Wisconsin Builder - 2009, Winner of a MANDI and Top Projects Award for the UMCS Washington Park Apartments project, from the Greater Milwaukee Committee's Inner City Business Award - 2010. Troy Reese, President is the company's founder and was named one of the 40 under 40 by the Business Journal.

# 2009 Wisconsin Minority Business Award Nominees

#### RISING STAR

#### Diamond Discs International, Inc.

Diamond Disc International is the premier supplier and producer of quality diamond-edged cutting tools and related media for the construction industry. The firm specializes in Diamond blade, Diamond core bits, Tile saw blades, Masonry saw blades and Concrete saw blades. The experienced sales executives are complimented with technicians that are well trained in the industry to ensure that delivery and follow up support can always be offered on same/next day basis, regardless of the nationwide geographic location of your site.

Ugo Nwagbaraocha, President - West Allis

#### Global Refractory Installers and Suppliers, Inc.

Headquartered in Green Bay, WI, Global Refractory Installers and Suppliers, GRIS, has a team that has extensive knowledge and experience in the air pollution control, aluminum melting, steel foundries, and heat recovery applications. It prides itself in providing cost effective, well engineered, and long lasting equipment. GRIS, uses the best materials and the team's vast experience help provide exceptional fiber and hard refractory installation and repair services.

Lynn Piwonski, Chief Financial Officer - Green Bay

#### Weatherization Services, LLC

Weatherization Services makes buildings energy efficient and reduce their heating and cooling costs. The company uses infrared photography and other building diagnostic tests to provide clients with quantifiable returns on their insulation and energy efficiency upgrade investments. The company then applies state of the art products to give buildings maximum insulation, air sealing, and ventilation. Striving for perfection, the team enjoys generating energy conservation and savings for all of their customers.

Devin Hawthorne, Owner - Milwaukee

#### **GOOD CITIZEN**

#### Heartland Information Research, Inc.

Heartland Information Research (HIR) is a research and management consulting firm based in Wisconsin that serves government agencies, businesses, and The company mantra captures the nonprofits. straightforward vision of its founder: " Help People or Find Resources that Will. " The firm finds solutions, identify opportunities, implement effective processes, eliminate waste, and build stronger connections with stakeholders, customers and employees. If something is beyond the firm's scope it can help find the people that will help.

Kate Hill, President - Wauwatosa

#### **Multicultural Entrepreneurial** Institute, Inc.

MEI is a business development and marketing firm, based in Milwaukee with affiliates in Nashville and Phoenix. In 2010, MEI won a National Social Media Competion by Sams Club Corporate and the Governor's Award in Community Action for its training partnership with SDC. Additionally, its CEO, Nelson Soler, was recognized as the 2009 Chamber Executive of the Year for Region 4-Midwest by the US Hispanic Chamber of Commerce. Since its establishment in 2006, over 447 emerging enterprises and non-profits have benefited from MEI's customized educational programs.

Nelson Soler, Chief Solutions Officer - Milwaukee

#### ZE Solutions, LLC dba Law Office of Tina Gouty-Yellow

The law office of Tina F. Gouty-Yellow offers compassionate, competent legal services to Shawano County / NE / Central Wisconsin. Tina F. Gouty-Yellow has 23 years of experience providing legal services in a variety of venues: prosecutor, defense attorney, social services attorney, Judge, and child support attorney. She has been located in central Wisconsin for over 18 years and handles cases in State Court and Tribal Court.

# WISCONSIN STATE CONTRACT EXCELLENCE AWARD

# **SBA AWARD WINNERS**

#### 2010 Excellence in State Construction

Bloom Companies, LLC

Bloom Companies, LLC is a rapidly-growing engineering/ architecture/construction firm providing innovative and sustainable design and construction solutions to public and private clients throughout the United States and Internationally. Founded in 1998 by Matthew Tharaniyil, Bloom is headquartered in Milwaukee, Wisconsin, with branch offices in Chicago, Illinois; St. Paul, Minnesota; and Green Bay, Wisconsin. The firm strives to offer costeffective design solutions and superior service. The firm's professionals offer expertise in facility design, transportation engineering, structural engineering, geotechnical engineering, environmental engineering, water resource engineering, land surveying, bridge engineering, and construction management. Company provides services from concept and planning level to complete designs and construction management services, including design/build project delivery. The firm understands our clients' expectations and work with them to meet project schedules and remain within budget. As an environmentally conscious firm, we promote green solutions to our clients. The staff will lead this profession into an increasingly complex and technological age.

