

# MARKETPLACE 2013,

OCTOBER 15 & 16, 2013

# TEAMING FOR SUCCESS

**32<sup>ND</sup> GOVERNOR'S CONFERENCE  
ON MINORITY BUSINESS  
DEVELOPMENT**

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



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Dear Marketplace 2013 Attendees:

It is my pleasure to welcome you to the 32nd annual Governor's Conference on Minority Business Development – Marketplace 2013. Thank you for attending this conference.

This year's conference highlights the competitive assets of our minority-owned businesses that make Wisconsin a great place for business development and growth.

Marketplace is a tremendous opportunity for you to network, share ideas and foster growth of your business in Wisconsin. I hope you will find this year's workshops, speakers and meetings valuable to help you find new business opportunities and innovative ideas to improve the success of your business.

Marketplace 2013 will also recognize the state's top minority-owned businesses that have achieved success through their innovation, sales, product, customer relations, employment and management dimensions.

I've worked hard over the last three years to improve Wisconsin's business climate, with tangible results from balanced state budgets and investment in economic development. Wisconsin continues to be viewed as a great place for business. Chief Executive magazine boosted ranking for Wisconsin from 41st in 2010 to 17th in 2013, and Site Selector magazine placed Wisconsin 13th in its study of the top business climates—the first time we've made this list in more than a decade.


Welcome to Marketplace 2013. I am pleased you are able to take advantage of all Marketplace 2013 has to offer. I want to thank you for your contribution to growing Wisconsin's economy.

Sincerely,

Scott Walker

Governor





Discover the Forest County Potawatomi, where we are  
proud of our past, and are eager for the future.



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POTAWATOMI  
*Keeper of the Fire*

**Today the fire still burns.**

learn more about us at  
[www.FCPotawatomi.com](http://www.FCPotawatomi.com)





## Welcome to Marketplace 2013

I want to welcome you to Marketplace 2013, presented by the Wisconsin Economic Development Corporation. We are pleased to host this minority business development conference to provide the opportunity for your business growth and networking.

Marketplace is an annual business development conference to promote Minority Business Enterprises in Wisconsin. It is also a time to network with business partners at the Marketplace Expo who are showcasing their products and services.

We look forward to the 2013 Minority Business Awards program that will recognize the hard work and innovation of Wisconsin's certified Minority Business Enterprises, Women-Owned Business Enterprises, and Disabled Veteran-Owned Businesses. During the Governor's Awards Luncheon, we will recognize businesses in these categories: Outstanding Large Business, Outstanding Small Business and Rising Star.

We want to thank the individuals, businesses and organizations that have contributed their generous support to make Marketplace 2013 a success. Their sponsorship makes this conference possible.

Thank you for your entrepreneurial spirit and success.

Welcome, and enjoy the conference.

Sincerely,

Reed E. Hall  
Secretary and CEO



*"WBD was wonderful in helping us receive the financing we needed to make our renovation possible and ultimately help BOH grow to where we are today."*

– Ben Hanke, BOH Electronics



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800.536.6799**

**MARKETPLACE 2013** is hosted by the Wisconsin Economic Development Corporation's Division of Business & Industry Development, Lee Swindall, Vice President.

The **MARKETPLACE 2013 Planning Committee** was coordinated by Seyoum Mengesha, WEDC Minority Business Development Manager and Sarah Bownds, WEDC Event Manager.

Sincere appreciation to our partners from the following organizations who teamed with the Wisconsin Economic Development Corporation to plan and produce MARKETPLACE 2013.

**Aggo Akyea**

Wisconsin Department  
of Transportation

**Godwin Amegashie**

Wisconsin Department of  
Administration

**Delores Clayton**

Milwaukee Economic  
Development Corporation

**Gabriel DeVougas**

Office of Small Business  
Development City of Milwaukee

**George Franco**

Hispanic Chamber  
of Commerce of Wisconsin

**Julious Hulbert**

Milwaukee Urban League

**Dr. Eve Hall**

African American  
Chamber of Commerce

**Anna Hlavacka**

Small Business  
Development Center

**Cheryl Jordan**

U.S. Small Business  
Administration

**David Kircher**

Wisconsin Business  
Development

**Gary Mejchar**

American Indian Chamber of  
Commerce of Wisconsin

**Anne Michalski**

Wisconsin Women's Business  
Initiative Corporation

**Gwendolyn Johnson**

Eaton Corporation

**Tru Mwololo**

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**Don Reynolds**

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Wisconsin Department of  
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**June Robinson**

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**Nelson Soler**

Latino Entrepreneurial  
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**Hannah Trudeau**

Wisconsin Department  
of Administration

**Charles Vang**

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**Aina Vilumsons**

Wisconsin Procurement  
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At Harley-Davidson we are committed to developing a  
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To learn more about our Supplier Diversity initiative, visit us at [www.H-DSN.com](http://www.H-DSN.com)

# AGENDA

TUESDAY, OCTOBER 15, 2013

## UPDATE ON THE WISCONSIN SUPPLIER DIVERSITY PROGRAM (WOODLAND DREAMS BALLROOM) 3:00 P.M. - 3:25 P.M.

This update presented by the Wisconsin Department of Administration is recommended for both existing state suppliers and those new to the process. Many changes have occurred over the past year-this is an opportunity to have a brief overview and ask questions on the how it may impact your business!

## TRACK A- CERTIFICATION TOPICS

### Local, State, Federal Certification Program Overviews - Tools to Grow Sales 3:30 P.M. - 4:30 P.M.

This introductory session will provide an overview of local, state, federal and tribal certification programs for businesses. Presented by experts with decades of experience working with companies to help obtain certifications, this session is a fast way to learn about all the programs and which ones can help grow your business. Even if you are already experienced with state and local level certifications, this session can still help begin unlocking the potential of federal and tribal procurement opportunities.

### Accelerate Your Business! Leverage Local, State, Tribal and Federal 4:45 P.M. - 5:45 P.M.

Take a deeper dive exploring how to maximize your investment in obtaining certifications and the opportunities that may be present in other markets such as local, federal and tribal. The panel discussion will cover real-life examples of successes and provide opportunities for questions. This session is geared towards existing government suppliers, but is an ideal opportunity for new companies to attend to look ahead strategically on developing customers in local, state, federal, tribal and corporate markets.

## TRACK B- CONTRACTING TOPICS

### Presentation on what the State buys-"Targeting Opportunities" 3:30 P.M. - 4:30 P.M.

After becoming certified, many companies ask, "what next?" This session presented by the Wisconsin Department of Administration will help attendees understand State purchasing requirements and opportunities. A key strategy this year is centered around this year's Marketplace theme of "TEAMING FOR SUCCESS." Come prepared with business cards and be ready to network with others attending the workshops and reception to begin exploring potential teaming opportunities that can get you to the next level of contracting and revenues!

### Presented by JP Cullen: What we look for in a sub on a construction project 4:45 P.M. - 5:45 P.M.

JP Cullen will present at this session providing insights on how to position your company to work as a subcontractor to prime contractors on construction projects. If your company performs in construction or is interested in exploring that in the future, don't miss this opportunity to hear directly from a large prime about what they need and look for in subs!





**Gilbane**

## DIVERSITY & INCLUSION



For us, “Gilbane Cares” speaks to how we support our communities and embrace diversity.

That’s why Gilbane Building Company is proud to support the 2013 Governor’s Conference on Minority Business Development.





# NETWORK RECEPTION

TUESDAY, OCTOBER 15, 2013 | 6:00 P.M. - 9:00 P.M.

