



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION



MARKETPLACE

WISCONSIN



#WIMRKTPLACE

DECEMBER 13-14, 2017

36TH ANNUAL

GOVERNOR'S CONFERENCE ON
MINORITY BUSINESS DEVELOPMENT

Welcoming minority, woman, and veteran-owned businesses

4TH ANNUAL
SMALL BUSINESS
ACADEMY

DECEMBER 13, 2017

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KEYSTONE



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GOVERNOR'S AWARD LUNCHEON

BREAKFAST



MILWAUKEE
BUSINESS JOURNAL

DIAMOND

GOLD



GREEN BAY PACKERS
GIVE BACK



SILVER



BRONZE





SCOTT WALKER
OFFICE OF THE GOVERNOR
STATE OF WISCONSIN

P.O. Box 7863
MADISON, WI 53707

Dear MARKETPLACE 2017 Attendees:

On behalf of the state of Wisconsin, I'd like to welcome you to MARKETPLACE 2017: The Governor's Conference on Minority Business Development.

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

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

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

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

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

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

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

Sincerely,

Scott Walker
Governor

WELCOME TO MARKETPLACE 2017

We are delighted to welcome you to the 36th annual MARKETPLACE conference. Each year, the Governor's Conference on Minority Business Development provides an opportunity to celebrate the state's minority, women and veteran-owned businesses, as well as connecting these businesses with new opportunities through networking, buyer meetings and workshops.

Each year, MARKETPLACE provides us with an opportunity to celebrate the rich diversity of the state's business community. The conference serves as a one-stop shop where businesses can find the information, tools and resources to help them maximize their success. For those looking to establish relationships with government and corporate buyers committed to diversity, MARKETPLACE offers one-on-one meetings to make your pitch to key decision-makers. But equally important, the conference serves to reinforce the strong community tapestry of experience and support available to aspiring entrepreneurs beginning their business journeys.

As the host organization, the Wisconsin Economic Development Corporation (WEDC) works year-round to enhance the environment for minority, women and veteran-owned businesses in Wisconsin. MARKETPLACE is the capstone of those efforts, but WEDC also supports the state's minority chambers of commerce in building their capacity so they can provide quality support to minority-owned businesses in their communities. Over the past two fiscal years, through its Minority Business Development Program, WEDC has provided \$1.3 million—including \$200,000 to establish a Kiva microloan matching fund—to 13 partner organizations throughout the state, which in turn expect to assist more than 120 businesses.

We are extremely grateful to our network of statewide partners for their efforts in developing and supporting the network of minority, women and veteran-owned businesses. This is work we could not accomplish on our own, and we consider MARKETPLACE a celebration not only of the businesses themselves, but also a celebration of our partners and their work. I would like to take this opportunity to thank these partners, as well as all the sponsors that helped make this event possible. I would also like to encourage conference attendees to visit partners' and sponsors' spaces in the exhibit hall to learn more about the important work they do.

I would also encourage attendees to take advantage of the educational workshops taking place throughout the conference, including the popular Small Business Academy. More than 60 exhibitors are also on hand to offer business development services geared toward young, growing companies.

Each year at MARKETPLACE, attendees receive inspiration from the stories of trailblazing business owners whose successes are recognized at the Governor's Awards Luncheon. I hope you will join us in honoring these visionaries who, through their leadership in launching businesses, have demonstrated the values of ingenuity, resourcefulness and dedication.

Thanks again to all of the MARKETPLACE attendees for your enthusiasm and entrepreneurial spirit that are so vital in helping Wisconsin to continue to move forward.

Sincerely,



Mark R. Hogan
Secretary and CEO



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Madison, WI 53703

P.O. Box 1687
Madison, WI 53701

608.210.6700
855-INWIBIZ
inwisconsin.com



MARKETPLACE PLANNING 2017

MARKETPLACE 2017 is hosted by WEDC's Division of Business and Community Development
Barb LaMue, Vice President

MARKETPLACE was coordinated by WEDC:

Seyoum Mengesha, Conference Manager; Dawn Olsen, Graphic Designer;
Heartland Information Research Inc., Conference Coordinator;
P3 Development Group, Small Business Academy Coordinator;
Logan Productions Stage Manager; Maldonado and Morgan, Website

African American Chamber of Commerce of Wisconsin
American Indian Chamber of Commerce of Wisconsin
City of Milwaukee, Office of Small Business Development
Hispanic Chamber of Commerce of Wisconsin
Hmong Wisconsin Chamber of Commerce
Latino Chamber of Commerce of Dane County
Madison Black Chamber of Commerce
Milwaukee County, Community Business Development Partners
Milwaukee Economic Development Corporation
MMSD - Milwaukee Metropolitan Sewerage District
North Central Minority Supplier Diversity Council
Phoenix Financial Advisors
SCORE
The Business Council - MMAC
The Milwaukee Urban League
U.S. Small Business Administration
UW - Small Business Development Center
Wisconsin Black Chamber of Commerce
Wisconsin Department of Administration
Wisconsin Department of Transportation
Wisconsin Housing and Economic Development Authority
Wisconsin Indian Business Alliance
Wisconsin Native Loan Fund
Wisconsin Procurement Institute
Wisconsin Veteran's Chamber of Commerce
Wisconsin Women's Business Initiative Corporation



SMALL BUSINESS ACADEMY

DECEMBER 13

SMALL BUSINESS ACADEMY
a special half day program focused
on providing entrepreneurs and
start-up businesses an opportunity
to connect with financial and
technical resource providers,
learn the tools needed to start
and grow their businesses and
network with other businesses.

This program is FREE!

SMALL BUSINESS ACADEMY

Keystone Sponsor



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DECEMBER 13

8:00 AM WELCOME AND WORKSHOPS

9:30 AM BREAKOUT SESSIONS

Serenity

TRACK A:

**TIPS ON STARTING YOUR BUSINESS,
SMALL BUSINESS PANEL**

9:30 AM *Harmony*

TRACK B:

**TIPS FOR GROWING YOUR BUSINESS,
US BANK WORKSHOP**

10:30 AM ROUNDTABLE: SMALL BUSINESS TOPICS

11:30 AM BUSINESS RESOURCE TABLES

1:00 PM ADJOURN TO MARKETPLACE WORKSHOPS

WEDNESDAY, DECEMBER 13

1:30 PM

REGISTRATION AND NETWORKING

Get an early start to connect with other attendees during registration.