#### **2010 Excellence in State Procurement**

**Keystone Travel Services** 

Keystone Travel Services, was founded in 1990, as a full service travel management company providing airtravel, hotel, and car rental reservations as well as temporary corporate housing solutions. The company was established and is owned by Arthur Smith, an African American. Keystone operates from facilities in four U.S. cities and also offers a complete suite of ONLINE E-Travel Solutions. The company is a proud recipient of local as well as national Awards & Important Recognitions:

Ernst & Young's Entrepreneur of the Year Service Award "2002", Supplier of the Year by the Wisconsin Supplier Development Council an NMSDC Affiliate "2005", DiversityBusiness. Com as one of the top 500 in the U.S.A. and top 100 in Wisconsin Small Businesses/Entrepreneurs - "2008", Twice recognized by the U.S. SBA as a Small Business Administration "1999 - 2003", Twice recognized by Harvard Business School/Initiative for a Competitive Inner City, Inc. Magazine, (ICIC - Inc. 100) Fastest Sales Growth Awards "1999 - 2000"

#### 2010 Minority Small Business Person

Julio deArteaga President, De Arteaga, Inc.

In 1989, Julio de Arteaga started a residential masonry business. He guickly translated what he learned into a growing business that focused on commercial masonry work. In 1996 Julio retained a concrete company in Greenville that employs 50 individuals. Through hard work and providing exceptional customer service, they continue to grow. De Arteaga increased the scope of the work that they provide to include the ability to handle large superstructures. In 2005, they also added the ability to handle highway projects. De Arteaga's certifications include SBA 8a designation, WI Dot DBE and the State of Wisconsin's MBE certification. Recent projects include an impressive list including the building and remodeling of numerous elementary and high schools and other government projects including those in Green Bay, Milwaukee, Madison, Fort McCoy. In 2009 De Arteaga partnered to handle the concrete work for the Milwaukee Job Center. This was achieved through a Joint Venture between De Arteaga and Miron Construction. Julio has shown a tremendous ability to succeed in the construction business.

#### **2010 Minority Small Business Champion**

Ossie Kendrix Jr.

Manager City of Milwaukee Emerging Business Enterprise Program

Ossie Kendrix, manager of the City of Milwaukee's Emerging Business Enterprise Program, brings to this role the same enthusiasm and dedication for small businesses that he has shown throughout his career. Most recently, he recognized the need to provide Emerging Businesses with tools to sustain them tough economic times, thus the 1st Emerging Business Sustainability Conference was held. In addition, to offering ideas on how to make one's business more sustainable, the conference offered opportunities to learn about joint venturing and project bidding, while meeting those in government and business who purchase goods from small businesses. Ossie also continues to work with the Milwaukee UEP; as a volunteer he identifies the gaps that exist between services and needs of the small business owner. He also accepted responsibility for an initiative of Phi Beta Sigma Fraternity, known as Blue. Blue provides networking events for young professionals and small business owners in Milwaukee. Ossie has demonstrated his commitment to minority business development.

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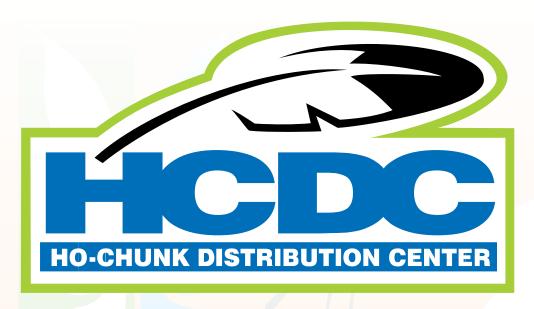
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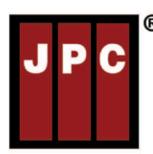
# **MARKETPLACE 2010**

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House of Corrections – Milwaukee

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Wisconsin State Capitol
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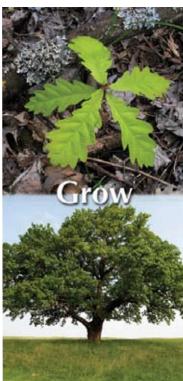