## CO-SPONSORED BY:



FOREST COUNTY POTAWATOMI  
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WISCONSIN  
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## REGISTRATION & NETWORKING

6:00 P.M.

## RECEPTION

7:00 P.M.

### Seyoum Mengesha

Minority Business Development Manager  
Wisconsin Economic Development Corporation

### Lee Swindall

Vice President of Business & Industry Development  
Wisconsin Economic Development Corporation

### Sponsor Remarks

#### David Kircher, V.P.

Wisconsin Business Development Finance Corporation/Lincoln Opportunity Fund

### Kyle Merrill

Gilbane Building Company

### Forest County Potawatomi Community

### Reed Hall

CEO  
Wisconsin Economic Development Corporation

### Lt. Governor Rebecca Kleefisch

### 25th Anniversary Recognition of:

- Minority Business Enterprises
- Women Business Enterprises

## NETWORKING & ENTERTAINMENT

8:30 P.M.

## ADJOURN

9:00 P.M.

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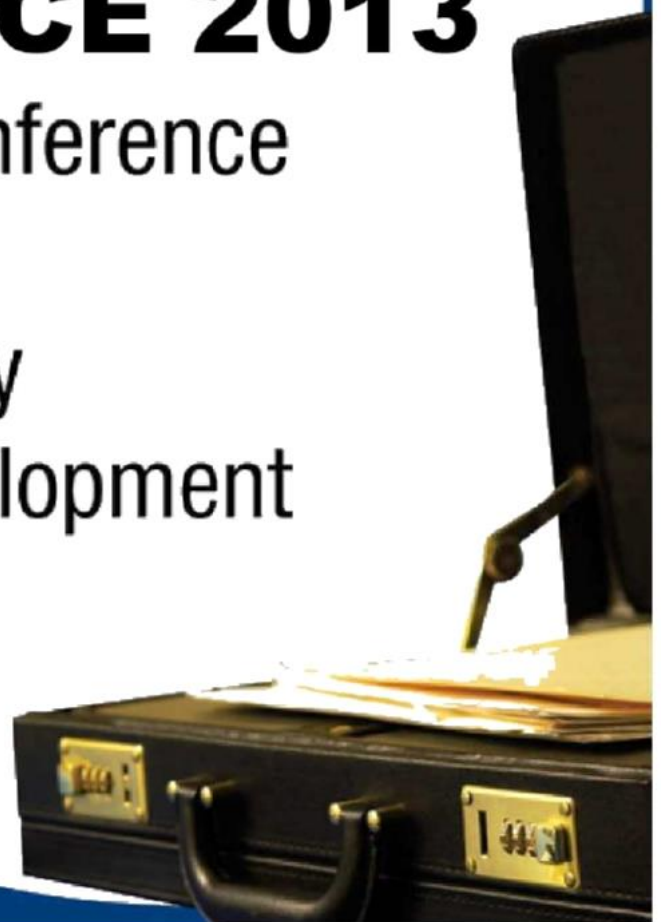
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#### **Strategic Initiative Implementation**

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#### **Meeting and Project Facilitation**

Meeting and conference planning, presentations, onsite/online meeting facilitation, and moderating public input sessions.

#### **Grant and Proposal Preparation**

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HIR routinely fills a unique void on demonstration projects involving complex combinations of accounting, IT, project management, regulatory compliance and process improvement initiatives. Our rapid research capabilities help identify industry best practices for effective solutions.

HIR understands the importance of collaboration and communication between project team members to ensure timely completion of project tasks.

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*Department of Administration*

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# Evolving Together

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

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

***Visit [www.wisconsinenergy.com/supplier](http://www.wisconsinenergy.com/supplier) to learn more about participating in the We Energies Supplier Diversity Initiative.***



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Visit [www.BayBankgb.com](http://www.BayBankgb.com)



# BREAKFAST FOR CHAMPIONS

WEDNESDAY, OCTOBER 16, 2013 | 8:00 A.M. - 9:30 A.M.

## CO-SPONSORED BY:



FOREST COUNTY POTAWATOMI  
*Keeper of the Fire*



## OPENING

8:00 A.M. - 9:30 A.M.

### **Seyoum Mengesha**

Minority Business Development Manager  
Wisconsin Economic Development Corporation

#### **Welcomes:**

### **Lee Swindall**

Vice President of Business & Industry Development  
Wisconsin Economic Development Corporation

### **Corey Hoze**

Senior Vice President, Government Relations & Regulatory Affairs  
Associated Banc-Corp

### **Jeff Bowman**

President  
Bay Bank

## **BREAKFAST**

### **Reed Hall**

Secretary/CEO  
Wisconsin Economic Development Corporation

## ADJOURN

9:30 A.M.



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- Not only have access, but keep tabs on your account wherever you go with online and mobile banking, apps, e-alerts and e-statements.
- Be actively involved within the community. Staff and current members have raised funds for various local charities this past year, reaching nearly \$100,000 of funds donated.

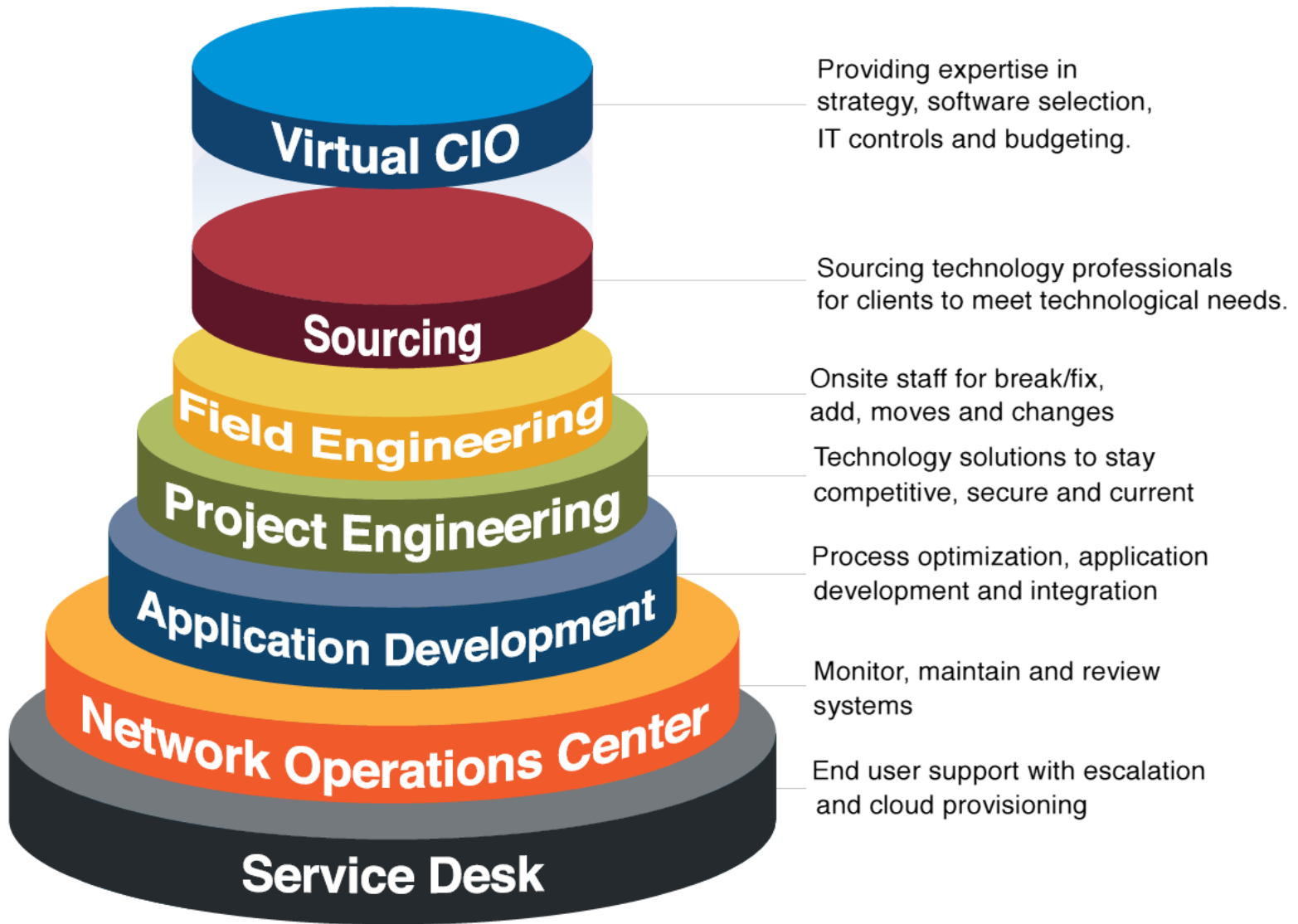
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Educators membership is open to anyone who has attended school in Southeastern Wisconsin in addition to education, healthcare and government related employees and their families.