2:00 PM

WORKSHOP: RESEARCH UPDATE ON BUSINESS AND DEMOGRAPHIC DATA

Minority business ownership and demographics in the State of Wisconsin. Updates on the State of Wisconsin Minority, Woman and Veteran Business Certification and Procurement programs. Updates on Foxconn and other major development projects.

3:00 PM

BREAKOUT SESSIONS

Harmony Room

TRACK A – Contracting

Panelists representing government agencies and prime contractors will share insights on best practices to find opportunities and successfully obtain contracts.

Serenity Room

TRACK B – Certification

Panelists from state, federal and private certifying agencies will discuss the types of certifications available and potential benefits.

4:20 PM

WORKSHOP: BUSINESS DEVELOPMENT RESOURCES

Serenity

Presentation by the U.S. Small Business Administration (SBA) Deputy National Ombudsman on the services and support available to small businesses. Updates on WHEDA Business Loan Programs, followed by an overview of state, federal and private business development resources available in Wisconsin. A business financing panel will cover loan guarantee programs by the SBA and other agencies; banks and other traditional sources of capital; and microlending as sources of capital to support business growth.

5:30 PM

EVENING NETWORKING RECEPTION

Keystone Event Sponsor: Town Bank

Welcome by Wisconsin Lt. Governor Rebecca Kleefisch

Business networking reception with businesses, government agency representatives, public officials, lenders, business service providers and MARKETPLACE corporate sponsors.

Reception program:

- Wisconsin businesses with minority owners that have been in operation for 50 years or longer will be recognized.
- The Milwaukee Bucks will provide updates on the new arena project.
- Variety of hors d'oeuvres and cash bar

LEGACY COMPANIES 50 YEARS IN BUSINESS

The Legacy recognition was established to recognize Wisconsin companies with minority ownership for 50 or more years.

**MENOMINEE TRIBAL ENTERPRISES
T&N TIRE SERVICE
BENAVIDES**

HALL OF FAME

The MARKETPLACE Sponsor Hall of Fame was established to honor companies that have exhibited commitment to minority, woman and veteran owned business development through perennial MARKETPLACE sponsorship contributions.

2017 INDUCTEE

US BANK

PREVIOUS INDUCTEES

**ASSOCIATED BANK,
AT&T
FOREST COUNTY POTAWATOMI COMMUNITY
GREEN BAY PACKERS, INC.,
HARLEY DAVIDSON MOTOR COMPANY
MILWAUKEE BUSINESS JOURNAL
NORTHWESTERN MUTUAL
PNC BANK
ROUNDY'S, INC.
TOWN BANK
WE ENERGIES
WISCONSIN BUSINESS DEVELOPMENT**



DECEMBER 14

**EXPO HALL AND
ONE-ON-ONE MEETINGS**

9:00 AM TO 11:30 AM

1:30 PM TO 4:00 PM



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

THURSDAY, DECEMBER 14

7:00 AM

REGISTRATION

Keystone Event Sponsor: Town Bank

Opportunity for networking to make connections with businesses, lenders, government agencies and business resource providers.

7:30 AM

BREAKFAST FOR CHAMPIONS

- National Ombudsman Office, Small Business Administration (SBA)
- Small Business Success Stories
- Minority Owned State Contractor Awards
(Wisconsin Department of Administration)
- 8(a) Graduate of the Year and Minority Business Champion Awards (SBA)
- Business and Community Development Awards (WEDC)

9:00 AM

EXPO HALL OPENS

- Buyer Meetings – one-on-one matchmaking meetings with dozens of federal, state, local and corporate buyers
- Exhibitors – over 60 exhibitors including small businesses, lenders, business resources, professional service and government agencies
- Business Networking Lounge – centrally located within the Expo Hall for making connections with potential buyers and partners and buyers

11:30 AM

MARKETPLACE GOVERNOR'S AWARDS LUNCHEON

Luncheon Sponsor: US Bank

- Wisconsin Governor Scott Walker (Invited)
- MARKETPLACE Sponsor Hall of Fame Award
- Minority Owned Business Awards
- Woman Owned Business Awards
- Service-Disabled Veteran Owned Business Awards

1:30 PM

EXPO HALL REOPENS

The luncheon door prize winner will be announced in the Expo Hall after reopening. Exhibit booths reopen and meetings with buyers resume, providing more opportunities to make new connections.

4:00 PM

ADJOURN

AWARDS BREAKFAST

DECEMBER 14

SPONSORED BY



MILWAUKEE BUSINESS JOURNAL

Breakfast Sponsor

HONOR GUARD

Wisconsin Veterans Chamber of Commerce

WEDC

Wisconsin Economic Development Corporation

DEPUTY NATIONAL OMBUDSMAN

U.S. Small Business Administration

SMALL BUSINESS SUCCESS STORIES

Owners of Minority, Woman and Veteran Businesses

SBA MINORITY DEVELOPMENT AWARDS

U.S. Small Business Administration

DEPARTMENT OF ADMINISTRATION CONTRACTOR AWARD

Wisconsin Department of Administration

COMMUNITY BUSINESS AWARDS

- Green Bay Packers - Mark Murphy
- Milwaukee Urban League - Dr. Eve Hall
- Gilbane Building Company - Linda Graves
- State of Wisconsin - Godwin Amegashie (retired)

ADJOURN



BREAKFAST SPEAKERS

This year, three small businesses will share their insights on how MARKETPLACE, business certifications and resources help them start and grow their businesses.