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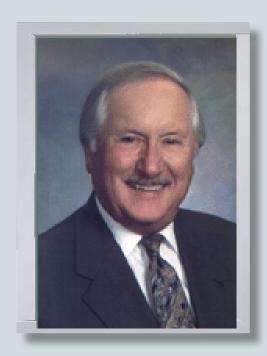
#### **Presenters**



MICHAEL PHILLIPS has been employed in banking and finance for over 13 years. Starting with a financial services company in Indianapolis, Indiana in 1994, Michael has enjoyed his tenure at leading lending institutions throughout the Midwest. Currently Michael is employed at PNC Bank in Milwaukee as a Vice President of Business Banking. Since moving to Milwaukee in late 2002 Michael has worked cooperatively to foster minority business and commercial corridor development in the City of Milwaukee and surrounding communities. Currently Michael is serving as the Vice President for the Hmong Wisconsin Chamber of Commerce, Chair of the Board of Directors for the West Allis/West Milwaukee Chamber of Commerce, a volunteer business coach for the Urban Entrepreneur Partnership in Milwaukee, and a Member of the Steering Committees for the Governor's Marketplace on Minority Business Development and March of Dimes Drive America events. In 2009 Michael was awarded the SBA Financial Services Award for Wisconsin and also for Region 5.



**CD VANN** is the owner of de'nina, LLC (Spanish for "the girl") and founder of Milwaukee's first 3-day Social Media Forum, UnGeeked e'lite Social Media, Marketing and Branding Retreats. CD is a maven when it comes to delivering information, resources and sharing strategies on implementing social media into a company's marketing, PR, branding, HR, customer service and Sales programs. UnGeeked e'lite is now a world-wide tour which can be attended in Toronto, Orlando, Brazil, San Francisco and Chicago.



**DAVID SCHUPPLER** is a graduate of the University of Wisconsin-Milwaukee, and a former teacher. Currently, Dave is the President and CEO of David Schuppler and Associates, an insurance agency with three offices in Wisconsin - located in Milwaukee, Oconomowoc, and Rhinelander - and the President of ANEU - Ebix Users Group. In addition, he is the President and CEO of Automated Selling Process, LLC, with the brand of software known as ASP SaleSource, used by agencies who wish to grow and develop a sales culture. Also, Dave is a council leader of AUGE (ACORD User Group Information Exchange) and an active member of ACT (Agent's Council for Technology).

Among the above accomplishments, Dave is also the past President of: Wauwatosa Area Chamber of Commerce; Independent Insurance Agents of Milwaukee and The Montessori Schools of Waukesha. Further, he was former Chairman of: Educational Committee and Product Liability Committee of the Independent Business Association of Wisconsin, and The Small Business Administration's Marketing Committee; and founder of the SBA Bond Guarantee Program.

**HELEN MCCAIN** is the Director of the State Bureau of Procurement. She has held that position since April of 2005. Helen has over 30 years experience in state government, 15 years of that experience is in state procurement. Prior to taking the state director position, she served as a section chief in the Bureau of Procurement on two separate occasions and has served as the Director of Purchasing for the Department of Corrections, and UW System Administration. She has served on the Board of Directors for NASPO (National Association of State Purchasing Officers) and currently leads a number of NASPO committees exploring emerging issues in public procurement, IT procurement issues and challenges, and the NASPO marketing committee.



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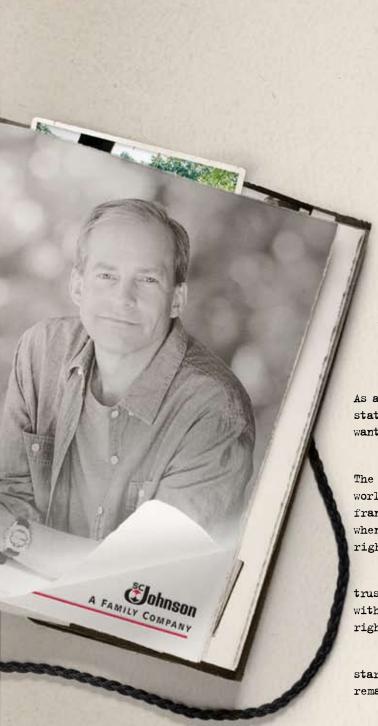
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