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# MARKETPLACE 2013

## SPOTLIGHT SEMINARS

### 1. BUILT TO LAST-YOUR BUSINESS 'BACK OFFICE' TEAM FOR GOVERNMENT CONTRACTING

Do you have the legal, accounting, banking, bonding and insurance, and bonding professionals on your team to succeed? It takes more than great performance to succeed in government contracting.

### 2. BUILDING YOUR ONLINE PRESENCE WITH SOCIAL MEDIA-THE BASICS

Still wondering how to make social media work for you? This session will cover the basics and help you begin applying the power of social media to increase your online presence with existing and potential customers.

### 3. YOU'RE CERTIFIED, NOW WHAT? - HOW TO EFFECTIVELY ENTER AND SUCCEED IN THE GOVERNMENT MARKETPLACE

Certifications are useful tools only if you know how to use them. Learn to turn your certifications into effective tools for government contracting and to make your certifications work for you.

### 4. FUNDING OPTIONS FOR NEW BUSINESSES - TEAMING WITH NON-TRADITIONAL LENDERS (E.G. CDFIS, MICROLOAN PROGRAMS, RLFS)

Finding funding for new businesses remains a challenge. Meet and listen to lenders that focus on helping new businesses find the funding needed to start up and grow into new markets.

### 5. ARE YOU UTILIZING BUSINESS RESOURCES? IDENTIFYING AVAILABLE NO/LOW COST RESOURCES FOR YOUR BUSINESS

Learn about low or no-cost resources available to help you start, grow and expand your business. Attending this session can save you days or weeks trying to find the help you need to take your business to the next level!

### 6. INCREASING BONDABILITY FOR SMALL & EMERGING CONTRACTORS/ SUBCONTRACTORS/SUPPLIERS

Does your company need bonding to perform on government contracts? Not sure or had trouble obtaining bonding for RFPs? Learn how to obtain or increase your bonding before you need it!

### 7. HOW TO BUILD CAPACITY THROUGH MENTOR - PROTÉGÉ PROGRAMS

What is a mentor-protégé program and will it help me? If mentor-protégé sounds complex or beyond your reach, attend this seminar to hear success stories and options available for effective mentoring agreements.

### 8. WINNING GOVERNMENT CONTRACTS: HOW TO EFFECTIVELY LOCATE AND TARGET OPPORTUNITIES

The good news is that new contract solicitations come out every day. The bad news is the work to sift through and find the right opportunities. Government procurement will explain how to narrow the search.

### 9. WHAT GOVERNMENT CONTRACTING OFFICERS LOOK FOR IN A SUCCESSFUL CONTRACTOR

Why should a contracting officer risk switching to a new contractor? Learn what they look for in a new contractor and how to open new doors of opportunity.

### 10. CONTRACT FINANCING-FUNDING OPTIONS TO PERFORM CONTRACTS

Looking for options to fund larger projects? This session will explain how to leverage the value of large contracts to secure funding from traditional lenders as well as local micro-lenders.

### 11. SOCIAL MEDIA TACTICS FOR HIGH ENGAGEMENT & ROI

Have you gone past the basics of social media with your accounts setup and some periodic activity? Learn tactics to engage your target audience and generate sales to justify the investment of time and effort.

### 12. STARTING AND ACCELERATING YOUR VENTURE IN THE 21ST CENTURY VETTRANSFER-SEED ACCELERATOR INITIATIVE

Learn about VETTransfer and the Seed Accelerator Initiatives in Milwaukee. These use the Customer Development Methodology which is the de facto standard for how startups launch and scale in the 21st Century.

### 13. OPTIMIZE YOUR WEB PRESENCE FOR MAXIMUM VISIBILITY

Many older websites are not configured to be visible to the latest search and ranking services such as Google. Find out the steps to optimize your web presence to reach potential customers and grow sales!

### 14. COMPETING IN MULTIPLE GOVERNMENT ARENAS-MANAGING YOUR CERTIFICATIONS

For some companies, multiple certifications are needed for different levels of government. Managing certifications strategically will ensure you have the right qualifications for the best opportunities.

### 15. ADDING CAPACITY AND OPENING MARKETS: ADVANTAGES OF FORMULATING BUSINESS TEAMING ARRANGEMENTS

An overview of what it means to team or partner will help you identify the contract type and procurement method best suited to successfully partner. This session will include discussions on what one should consider when teaming.

### 16. THE AFFORDABLE CARE ACT - IMPACTS ON SMALL BUSINESS

You have questions. Get answers about the Affordable Care Act (ACA) and what it means for you personally, your employees and your business. The SBA will present the facts about ACA and answer the questions you have about this important legislation.

# AGENDA

WEDNESDAY, OCTOBER 16, 2013

## REGISTRATION AND NETWORKING

7:00 A.M.

Review exhibitor and sales meeting listings and spotlight seminar schedules to plan your day.

## BREAKFAST FOR CHAMPIONS AND WELCOME SESSION

8:00 A.M.

## OPENING OF MARKETPLACE EXPO HALL

9:30 A.M.

Explore business, chambers, resource organizations, and lenders showcasing their products and services.

## MARKETPLACE SALES MEETINGS, FIND OPPORTUNITIES!

10:30 A.M.

One-on-one sales meetings with purchase agents.

## SPOTLIGHT SEMINARS IN EXPO HALL

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

20-minute seminars presented by experts for small groups right inside the Expo!