Jessica Dragan Owner
Spa Massage on the Go

Jessica Dragan founded Spa Massage on the Go in 2010 out of a fascination with the way the body heals itself through massage. After serving in the U.S. Army as a logistics and transportation specialist, she studied different types of massage therapy and worked in one of the most respected spas in Los Angeles. After returning to the Milwaukee area, she founded her business, which has expanded to serve corporate and small business wellness events, as well as disabled, elderly and hospice residents.



Clifton Phelps Co-Founder/President
JCP Construction/Equity Supply Group

Clifton Phelps, along with his brothers James and Jalin, founded JCP Construction in 2008. He has more than 20 years of experience in commercial real-estate, property management and nonprofit management, and focuses on project forecasting, preparing bid packages, and negotiating subcontract work at JCP. He is president of Equity Supply Group, a sister company of JCP, which provides an assortment of building supply material for companies in Wisconsin and Illinois. He is responsible for new business development and provides senior oversight for administrative and team functions.



Elizabeth Tran President and CEO
TechniSource Services Group

Elizabeth Tran emigrated to the U.S. in 1975 and started TechniSource Services Group (TSG) in 1994. She founded TSG on a commitment to building strong partnerships one customer at a time. Tran attributes her success to being creative about problem-solving and striving to set herself apart and make her business memorable. She currently serves on the Board of Directors of the Hmong Chamber of Commerce.



MINORITY BUSINESS DEVELOPMENT AWARDS

STATE CONTRACT AWARD

Nuvo Construction Company Inc.

Originally formed in 1995 as Insulation Masters, an insulation and environmental abatement service company, Nuvo Construction Company, Inc (Nuvo) changed its name and underwent a rebranding in 2001, when the company evolved into a full-service general contracting firm. Since then, Nuvo has offered services in general construction, carpentry, roofing, drywall, demolition, construction management, masonry and ready-mix carpentry. With experience in jobs ranging in size from \$500 to \$3 million and covering all phases of construction, Nuvo's projects include new construction, renovations and repair—both interior and exterior—for many state, federal and local organizations, including the U.S. Department of Housing and Urban Development, the Housing Authority of the City of Milwaukee, the Department of Veterans Affairs and the Federal Aviation Administration.

Oneida Total Integrated Enterprises

Oneida Total Integrated Enterprises (OTIE) is a Native American, tribally owned architecture, engineering and construction firm owned by the Oneida ESC Group. With offices located coast to coast, OTIE provides environmental, remediation, engineering, munitions response, construction management, and response and recovery services to federal, state and local government agencies, as well as commercial customers in the U.S. and around the world. By drawing upon the knowledge and experience of its team of 300 employees, including engineers, scientists, designers and construction managers, OTIE can enhance customers' missions through dedicated and cooperative delivery of services.

SBA 2017 AWARD WINNERS

8A GRADUATE OF THE YEAR

Robert Wangard, Cartridge Savers Inc.

Cartridge Savers, a small stationery and office supply company specializing in remanufactured ink and toner cartridges, was founded in 1994 by Robert Wangard. Designed to save customers money and protect the environment, Cartridge Savers has experienced major growth over the 23 years it has been in business, largely due to being a major supplier for state and federal governments. In 2002, the company became 8a certified and was awarded a GSA schedule for office supplies, and in 2010 it gained Federal Strategic Sourcing Initiative (FSSI) designation. In addition, Wangard worked with the Small Business Development Center, SCORE and Wisconsin Procurement Institute to strengthen business operations and increase efficiencies, allowing Cartridge Savers to double the size of their FSSI contract. Wangard and Cartridge Savers have received numerous accolades, including Outstanding US AbilityOne Program Distributor as well as multi-year recognition as Fastest-Growing and Largest Hispanic-Owned Company by *Hispanic Business Magazine*.

MINORITY SMALL BUSINESS CHAMPION

Ralph Hollmon, Milwaukee Urban League

Ralph Hollmon has been an advocate for the minority community throughout his career. He recognized the importance of providing minority small businesses access to contracting dollars. As a member of the Wisconsin Department of Administration and the Milwaukee Metropolitan Sewerage District, he put in place programs that promoted minority businesses, allowing them to grow and gain contracts. Hollmon also recognized that education and networking are the catalysts to improvement and growth. During his time at Milwaukee Urban League he partnered with SCORE, the Wisconsin Procurement Institute, and minority chambers of commerce to offer classes and coaching to small businesses ranging from financial literacy to the intricacies of contracting. He also hosted roundtables with the Wisconsin Lieutenant Governor and SBA Administrators to amplify issues that impeded growth within the minority business community.



COMMUNITY ECONOMIC DEVELOPMENT AWARD

MINORITY BUSINESS DEVELOPMENT



Dr. Eve M. Hall – Milwaukee Urban League

Dr. Eve M. Hall currently serves as the President and CEO of the Milwaukee Urban League. Previously, she served as the President/CEO of the African American Chamber of Commerce of Wisconsin (AACCW). In that role, she led the renewal of the organization and attracted over \$800,000 in funding support from highly respected local foundations, corporations, state agencies and membership dues. The AACCW's Revolving Loan Fund was launched under her leadership with matching funds provided by WEDC, and a Kiva partnership further expanded the funding available to small businesses. Business development training programs were developed to assist local businesses, and expanded to include evening sessions to be more convenient for business owners. Other accomplishments include launching the first annual AACCW Breakfast of Champions in May 2016 and the first Women in Business Luncheon series in the fall of 2012. Under Dr. Hall's leadership, the Chamber's visibility grew in influence, with invitations to local and

statewide committees including the University of Wisconsin System Board of Regents; the Governor's Task Force on Minority Unemployment; the Mayor's Local Business Action Team; the Greater Milwaukee Committee Supplier Diversity Task Force; and the Regional Transit Leadership Council. Dr. Hall is a motivated leader who inspires excellence in those who collaborate with her to create partnerships, new programs and strategies that can improve the lives of others through education, employment, entrepreneurship and economic development.

MENTOR-PROTÉGÉ BUSINESS DEVELOPMENT



Mark Murphy – Green Bay Packers

Mark Murphy is in his 10th year as the Packers' President and CEO. Under Murphy's guidance, the organization continues to rank as one of the NFL's premier franchises. Murphy, who holds a law degree and an MBA in finance, brought a unique and qualified background to his role, including an eight-year playing career with the Washington Redskins. Murphy directs the organization's master plan, involving Lambeau Field, the Lambeau Field Atrium, practice facilities, and property owned adjacent to the stadium. Lambeau Field and the Atrium recently underwent a \$312 million, five-year expansion and renovation followed by a two-year, \$55 million project renovating the suites and club seats that was completed in 2017. Under Murphy's leadership and support, the Green Bay Packers Mentor-Protégé Program began in 2011. The program focuses on businesses owned by minorities, women, veterans, service-disabled veterans or disabled persons. The program pairs emerging businesses (protégés) with established, knowledgeable and committed

companies (mentors) to help provide exposure, resources and guidance in order to reach the next level of business growth. Mentor and protégé companies participate in program events and presentations and meet monthly with their paired business during the program. Through these activities, protégé companies become empowered to pursue their business goals, and mentor companies take an active role in enhancing the northeastern Wisconsin business community.



COMMUNITY ECONOMIC DEVELOPMENT AWARD

CORPORATE DIVERSITY DEVELOPMENT AND ADVOCACY



Linda Graves – Gilbane Building Company

A passionate community and industry advocate, Linda Graves serves as vice president and director of diversity and community affairs with Gilbane Building Company. In this national leadership role, she positions Gilbane's diversity and inclusion efforts as a comprehensive strategy to achieve business and workforce commitments. Linda works tirelessly on behalf of small and diverse businesses by rapidly assessing opportunities and instilling a shared sense of purpose.

For more than 18 years, Linda has actively supported the greater Milwaukee community through the African American Women's Fund Project (AAWFP) in partnership with The Women's Fund of Greater Milwaukee. AAWFP provides financial support to organizations that promote the well-being of African American women and girls in the greater Milwaukee area.

Gilbane Building Company shares this commitment to supporting the local community. Gilbane has served clients throughout Wisconsin since 1978 and is committed to building deep, long-lasting subcontractor, vendor and supplier relationships that strengthen communities through its portfolio of projects. Gilbane's approach offers clients unmatched experience through proactive outreach and industry engagement, with a strong focus on maximizing local diverse business and workforce utilization.

STATE DIVERSITY DEVELOPMENT AND ADVOCACY



Godwin Amegashie – Wisconsin Department of Administration (Retired)

A long-time advocate and supporter of the annual MARKETPLACE Conference, Mr. Godwin Amegashie has continually maintained strong ties to the community. A Fellow of the Economic Development Institute of the World Bank, Godwin joined state service as director of the State of Wisconsin Minority Business Program in 1999, and in 2006 became policy advisor for the Division of State Facilities. He was later called upon to revamp the State of Wisconsin program for minority and veteran owned businesses by creating the Wisconsin Supplier Diversity Program in 2012. In 2017, Godwin retired from state service and now works as independent consultant and currently serves on the Dane County Community Development Block Grant Commission and as a member of the board of the Madison Development Corporation, where he has served for more than 10 years. Over the years Godwin has served on the boards of directors for various community organizations, including as former treasurer for 100 Black Men of Madison and as former

president and chairman of the African Association of Madison, of which he is a founding member. He is a former board member of the Wisconsin Women Business Initiative Corporation, for which he is a current advisory board member. Professionally, Godwin has experience in both the private and public sectors. Godwin holds a Master's of Science in Business from the University of Wisconsin School of Business, and is a graduate of Citibank's Executive Training Center in Beirut, Lebanon, where he started his banking career. He later joined Affiliated Banks, the forerunner to M&I Bank in Madison, and served as planning officer, international banking officer, loan officer and head of the Small Business Banking Center in the Commercial Banking Group.

GOVERNOR'S AWARD LUNCHEON

SPONSORED BY 

Welcome

Governor Scott Walker (Invited)

Hall of Fame Award

Business Excellence Awards (Business Bios begin on page 38)

MINORITY-OWNED BUSINESS ENTERPRISES (MBE)

Outstanding Small Businesses – less than 25 employees

Outstanding Large Businesses – 25 or more employees

WOMAN-OWNED BUSINESS ENTERPRISES (WBE)

Outstanding Small Businesses

Outstanding Large Businesses

SERVICE-DISABLED VETERAN-OWNED BUSINESSES (DVB)

Outstanding Small Businesses

RISING STAR AWARDS – established in last five years

Minority-Owned Business Enterprise

Woman-Owned Business Enterprise

Service-Disabled Veteran-Owned Business

Luncheon Sponsor Remarks – US Bank

Keystone Sponsor Remarks – Town Bank

WEDC Leadership Closing Remarks

Adjourn



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS MINORITY BUSINESS ENTERPRISE

CARTRIDGE SAVERS INC. **Madison**

Founded in 1994, Cartridge Savers began as a small stationery and office supply company specializing in remanufactured ink and toner cartridges. Designed to save their customers money and protect the environment, Cartridge Savers has experienced major growth over the past 23 years of being in business, and has expanded into other product lines to serve as a supplier for state and federal governments. In 2002, Cartridge Savers became 8a certified and was awarded a GSA schedule for office supplies. In 2010, they obtained their Federal Strategic Sourcing Initiative (FSSI) designation. In collaboration with the University of Wisconsin Small Business Development Centers, SCORE, and the Wisconsin Procurement Institute, Cartridge Savers has been able to build the business capacity necessary to double the size of their FSSI contract. Cartridge Savers has been recognized for its success, including being an Outstanding US AbilityOne Program Distributor and multi-year recognitions as Fastest-Growing and Largest Hispanic-Owned Company by Hispanic Business Magazine.