- |   |  |
|---|--|
| 1. Built to Last - Your Business 'Back Office' Team | 9. What Contracting Officers Look for        |
| 2. Building Your Online Presence                    | 10. Contract Financing                       |
| 3. You're Certified, Now What?                      | 11. Social Media Tactics for High Engagement |
| 4. Funding Options for New Businesses               | 12. VETransfer-Seed Accelerator Initiative   |
| 5. No/Low Cost Resources for Business               | 13. Optimize Your Web Presence               |
| 6. Increasing Bondability                           | 14. Managing Your Certifications             |
| 7. Build Capacity with Mentor-Protégé               | 15. Advantages of Business Teaming           |
| 8. Winning Government Contracts                     | 16. The Affordable Care Act                  |

See page 22 for Spotlight Seminars

10:15 - 10:45		11:00 - 11:45		LUNCH NOON - 2:00 PM		2:15 - 2:45		3:00 - 3:30	
SPOTLIGHT AREA A						SPOTLIGHT AREA A			
1. BUILT TO LAST		2. BUILDING ONLINE PRESENCE				3. GOVERNMENT MARKETS		4. FUNDING OPTIONS	
SPOTLIGHT AREA B						SPOTLIGHT AREA B			
5. BUSINESS RESOURCES		6. INCREASING BONDABILITY				7. MENTOR-PROTÉGÉ PROGRAMS		8. WINNING GOV. CONTRACTS	
SPOTLIGHT AREA C						SPOTLIGHT AREA C			
9. CONTRACTING OFFICERS VIEW		10. CONTRACT FINANCING				11. SOCIAL MEDIA TACTICS		12. VETTRANSFER/ACCELERATOR	
SPOTLIGHT AREA D						SPOTLIGHT AREA D			
13. OPTIMIZE WEB PRESENCE		14. MANAGING MULTI CERTS				15. TEAMING AGREEMENTS		16. ACA IMPACT ON SMALL BIZ	

# AGENDA

WEDNESDAY, OCTOBER 16, 2013

## GOVERNOR'S MINORITY BUSINESS AWARDS LUNCHEON

12:00 P.M.

High performing minority and women owned businesses will be recognized in three categories:

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

The following Awards will also be given:

- >Economic Development Award
- >Minority Business Development Award
- >State Contract Award
- >SBA Awards
  - Graduate of 8a Business Development Program
  - Minority Small Business Champion
- >25<sup>th</sup> Anniversary Recognition Award

## MARKETPLACE 2013 EXPO REOPENS

1:45 P.M.

## SPOTLIGHT SEMINARS IN EXPO HALL RESUME

2:00 P.M.

## SALES MEETINGS RESUME

## MARKETPLACE 2013 ADJOURN

4:00 P.M.



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**MARKETPLACE 2013**  
GOVERNOR'S CONFERENCE  
ON MINORITY DEVELOPMENT



GREEN BAY PACKERS



# POWER UP

*Your Future*

**“Moving to Milwaukee was a great choice—I couldn’t be happier here. UWM and the city embrace diversity and equality. You are going to feel like this is your home.”**

**DANA SHANNON**  
Chemistry Major, sophomore  
Hazel Crest, Ill.

*See you soon!*  
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UNIVERSITY of WISCONSIN  
**UWMILWAUKEE**

POWERFUL  
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# KEYNOTE SPEAKER

**MICHAEL R. LOVELL**

**Chancellor of the University of Wisconsin-Milwaukee**



Michael R. Lovell was confirmed as the **Chancellor of the University of Wisconsin-Milwaukee** by the University of Wisconsin System Board of Regents on May 2, 2011. Chancellor Lovell's experience building partnerships with businesses, nonprofits and other organizations has helped secure support for new university initiatives. Lovell is also a member of several key committees and groups in the community, including the Water Council here in Milwaukee.

Chancellor Lovell's significant accomplishments since joining UWM include helping form the Wisconsin Energy Research Consortium—recently renamed as the Mid-West Energy Research Consortium to reflect its growing membership in neighboring states. The consortium began as a partnership among UWM, Marquette, MSOE, UW-Madison, and regional

power and energy industries. He also assisted in the launch of the ANSYS Institute for Industrial Innovation to foster innovative educational, outreach and economic development activities between UWM students and faculty, and regional industry.

Chancellor Lovell has continued to push forward the development of the Innovation Campus project in Wauwatosa. It includes buildings for the co-location of university researchers and businesses that will foster the creation of new entrepreneurial ventures, while creating an environment conducive for new partnerships between researchers, inventors, businesses and entrepreneurs. Chancellor Lovell is no stranger to product research and development, with three University of Pittsburgh degrees in mechanical engineering and research interests in tribology, materials processing and product realization.

Chancellor Lovell joined UWM in 2008 as dean of the College of Engineering & Applied Science and a professor of mechanical engineering. Since then, he has been named a State of Wisconsin Distinguished Professor—a designation by the University of Wisconsin System that recognizes and supports professorships in areas of vital or emerging significance to the state.

Through his involvement in public-private initiatives and experience working with partnerships, Chancellor Lovell brings a wealth of insights on how building partnerships between a diverse range of stakeholders can achieve results beyond the capabilities of any one single entity.

# GOVERNOR'S AWARD LUNCHEON

WEDNESDAY, OCTOBER 16, 2013 | 12:00 P.M. - 1:45 P.M.

CO-SPONSORED BY:



## OPENING

12:00 P.M.

### **Lee Swindall**

Vice President of Business & Industry Development  
Wisconsin Economic Development Corporation

### **Keynote Address**

#### **Michael R. Lovell**

Chancellor of the University of Wisconsin-Milwaukee

### **Reed Hall**

Secretary/CEO  
Wisconsin Economic Development Corporation

## **GOVERNOR'S BUSINESS AWARDS**

2013 Winners of

- **Minority Business Awards**
- **Women Business Awards**
- **Service-Disabled Veteran Business Awards**
- **State Contract Award**

## **RECOGNITION OF 2013 SBA AWARDEES**

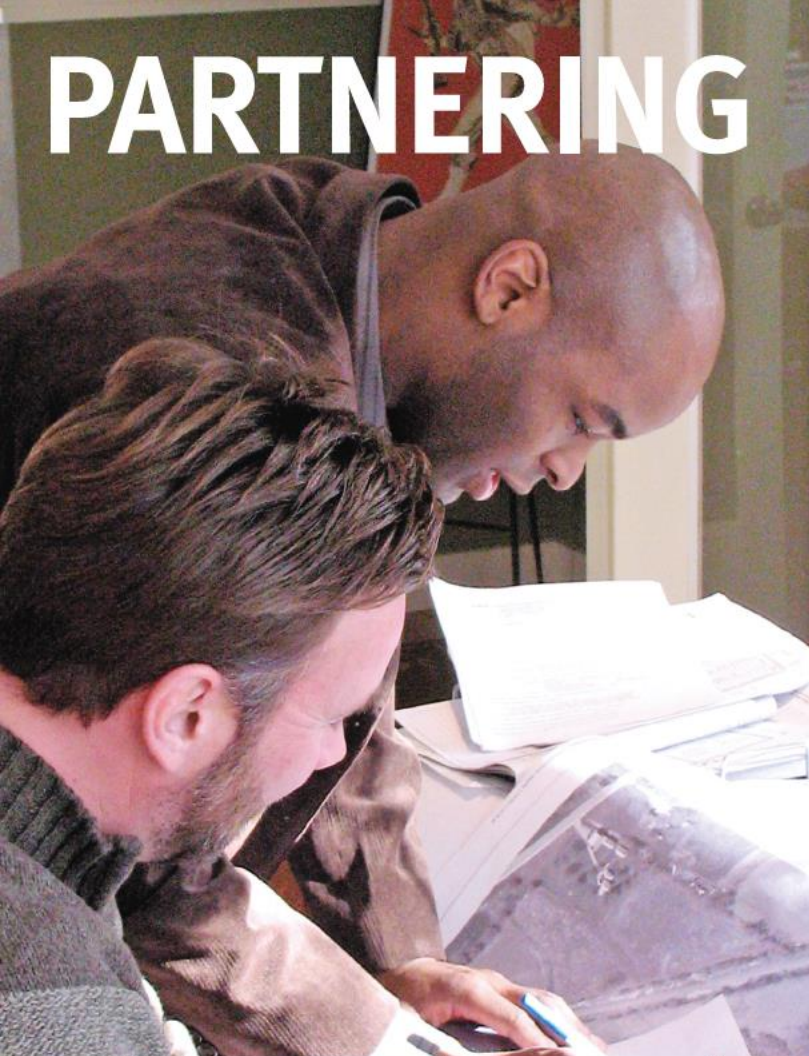
- **Graduate of 8a Business Development Program**
- **Minority Small Business Champion**

## ADJOURN

1:45 P.M.