Robert Wangard, President

PERODIGM DESIGN STUDIO LLC **Cambridge**

Established in 2012, PeroDigm Design Studio LLC was created to provide quality digital branding services at value pricing. Offering varied levels of web, digital media and aerial filming services, PeroDigm strives to understand and relate with clients in order to convey the clients' vision and goals. Web services include site design, search engine optimization, social media integration, online advertising and email marketing. These are used to optimize the client's digital presence within a given market and budget. PeroDigm's digital media services develop unique marketing materials that dynamically and effectively communicate the client's message. These services include brand development, video production, commercial photography and graphic design for both print and web. As one of the few licensed and insured Aerial Film companies in the Midwest, PeroDigm has the unique capability to provide drone filming that can add a distinctly dynamic appeal to businesses, services, or products.

Rob Pero, CEO

PHYSICAL THERAPY OF MILWAUKEE **Milwaukee**

Established in 2013, Physical Therapy of Milwaukee (PTM) was created to provide Milwaukee residents with the first bilingual (English and Spanish) physical therapy clinic. Beginning with only two employees, PTM has expanded its team and performed over 4,000 physical therapy visits. PTM provides an array of physical therapy services, with a special focus on knee and back injuries, work-related and athletic injuries, and ergonomic workplace consultation.

In addition, PTM is also involved within the Milwaukee community and strives to promote healthy lifestyles. They have participated in Día de la Mujer Latina, an annual event offering cancer prevention resources to low-income Hispanic women, the American Heart Association's annual Heart Walk, and other community events that increase public understanding of ways to avoid injury and stay healthy. As part of their community outreach, PTM's staff regularly visits senior living communities and local schools to educate others on safe lifting techniques and injury rehabilitation.

Dr. Sylvestra Ramirez, Owner and Founder



AWARD FINALISTS

OUTSTANDING LARGE BUSINESS MINORITY BUSINESS ENTERPRISE

ABLE ACCESS TRANSPORTATION LLC

Milwaukee

Established in 2001, Able Access Transportation LLC is a non-emergency medical and paratransit service company providing safe and reliable transportation to individuals with physical and cognitive disabilities who are unable to drive themselves to doctor appointments, physical therapies, dialysis and many other locations as required. Able Access has applied and received the State Minority-Owned Business Enterprise (MBE), State Unified Certification Program (UCP) and City of Milwaukee Small Business Enterprise (SBE) certifications. Able Access has built the capacity over the past 16 years to competitively bid and receive long-term service contract awards from municipal, county, state and federal government agencies. With the stability afforded by these contracts, Able Access has been able to expand services to cover Milwaukee, Ozaukee, Racine, Washington and Waukesha counties. Able Access continues to improve the company's operations efficiency and enhance its products and services by participating in executive education programs such as the SBA Emerging Leaders (2013), Scale Up Milwaukee (2013), Goldman Sachs 10,000 Small Businesses (2015), ICCB Milwaukee (2016) and the MMAC's CEO Roundtable program. Able Access was a 2016 and 2017 winner of the Business Times Future 50 award and the 2016 *Milwaukee Business Journal's* Central City Small Business Award.

Steven Tipton, President

METAL-ERA INC.

Waukesha

Established in 1980 and originally founded as a small manufacturing plant, Metal-Era Inc. is now a major manufacturing firm specializing in roofing and ventilation products. Over the years, Metal-Era has grown rapidly by introducing new, contractor-friendly brands such as Edge Systems One and expanding into new areas like ventilation by developing Airflow Solutions products. In 2008, Metal-Era increased productivity and consistency by introducing into its manufacturing process the use of robotics, which has enabled them to standardize their products and dramatically improve efficiencies. Metal-Era is dedicated to its community and the environment. As a certified Minority-Owned Business Enterprise (MBE) and a member of the National Minority Supplier Development Council, Metal-Era is proud to support other minority businesses by offering a minority business credit on all Metal-Era Roof Edge and Airflow products, as well as the company's complete line of private-label products. In addition, the company strives to provide sustainable roofing products through maintaining a proactive approach to compliance with all applicable federal, state and local environmental regulations, permits and building codes, sourcing materials from companies who are environmentally and socially responsible, and through continued recycling efforts including repurposing wooden pallets from incoming materials and recycling scrap metal from their manufacturing processes.

Tony Mallinger and Nick Mallinger, Co-owners

SANCHEZ PAINTING CONTRACTORS INC.

Wauwatosa

Established in 1998, Sanchez Painting Contractors Inc. started as a local two-man painting company, and has grown into a multi-million-dollar firm specializing in everything from single-room painting and renovation, to projects as large as 500,000 square feet. Sanchez Painting provides an array of services to clients throughout the state of Wisconsin, including new construction application, full exterior repainting, drywall finishing, specialty applications, machine painting, maintenance painting, waste treatment plant applications, industrial coatings applications and abrasive blasting services. Sanchez Painting have adopted many green policies within their business on the field as well as in the office, such as using recycled and environmentally friendly materials on all projects, actively conserving water and materials in all projects, and donating excess paint whenever possible. As the second largest minority-owned firm in its class, Sanchez Painting has been recognized as the Small Business of the Year by Newsmakers presented by the Daily Reporter, and was the recipient of the 2012 Central City Business Award in the small business category. In addition, the company has received numerous awards for its safety record and continuing involvement in area safety organizations, including the AGC Safety Award in 2014 and 2016.

Jose C. Sanchez, Owner



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS WOMAN BUSINESS ENTERPRISE

MILESTONE PLUMBING INC.

Wauwatosa

Established in 2011, Milestone Plumbing Inc. serves residential and small commercial property owners throughout Milwaukee, Waukesha and Ozaukee counties.

Originally created as a small operation in a home basement office and garage, Milestone Plumbing now operates out of its Wauwatosa business location and employs a team of licensed master and journeyman plumbers, apprentices and office support staff. The company plans to continue adding more employees by investing in Wisconsin's ABC Apprenticeship program to build a highly trained and qualified workforce. The company serves thousands of active customers by offering a wide range of repair and installation services for fixtures, appliances and plumbing systems in kitchens, bathrooms, utility rooms, laundry rooms and outdoors. During the early stages of business development, a loan secured from the Wisconsin Women's Business Initiative Corporation (WWBIC) provided the capital to support the company's initial startup and growth.