# PARTNERING



# TRAINING



# BUILDING

## CREATING OPPORTUNITIES TO GROW YOUR COMMUNITY.

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

To view our program performance report, visit [www.wheda.com/EmergingBusiness](http://www.wheda.com/EmergingBusiness). To learn more, contact Jesse Greenlee, *Emerging Business Program Manager* at 800.628.4833 or email at [jesse.greenlee@wheda.com](mailto:jesse.greenlee@wheda.com).

# WHEDA®

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY  
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# MARKETPLACE

## 32nd Annual Governor's Conference on Minority Business Development



### Celebrating achievement within our community.

Sometimes achievement cannot be measured through numbers and spreadsheets, but through the positive impact we have on others. At Guaranty Bank, we believe that our success is measured in part through our ability to help families in our community achieve their financial dreams.

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

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

Guaranty Bank branches are conveniently located throughout the Milwaukee metro area. To find a location near you, go to [www.guarantybank.com](http://www.guarantybank.com) or call 800-235-INFO (4636).

# GuarantyBank





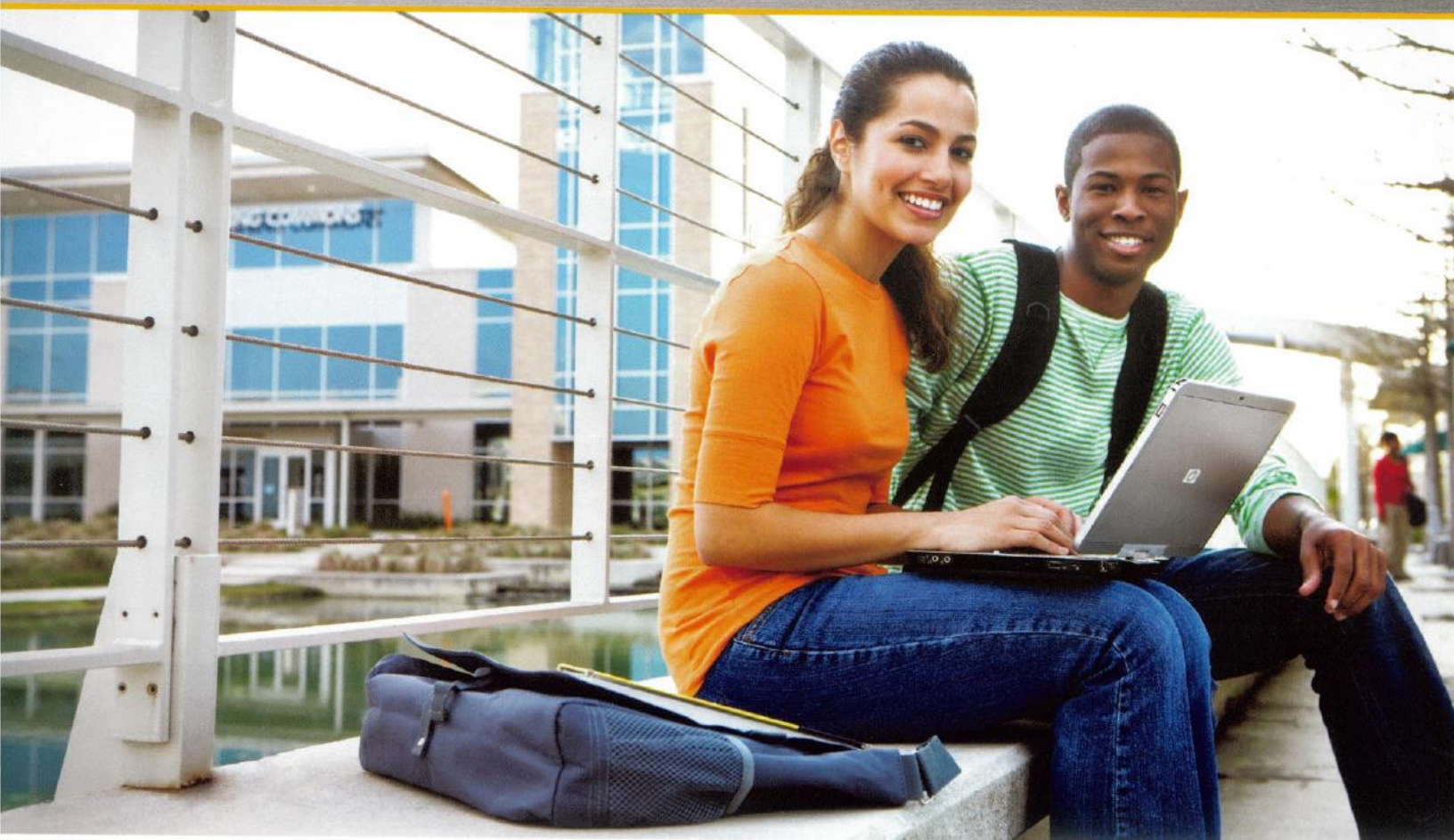


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*"Vanguard can help with planning, purchasing and financing, deployment of purchased assets, recommending and managing the assets, as well as, with disposal or repurposing of the assets."*

*"No one that I know of does it as well or even presents the possibilities as well as Vanguard. It is not just a job or dollars to them, but they do take a true interest in a company's success."*

—Thomas P. Uyehara  
IndependenceFirst  
Milwaukee

## **Are you looking for a vendor that offers more? Look no further than Vanguard.**

Wisconsin's choice for HP Solutions and IT Lifecycle Management.

Vanguard Computers, Inc. is a partner that knows your concerns. We help you manage the complexities of your IT needs, navigate within your budget, and help you select the most ideal products for your business. With over 25 years of IT experience in helping customers, we can work with you to help meet your diversity spend requirements.

### **EXPERIENCE MATTERS**

Vanguard has built a team of people with specific expertise in government, academic and enterprise business.

Vanguard provides an array of service capabilities to help manage deployments big and small, remaining flexible enough to provide the entire deployment or a fraction thereof. We also help you scale as your needs expand or lessen. We help you manage

details like rapid deployment, boxless deployments, and recovery and retirement—matching our approach to your lifecycle process. You can place your trust in us to provide the optimal solution.

### **CERTIFIED DBE, WBE AND MBE**

Your diversity requirements are specific, and we can help you meet them, whether you're needing to fulfill your DBE credits with small business, woman-owned, MBE, or even specific certifications including local government programs. Because we hold many certifications and have the experience with these programs, we have been able to help hundreds of businesses such as yours. We make it our business to understand your objectives in this area, and provide you with the help needed to get the most out of these programs.



# 2013 WISCONSIN MINORITY

## BUSINESS AWARD FINALISTS

### OUTSTANDING SMALL BUSINESS MBE

#### **BELONGER CORPORATION**

[www.belonger.net](http://www.belonger.net)

Founded in 2000 with one employee and four customers, Belonger Corporation began operating from the owner's basement as a Native American Indian-owned mechanical and plumbing contractor. Today, Belonger Corporation is a complete mechanical, plumbing and wastewater specialty trades construction firm offering design build, maintenance, repair, and facility management services. Belonger has successfully worked in 23 states and one foreign country.

Belonger has extensive experience leveraging strategic partnerships to gain market position, expand geographic range, build internal capacity, and successfully pursue government contracts. Belonger has successfully participated in the 8(a) Mentor-Protégé Program, formed joint ventures and developed strategic teaming relationships.

Jean Marie Thiel, President – West Bend

#### **WEST BIG HORN TRUCKING LLC**

Big Horn Trucking LLC, was established in 2008 as Native American Indian-owned construction trucking company. Having started the company with just a 1989 quad-axle dump truck and a credit card, the owner expects to generate \$4 million in revenues by the end of 2013. The company manages a fleet of dump trucks in service to its customers, the largest of which is the Wisconsin Department of Transportation (WisDOT).

Big Horn Trucking strives to provide safe, on-time and reliable work delivery. It takes great pride in mentoring seven other Native American Indian start-up trucking companies to help them obtain contracts. To sustain the company's long-term growth, Big Horn Trucking is actively pursuing strategic partnerships to secure project opportunities beyond their existing customers.

Leida Wesolaski, Owner – Oneida

#### **THE QUEST COMPANY**

[www.quest2soar.com](http://www.quest2soar.com)

Founded in September 1994, The Quest Co. (Quest) is a wholesale company providing industrial supply, bulk chemical, shipping and packaging, and material storage and handling products. With its primary market in Wisconsin well established, the company has successfully expanded into regional, national and government markets. Quest has achieved double-digit growth every year since 2010. The real value of this growth is the realization of nearly \$4.5 million dollars coming back into the Wisconsin economy and the ability to create new jobs.

Quest stands behind their products with the "Pledge of Assurance" guarantee program. The company ensures complete customer satisfaction, or they will replace the product. It also prides itself on finding ways to hire and promote workers to help solve Wisconsin's workforce challenges. Quest is a member of the National Minority Supplier Diversity Council and received the Wisconsin Business of the Year award in 2013 from the American Indian Chamber of Commerce.

Tom Skenandore, President & CEO – Waukesha





*Diversity is recognizing  
the power of differences.*

We are a company that understands the creative power of diversity. Our commitment to working with minority and women-owned business enterprises, as well as, small businesses, is long-standing. These enterprises work closely with us in creating innovative products that are as distinctive as the people who help us build them. Eaton values the creative power of our diverse suppliers. To learn more about our Supplier Diversity Program visit **[www.eaton.com/supplierdiversity](http://www.eaton.com/supplierdiversity)**.

There's great power in diversity.



# 2013 WISCONSIN MINORITY

## BUSINESS AWARD FINALISTS

### OUTSTANDING LARGE BUSINESS MBE

#### **MENOMINEE TRIBAL ENTERPRISES**

[www.mtewood.com](http://www.mtewood.com)

Menominee Tribal Enterprises (MTE) is owned and operated by the Menominee Indian Tribe of Wisconsin. MTE is a vertically integrated value driven cabinet, furniture and millwork manufacturer providing sustainable, green, LEED and FSC certified kitchen and bath cabinets, millwork and institutional furniture solutions. MTE is committed to excellence in the sustainable management of the forest and the manufacturing of lumber and forest products while serving the needs of the employees, customers, tribal community, and future generations.

MTE is currently working on the Federal HUBZone and 8(a) Disadvantage Business certifications in preparation for entering into the Federal market. MTE continues to working with the American Indian Chamber of Commerce of Wisconsin (AICCW) and individual tribes to pursue residential housing, casinos, schools and community buildings development projects that are funded by HUD grants. MTE employs an average of 150 workers from the local communities. As the business arm of the Menominee Indian Tribe of Wisconsin, that is owned and managed by the members of the Menominee Community, MTE in many ways embodies the culture, values and spirituality of the Menominee people.

Norman Shawanokasic, President – Neopit

#### **SUPERIOR SUPPORT RESOURCES**

[www.ssr-online.com](http://www.ssr-online.com)

Founded in 1996, Superior Support Resources (SSR) is a full-service information technology firm providing consulting, project management and application development services across a wide range of industries. SSR serves more than 250 small to mid-sized businesses and government entities in southeast Wisconsin and Illinois, providing a variety of data center and network operations services. SSR consultants strive to deliver value to its clients by reducing risk, improving productivity and increasing profitability.

SSR holds technical certifications from hardware and software vendors such as Microsoft, Cisco, Citrix, VMware, HP, Dell and many others to provide consultants and solutions that align people, process and technology toward increased productivity.

SSR has grown to more than 30 professionals serving clients in a range of industries including hospitality, legal and public sector agencies. The company has developed strategic partnerships with select organizations enabling it to provide additional services and value to its clients.

Sarit Singhal, President & CEO – Brookfield



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## **Diamond Discs International**

**The United States SBA  
Emerging Small Business Award  
2013**

**State Of Wisconsin  
Outstanding Small Business Award  
2011**



- ♦ **Largest Local Inventory of Diamond Blades**
- ♦ **Pro Series Concrete & Asphalt Cutting Diamond Blades**
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- ♦ **Power Gas Saws**
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- ♦ **WisDOT Certified**

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# 2013 WISCONSIN WOMEN

## BUSINESS AWARD FINALISTS

### OUTSTANDING SMALL BUSINESS WBE

#### **GLORIOUS MALONE'S FINE SAUSAGE**

[www.malonesfinesausage.com](http://www.malonesfinesausage.com)

Glorious Malone's Fine Sausage (Malone's) began as a neighborhood store on Milwaukee's north side over 40 years ago. It started with a husband and wife team offering basic provisions, household items, penny candy and deli meats. Today, the company employs 12 workers operating in a 12,000-square-foot plant at 300 W. Walnut St. in Milwaukee, Wisconsin. This location is part of the company's commitment to help revitalization the King Drive neighborhood.

The company supplies approximately 400 customers through the Midwest, with all except those in Minnesota enjoying Malone's direct store delivery service. Malone's customers include stores within Roundy's, Piggly Wiggly, Cermaks, Ultra, Jewels, Sentry, Dominick, SuperValu, Woodman's, Galst, and Lena's chains of stores. Daphne Jones, President & CEO – Milwaukee

#### **KEY MILWAUKEE**

[www.KeyMilwaukee.com](http://www.KeyMilwaukee.com) and [www.VisitingMilwaukee.com](http://www.VisitingMilwaukee.com)

Founded in 1965, Key Milwaukee (KEY) has been under the leadership of the current owner since 1993. KEY serves Milwaukee-area tourists and convention visitors as the leading visitor guide in southeastern Wisconsin. This publication is distributed in hotels, motels, restaurants, shops and visitor centers throughout the metropolitan area, beginning at the Illinois-Wisconsin border.

KEY Milwaukee Magazine and KEY Milwaukee Online provide visitors the most up-to-date information on the city each month. The maps, available in print and online, are designed to help visitors navigate through the city and to popular outlying attractions. They also provide telephone listings, Internet addresses and convenient links to other points of interest.

KEY is locally owned and affiliated with the Key Magazines, Inc., a national organization of independent convention and visitor publications.

Beth Stafford, President & Publisher – Mequon

#### **STRATEVANTAGE COMMUNICATIONS, LLC**

[www.stratevantage.com](http://www.stratevantage.com)

StrateVantage Communications (SVC) is a full-service corporate communications, public relations and change management services firm. SVC specializes in serving large, complex organizations and multinationals corporations. Founded in 2008, SVC's team of consultants offer decades of experience serving more than 50 companies ranging from Fortune 500 enterprises to small and medium-size entities.