Jessica Cannizzaro, Owner

STORMWATER SOLUTIONS ENGINEERING LLC

Milwaukee

Established in 2002, Stormwater Solutions Engineering LLC is a civil engineering design firm that specializes in managing the treatment, storage and safe passage of rainwater within our communities.

With a stated mission to provide stewardship of our lakes and streams through quality engineering and environmentally sound design, they provide stormwater-related engineering for new development, redevelopment and municipal storm sewer system design and analysis for state government agencies, local municipalities, developers and landowners. Services offered by Stormwater Solutions Engineering LLC include drainage design, comprehensive stormwater management planning, flood control, hydraulic analysis, conveyance design and integrated site design.

As leaders in the field of stormwater engineering, their staff uses innovative techniques in meeting and exceeding the state and local stormwater regulations. By using cost-effective approaches, they design low-maintenance systems that meet clients' needs and protect our streams.

Carrie Bristol-Groll, Owner

SUPERIOR STRUCTURAL CORPORATION

New Berlin

Established in 1970, Superior Structural Corporation fabricates structural steel columns, beams, trusses, mezzanines, catwalks, steel stairs, ornamental and pipe railings, decorative and industrial gates, and other customer-requested steel fabrications. Superior Structural serves small- to large-size projects in the commercial, industrial and government sectors. Its customer base consists of general contractors, masonry contractors, churches and schools, as well as residential customers. Making their start in Mr. Heinrich J. J. Hofmann's two-car garage producing ornamental and balcony railings, today Superior Structural is well known for provide building structures with high-grade steel. The company has completed projects for national franchises and big-box stores, including Lowe's home improvements stores, Qdoba Mexican Grill restaurants, Kohl's stores, McDonald's restaurants, Target stores, Pick 'N Save grocery stores, U.S. Post Office branches, Walgreens drug stores and American Honda Company dealerships. They also supplied the structural steel to major projects such as the Milwaukee Public Market, the Kenosha Civil War Museum, Affiliated Foods Midwest, and the Milwaukee Bucks Training Facility.

Renate Hofmann, President



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ANDREA & ORENDORFF LLP **Kenosha**

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

A&O serves over 900 individual tax clients, 250 business clients, 30 nonprofits and five small municipalities, and has provided long-term contract management services for Milwaukee County since 2008 and the Kenosha County government since 1981. A&O is committed to helping clients succeed financially by focusing on building strong client relationships and delivering quality services. A&O believes that sharing the excitement of seeing its clients' realizing their dreams and helping them manage the details is what truly matters.

Kathryn Andrea and Terri Schmidt, Partners

EO JOHNSON BUSINESS TECHNOLOGIES **Wausau**

Established in 1957, EO Johnson Business Technologies actively builds relationships with its customers, vendors and each other to find solutions to help clients achieve their visions. Services provided include print imaging, such as managed print services, multifunction copiers and printers for ease of use and cost efficiency; production and wide-format printing services; document solutions, helping businesses leverage technology to efficiently manage their documents; business process optimization to reduce waste and variation and uncover current inefficiencies, thereby increasing customer and employee satisfaction; and information technology (IT) management to provide a secure and dependable IT experience.

EO Johnson has expanded over the 60 years it has been in business to include seven offices in six different markets throughout Wisconsin, Minnesota and Iowa. In 2016 the company received the Better Business Bureau (BBB) of Wisconsin Foundation Inc. Torch Award for Business Ethics and Integrity, and was awarded the CompTIA Managed Trustmark, a respected industry credential that signifies the company's adherence to best practices for technology service delivery and customer interaction.

Mary Jo Johnson, CEO/Owner

HARD ROCK SAWING & DRILLING SPECIALISTS CO. **Kenosha**

Established in 2004, Hard Rock Sawing & Drilling Specialists Co. is the premiere minority-owned sawing and drilling firm in the Midwest. They provide professional concrete saw cutting, core drilling, wall sawing, and wire sawing services to road builders, HVAC, utility, plumbing, electrical and general contractors, the UW System, hospitals, farmers and local homeowners. With five offices throughout Wisconsin and Iowa, Hard Rock Sawing & Drilling Specialists Co. has completed projects such as Lambeau Field, Camp Randall Stadium, the Kohl Center, General Mitchell Airport, Alliant Energy Dam (Wisconsin River), Madison Gas & Electric Facility, Kimberly Clark Co. and Neenah Foundry, as well as many private projects for local homeowners. The company's recent investment in concrete scanning equipment gives it a competitive advantage by giving its customers immediate access to scanning services to prevent drilling and boring damage to a building's structure.

Mary E. Dvoratchek, Owner



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS DISABLED VETERAN BUSINESS

AMERICAN PRIDE INDUSTRIAL EQUIPMENT AND SERVICES LLC **Green Bay**

Established in 2008, American Pride Industrial Equipment and Services LLC is a full-fledged service company delivering end-to-end industrial support to government and commercial business throughout the United States. As an authorized representative for more than 350 manufacturers worldwide, the company is able to deliver the highest-quality industrial supplies and equipment, helping clients become more productive and efficient. American Pride Industrial Equipment and Services offers custom fabrication services, ergonomic tools and a range of safety equipment to keep client operations running smoothly.

Jay J. Giese, William Capelle and Joshua Giese, Co-owners

MIDDLETON CONSTRUCTION CONSULTING LLC **Madison**

Established in March 2011, Middleton Construction Consulting (MCC) provides pre-construction services such as cost estimating, budget preparation, bid review and scheduling, and owner representative services for commercial and municipal building clients. Additionally, MCC provides general contracting services to construction projects at the Department of Veterans' Affairs. MCC works throughout the U.S. and has completed projects in the Midwest, Northeast, South and Southwest regions, with special focus in the health care, municipal and higher education markets. MCC differentiates itself by investing in developing and maintaining an internal cost database and a proprietary estimating software system, providing comprehensive and accurate project budgets that are related to realistic production schedules.