With the experience and resources to assist virtually any organization, SVC positions clients to be more engaged with stakeholders, help revive brand images or manage change. From SVC's headquarters near Milwaukee, Wisconsin, the company delivers results for clients at a local level, nationally and around the world. Tracy Shilobrit, President/Owner – Waukesha



# Reinhart

Attorneys at Law

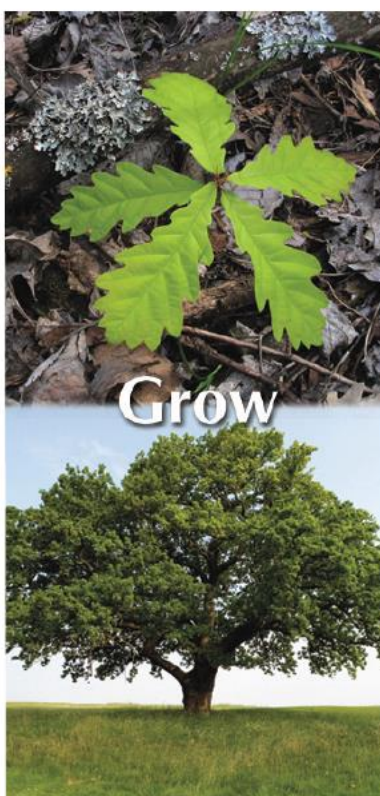
**Legal solutions for business evolution**



**Innovate**



**Develop**



**Grow**



**Evolve**

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

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Phoenix  
480-860-0414

Denver  
303-843-6042

# 2013 WISCONSIN WOMEN

## BUSINESS AWARD FINALISTS

### OUTSTANDING LARGE BUSINESS WBE

#### **MARS IT CORP**

[www.marsitcorp.com](http://www.marsitcorp.com)

Founded in 2006 MARS IT Corp. (MARS IT) is an IT and Engineering Solutions company aimed at providing flexibility and adaptability for its clients. MARS IT serves clients in the finance, healthcare, insurance and software domains. The company is a regional player within Wisconsin and over ninety percent of its employment and revenue growth is local. Beginning in 2013, the company has begun expanding to establish a national presence for future growth.

MARS IT recognizes the uniqueness of organizational problems and the need for tailor-made solutions that are in line with the company philosophy and strategies. They serve clients in Finance, Health Care, Insurance and Software industries. MARS IT was the recipient of the MMAC Future 50 for the third time in 2012.

Rashi Arora Khosla, CEO – Wauwatosa

#### **MOLDED DIMENSIONS, INC**

[www.moldeddimensions.com](http://www.moldeddimensions.com)

Molded Dimensions, Inc. (MDI), founded in 1954, is a premier supplier of custom engineered and molded elastomer components in both rubber and polyurethane for OEM and aftermarket industries. MDI is fully integrated, providing customers with material and tool development through full production. Engineering is a key element of the success of MDI. This is supported by a group of highly skilled engineers, technicians and an onsite chemist.

Through consistent growth, MDI has expanded to serve customers worldwide from MDI's domestic facility and by utilizing worldwide manufacturing sources. MDI has long-term affiliations with the American Chemical Society, Polyurethane Manufacturer's Association, Wisconsin Rubber Group and Chicago Rubber Group.

Linda Katz, CEO – Port Washington

#### **SEEK CAREERS / STAFFING, INC**

[www.seekcareers.com](http://www.seekcareers.com)

Founded in 1975, SEEK Careers / Staffing, Inc (SEEK) is one of the largest full-service staffing companies in Wisconsin and is the fifth largest woman-owned business in Wisconsin. The professional staff at SEEK is committed to exceeding the expectations of applicants and clients. SEEK staff proudly serves the communities where they do business. They support and initiate programs that strive to improve the education, commerce and health of these communities.

SEEK provides direct-hire, temp-to-hire and temporary placements, as well as human resources consulting services. Disciplines served include light industrial, office administration, accounting, skilled trades, professional services and information technology.

SEEK offers a variety of training programs to keep SEEK team members on the cutting edge of the latest legal, HR and industry topics. To demonstrate their commitment to staff development, all team members are certified by the American Staffing Association as Certified Staffing Professionals (CSP) after one year of employment.

Carol Ann Schneider, CEO – Grafton



# OUR PEOPLE – THE POWER TO SOAR HIGHER

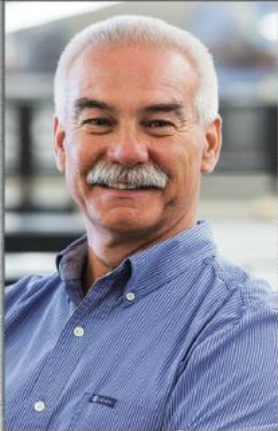


## WE BUILD MISSION-CRITICAL VEHICLES AND EQUIPMENT TO:

- Protect our military and first responders
- Carry workers safely to and from elevated worksites
- Assist builders in laying strong foundations for the future

We provide an exceptional customer experience through outstanding drive and determination.

**ONE SYSTEM. ONE TEAM. ONE OSHKOSH.**



[www.oshkoshcorporation.com](http://www.oshkoshcorporation.com)

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# 2013 WISCONSIN WOMEN

## BUSINESS AWARD FINALISTS

### RISING STAR WBE

#### BCP TRANSPORTATION, INC

[www.bcptrans.com](http://www.bcptrans.com)

BCP Transportation is a certified woman-owned full service transportation company located in Deerfield, Wisconsin. Established in 2011, the company offers local and national transportation, logistics and warehousing services for customers. With access to 65 power units and 150 trailers, the company's local fleet serves the entire state of Wisconsin, parts of Illinois and Minnesota.

Through its brokerage network, BCP Transportation can access over 20,000 quality carriers in the United States, Mexico and Canada to meet customer needs. Recently, the company expanded by adding refrigerated trailers to capitalize on the seasonal opportunities that refrigerated truckload product can offer. This expansion also helps diversify the company's customer base.

In late 2012, the company's growth exceeded the capacity of its warehouse. BCP Transportation responded by leasing additional warehouse space while adding vertical racking to existing space to maximize use of its warehouse facilities.

Nancy Spelsberg, President – Deerfield

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#### ROSE PUBLICATIONS

[www.clintonvillechronicle.com](http://www.clintonvillechronicle.com)

Rose Publications is a printer/publishing company located in Clintonville, Wisconsin. Founded in August of 2009, the **Clintonville CHRONICLE** strives to give its readers '100% Clintonville Area News.' Covering the areas of Clintonville, Embarrass, and Bear Creek, the **Clintonville CHRONICLE** focuses only on information of local interest.

In addition to specialty print jobs and large press runs, Rose Publications produces several publications including the weekly newspapers the **Clinaztonville CHRONICLE** and the **Manawa Messenger/Iola Independent**, as well as the monthly school newspaper, the **Trucker Times**.

Rose Publications can also serve as the marketing arm to any company by producing high-quality promotional materials to help companies reach their target audiences. Because its three weekly publications are hyper-local, Rose Publications allow advertisers to precisely target their markets to gain an advantage in a fiercely competitive economy.

Tricia Rose, Owner/Publisher – Clintonville





**History does not long entrust  
the care of freedom to the  
weak or the timid.**

—Dwight D. Eisenhower

Marinette Marine Corporation is the Proud Builder of  
the Freedom Class Littoral Combat Ship.