Thomas Middleton, President



AWARD FINALISTS

RISING STAR BUSINESS AWARD MINORITY BUSINESS ENTERPRISE

CIVIL ENGINEERING PROFESSIONALS LLC

Madison

Established in 2016, Civil Engineering Professionals LLC (CEP) provides engineering design and construction administration services for multiple government and local agencies and municipalities. Services include water resource management; structure, site, roadway and environmental studies; water distribution, sanitary sewer, storm water management, trails, CADD services and real estate services. CEP experienced 50 percent growth in its first year. The company has three offices in southeastern and southwestern Wisconsin, and seeks to expand through partnerships and opening an additional office in Chicago within the next year.

Najim Heidari, PE, President

CLEMETRIC DATA ANALYTICS

Madison

Established in 2013, CleMetric Data Analytics specializes in real-time data analytics, machine learning, artificial intelligence and research services. By using machine learning, stream and cognitive computing, and artificial intelligence to manage and analyze big data in real time, CleMetric can harness health data and provide insights to improve the quality of health care, patient safety and health economics. CleMetric's initial success is due in large part to the owners' background in software engineering and prior experience in the software industry. By utilizing staff expertise and leveraging existing relationships with medical institutions, the company was able to build from the ground up with no external funding. CleMetric supports Wisconsin Microfinance that provides microloans to improve the lives of many people in developing countries.

Geregen Jean Polynice and Sharth Chollet, Co-owners

DESIGNSTOUCH LLC

Racine

Established in 2015, DesignsTouch LLC is a full-service design and development company specializing in website design, brand development, social media and e-commerce services. In 2017, DesignsTouch developed and released a digital platform called OurHomeTownApp, a product aimed at thousands of business improvement districts and chambers of commerce to provide processes and tools to promote growth in the communities they represent. After almost closing its doors in 2015, the company's owners learned the value of MBE certification and government contracting at MARKETPLACE 2015. With renewed confidence, DesignsTouch obtained its MBE certification and joined the Racine Chamber of Commerce, and experienced substantial growth in 2016 and 2017.

Nim (Maimish) Joshi and Nir (Nirav) Joshi, Co-owners

OCTOPI BREWING LLC

Waunakee

Established in 2014, Octopi Brewing is a leading contract brewery in the Midwest. Created to cater specifically to the needs of the modern craft brewer, the company offers services including supplier selection facilitation, brand design, merchandising, equipment design and sourcing, beer formulation and industry consulting. Octopi Brewing has grown from five full time employees to 20 and has built a team with over 35 years of combined commercial brewing experience. Octopi plans to continue expanding to more states and into international markets within the next two to three years. In 2017, Octopi partnered with Clean Wisconsin and is the second craft brewery in Wisconsin to have an RO system with UV light to clean and disinfect its water. With the help of Brewery Wastewater Design, the company developed a wastewater system allowing it to clean all its water waste. Octopi also works to reuse solid waste by recycling it as animal feed or agricultural fertilizer.

Isaac Showaki, President



AWARD FINALISTS

RISING STAR BUSINESS AWARD WOMAN BUSINESS ENTERPRISE

EFH TRUCKING LLC **Milwaukee**

Established in 2014, EFH Trucking began with a single truck. Today, EFH operates four company-owned trucks and provides additional capacity by working with 16 subcontractors. EFH is a certified DBE, MBE, SBE, WBE and Section 3 business. EFH routinely recruits employees through the City of Milwaukee's Residential Preference Program (RPP) and invests many hours of additional training and mentoring to prepare new drivers and subcontractors for the jobs they are hired to perform. EFH has benefited tremendously from several mentor relationships that helped guide the company through startup obstacles and growth challenges. The EFH management team is now passing that knowledge on to the company's subcontractors by providing mentorship so subcontractors can keep pace with EFH's growth.

Erica Herrera, President

TERRA TRANSLATIONS, LLC **Wauwatosa**

Established in 2015, Terra Translations is a Hispanic woman-owned global language services company specializing in the different variants of Spanish language translation, with a special focus on U.S. Spanish. With an experienced translation team formed by native Spanish speakers who understand how to anticipate, detect and solve all Spanish localization challenges, Terra provides translation services to the private sector, federal agencies and prime contractors, helping them communicate effectively to Spanish speakers from different backgrounds and countries of origin. Diversity and inclusion are important values for Terra. 90 percent of its team members are native Spanish speakers and/or women. Just as important to Terra is giving back to the community. In 2016 the company established Terra Cares, a program that provides pro bono translation services to select nonprofit organizations in the Milwaukee area, including Sixteenth Street Community Health Centers and Aurora Walkers Point Community Clinic.

Maria Ilari, Managing Director

WHITE BUFFALO TRUCKING, LLC **Seymour**

Established in 2013, White Buffalo Trucking, LLC is a quad-axle trucking company providing hauling and dumping services for the Wisconsin Department of Transportation and private customers in Wisconsin. The company has built a working network with several other locally owned and operated trucking and hauling companies, and prides itself on the ability to work as a team in a competitive industry. White Buffalo Trucking experienced almost 300 percent business growth in its first year alone, and continues to grow through a strategy of further building its reputation by working with dependable and hard-working drivers and collaborating with other industry organizations to build a strong and thriving network.

Amy Hacker and Cale Hacker, Co-owners

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Environmental Protection Agency (EPA)
General Services Administration - Great Lakes Region 5 (GAS)
United States Forest Service (USFS)
United States Army Corps of Engineers (USACE) Chicago District

STATE GOVERNMENT

Wisconsin Air National Guard
Wisconsin Department of Administration
Wisconsin Department of Administration - Bureau of Procurement
Wisconsin Department of Children and Families
Wisconsin Department of Corrections
Wisconsin Department of Military Affairs
Wisconsin Department of Transportation

LOCAL GOVERNMENT

City of Milwaukee
Milwaukee Metropolitan Sewerage District (MMSD)

TRIBAL GOVERNMENT

Ho-Chunk, Nekoosa, WI

UNIVERSITIES

Marquette University
Milwaukee Area Technical College (MATC)
University of Wisconsin - Madison
University of Wisconsin System

CORPORATE BUYERS

Master Lock Company
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WHAT WE DO

Vanguard Computers ensures that your IT infrastructure will fit seamlessly and effectively into your environment. Partnering with leading IT solution providers, we can manage your technology from start-to-finish while offering technical expertise support and service excellence.