It's a formidable responsibility to build ships  
that carry America's finest men and women into  
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respect for purpose by every member of the MMC  
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Italian enterprise, Fincantieri, Marinette Marine's  
parent company, has completed a \$73.5 million  
capital investment in the shipyard, purpose-  
designed to streamline production of this state-of-  
the-art warship. Our mission is to combine cutting-  
edge computerized manufacturing technology  
with America's most experienced shipbuilding  
professionals in order to continue to deliver superior  
fighting vessels that will stand the test of time.

**MARINETTE MARINE CORPORATION**

[www.marinettemarine.com](http://www.marinettemarine.com)



a **FINCANTIERI** company

# 2013 DISABLED-VETERAN BUSINESS

## BUSINESS RECOGNITION

### HONORABLE MENTION DISABLED-VETERAN BUSINESS AWARD

#### **CHEQUAMEGON BAY GROUP, INC**

[www.cheqbaygrp.com](http://www.cheqbaygrp.com)

Founded in 2002, Chequamegon Bay Group, Inc. is a multidisciplinary architectural, healthcare planning and engineering firm. Chequamegon Bay Group serves a diverse clientele ranging from federal, state and municipal government agencies to national retailers, healthcare providers and private individuals. Its diverse in-house talent collaborates with industry specialists to efficiently handle the broadest possible scope of projects.

The company also offers natural resource management, construction management, surveying and historic preservation services. A strategic focus on the Federal market has resulted in the tripling of revenues between 2011 and 2012. Their strategic plan for 2014 focuses on growth to the eastern and southwestern United States while continuing to maintain a strong presence in the Midwest.

William Kurtz, President – Ashland



# Rockwell Automation

[www.rockwellautomation.com](http://www.rockwellautomation.com) or [www.rockwellautomation.com/supply](http://www.rockwellautomation.com/supply)

# MARKETPLACE 2013

## STATE OF WISCONSIN AWARDS

## SBA AWARD WINNERS

### STATE CONTRACT AWARD

#### PLATT CONSTRUCTION, INC

Platt Construction, Inc. is an established general contractor with design/build and construction management capabilities that started in 1972. The company self-performs demolition, excavation, concrete and carpentry operations for clients including the State of Wisconsin, City of Milwaukee, Veterans Administrative Medical Hospital, Milwaukee Metro Sewage District (MMSD) and United Postal Service.

Its expertise is applied to new buildings, additions, renovations and restoration work to educational facilities, hospitals and wastewater treatment plants. Platt Safety Services (a division of Platt Construction, Inc.) has been a leader in construction safety for several years in the Milwaukee area. In addition to a safety director, the company also has two safety professionals on staff. This safety team uses its combined knowledge to handle internal safety programs and also serve other companies by providing outsourced inspection, consultation, and training services.

The company is certified as an MBE by the State of Wisconsin, DBE by Milwaukee County, EBE by the City of Milwaukee and is a Service Disabled Veteran-owned business.

### GRADUATE OF 8A BUSINESS DEVELOPMENT PROGRAM

#### JEAN THIEL

Belonger Corporation

Belonger Corporation and Jean Thiel used the SBA 8a business development program to the fullest. In many ways Ms. Thiel is a textbook example of how the program should work. Jean started Belonger as a heating, ventilation and air-conditioning business. Ms. Thiel is the first business in the state to use the mentor-protégé program. Through this and joint venture programs, she expanded Belonger's capabilities so it could provide a wide range of skilled services including plumbing, steamfitting, wastewater and general construction. She also realized she would need capital and bonding capacity. As is Jean's nature, she educated herself and with the help of professionals, she availed herself of lines of credit and bonds to compete for and perform on contracts. As a Native and woman-owned business operator, Jean managed to earn recognition and support for her business' ability to perform. Jean's management by objective has served her well as she consistently worked through the challenges of the economy. Jean operates a diverse company that is ready to support and assist other minority-, women- and veteran-owned firms.

### MINORITY SMALL BUSINESS CHAMPION

#### SEYOUM MENGESHA

Wisconsin Economic Development Corp. (WEDC)

Seyoum Mengesha has been a strong supporter of the minority community throughout his career. Currently, he is the Minority Business Development Manager for WEDC. In this capacity, Seyoum finds ways to strengthen businesses in underserved communities. Through his work with the variety of minority chambers, he helped develop a collaborative model that led to the formation of the Ethnically Diverse Business Coalition. This entity gives voice to the issues that all the chambers face. It facilitates working together, including sharing information on how to develop micro-loan funds. As a result of Seyoum's efforts, the most recent Governor's Conference for Minority Business Development was one of the most successful and well-attended on record. Despite a limited budget, Seyoum brought together other economic development organizations to create an effective conference. The conference included the first awards to acknowledge the accomplishments of Women and Disabled Veteran businesses. Seyoum also represents WEDC at meetings of the Governor's Youth Council of Workforce Investment and the Governor's taskforce for Minority Unemployment. Seyoum is a committed voice for the minority community.



# medc



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

## MEDC Financing

In 2012, MEDC lent \$16.9 million to Milwaukee businesses that leveraged \$60.7 million of bank and equity financing to fund building and equipment purchases. If your business is expanding and is looking for below market interest rate financing in partnership with your bank, contact a loan officer at MEDC and discuss your project.

## SMALL BUSINESS FINANCING

### MEDC Second Mortgage Loans:

- Participating lender finances 50% of project
- MEDC finances up to 40% of project
- 10% equity from borrower
  - Below Market, fixed rate
  - No application fee
  - No prepayment penalty
  - Use of funds: purchase, construction, renovation of real estate; purchase of machinery and equipment



## CITY OF MILWAUKEE SMALL BUSINESS RESOURCES

- **Façade grants:** [Milwaukee.gov/FACADE](http://Milwaukee.gov/FACADE)
- **Retail Investment Fund Grants:** [Milwaukee.gov/RIF](http://Milwaukee.gov/RIF)
- **City Contracting Opportunities:** [Milwaukee.gov/OSBD](http://Milwaukee.gov/OSBD)
  - Revolving Loan Fund
  - Technical Assistance



**Call 414-268-5840 or see [www.MEDCOnline.com](http://www.MEDCOnline.com)**

**[milwaukee.gov/dcd](http://milwaukee.gov/dcd)**

# BUSINESS ACHIEVEMENT RECOGNITION

## MARKETPLACE SPONSOR HALL OF FAME

The Marketplace sponsor hall of fame was established to honor organizations that have exhibited commitment to minority business development through perennial Marketplace sponsorship contributions

<u>YEAR OF INDUCTION</u>	<u>COMPANY/ORGANIZATION</u>
2013	FOREST COUNTY POTAWATOMI COMMUNITY
2013	GREEN BAY PACKERS, INC.
2013	HARLEY DAVIDSON MOTOR COMPANY
2012	PNC BANK
2012	ROUNDY'S, INC.
2012	WE ENERGIES
2012	WHEDA
2012	WISCONSIN BUSINESS DEVELOPMENT

## WISCONSIN MINORITY AND WOMEN BUSINESS ENTERPRISES

### 25 YEARS IN BUSINESS (1988 – 2013)

#### Wisconsin Minority Owned Business Enterprises

KSS Associates  
SITE Personnel Services, Inc.  
Steve Park Trucking  
Theiler Tile

#### Wisconsin Women Owned Business Enterprises

Bullet Transit Company, Inc.  
Braund Press, Inc.  
D & G Insulation, Inc.  
LSS Trucking, LLC  
Wisconsin Title Closing Service Inc



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# STRONG BUSINESS GROWS IN WISCONSIN.



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

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