WHY US?

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- Lenovo 505ENT-M17-WICOMPUTER-07

STATE OF WISCONSIN: Computer Printers, Supplies, Parts, Accessories and Services

- HP 505ENT-M17-WICOMPUTER-05

NASPO: National Association of State Procurement Officials

- HPI 505ENT-O16-NASPOCOMPUT-04
- HPE 505ENT-O16-NASPOCOMPUT-03
- Lenovo 505ENT-O16-NASPOCOMPUT-13
- Fujitsu 505ENT-O16-NASPOCOMPUT-12

MHEC: Midwestern Higher Education Compact

- HPI MHEC-06012015
- Lenovo MHEC-10272015
- HPE MHEC-06012015
- VMware MHEC-021213

NCPA: National Cooperative Purchasing Alliance

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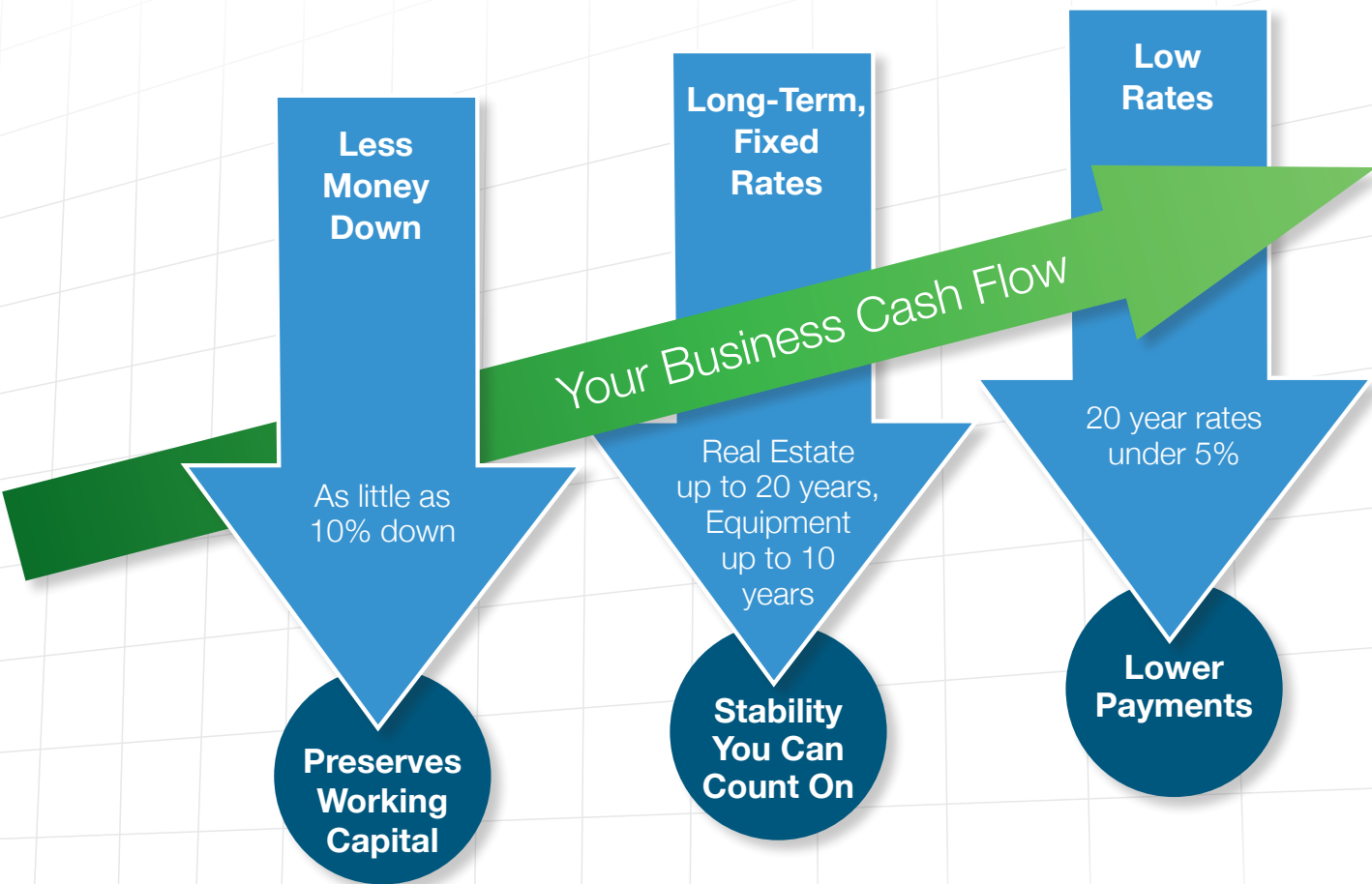


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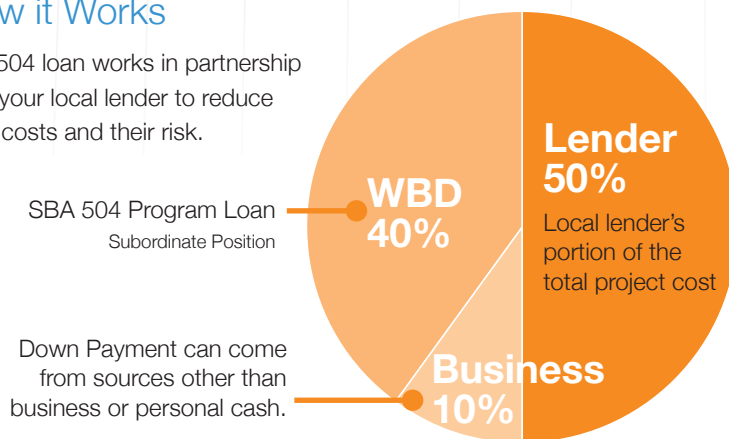


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