



WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION



# MARKETPLACE

WISCONSIN

39th Annual

GOVERNOR'S VIRTUAL CONFERENCE ON  
DIVERSE BUSINESS DEVELOPMENT

DECEMBER 8-10, 2020

KEYSTONE SPONSOR



Thank you **SPONSORS**

**KEYSTONE**



**GOVERNOR'S AWARDS**

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CONSTRUCTION



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**BRONZE**



AMERICAN FAMILY  
INSURANCE



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# Tony Evers

Office of the Governor | State of Wisconsin

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Dear MARKETPLACE 2020 attendees:

On behalf of the State of Wisconsin, I'd like to welcome you to MARKETPLACE 2020: The Governor's Conference on Diverse Business Development.

As you know, my administration is deeply committed to equity, diversity, and inclusion. Wisconsin's future lies in our ability to ensure that every Wisconsinite has the tools and resources they need to thrive in our state, even as we face new and unprecedented challenges in our communities and our economy as we continue to battle the COVID-19 pandemic.

MARKETPLACE hosts minority, veteran, woman and LGBTQ owned businesses to celebrate their achievements and bolster their businesses. For nearly four decades, MARKETPLACE has provided diverse businesses with the resources, tools and contacts they need to maximize their success. For the first time in its history, MARKETPLACE is going fully online this year to keep everyone safe during the COVID-19 pandemic, but its tradition of empowering business owners will continue. Because everyone will be able to participate virtually, there will be even greater opportunities for attendees to meet with potential buyers, identify funding sources, connect with business assistance resources, and network with their peers.

The fact that MARKETPLACE continues to welcome many businesses back year after year is a testament to the conference's ongoing success in helping businesses owned by people of color, women, veterans, and members of the LGBTQ community, and every intersection of those communities, find new opportunities for growth.

One of the unique aspects of the conference is the ability of business owners to have one-on-one meetings with buyers from federal, state, and local governments, as well those in the private sector. Those meetings, which will move online this year, are invaluable and have opened new markets for hundreds of companies over the years.

That component, coupled with seminars on key business topics and resource information that will be featured at MARKETPLACE, will provide numerous opportunities for business owners to find new opportunities and success.

While much of MARKETPLACE focuses on ways to help businesses become more successful, the event also provides us with the opportunity to celebrate the accomplishments of Wisconsin's diverse businesses with the MARKETPLACE Governor's Awards. The outstanding companies being honored with these awards exemplify not only the entrepreneurial spirit that exists in Wisconsin among companies of all sizes and all industries but especially this year, the resiliency of Wisconsinites.

I hope you will take advantage of the many resources and networking opportunities available at MARKETPLACE this year. Stay healthy and stay safe.

Best wishes,

A handwritten signature in black ink that reads "Tony Evers".

Governor Tony Evers

# Welcome to MARKETPLACE 2020

On behalf of the Wisconsin Economic Development Corporation (WEDC), I am delighted to welcome you to the 39th annual MARKETPLACE conference. The Governor's Conference on Diverse Business Development provides an opportunity to celebrate Wisconsin's minority, women, veteran and LGBTQ-owned small businesses, as well as connecting these businesses with new opportunities through networking, buyer meetings and workshops. While this year's events will be held virtually, we believe MARKETPLACE offers the same opportunities it always does to make valuable connections, share insights and gain knowledge to help your business succeed.

Embracing diversity, equity and inclusion is vital for Wisconsin's economic future, a fact that has been underscored by the events of this tumultuous year. As WEDC noted in its recent report, Wisconsin Tomorrow – An Economy For All, "The disproportionate impact of the COVID-19 pandemic on communities of color, as well as recent unrest in our communities, make this a critical time for Wisconsin to address longstanding issues of racial and economic equity to ensure that every citizen has the same access to full participation in the recovery and experiences economic well-being."

WEDC is committed to ensuring that all its citizens have access to the resources needed to build not only strong businesses but strong communities. In fiscal year 2020 (FY20), WEDC awarded \$1,000,000 to organizations that support diversely owned businesses around the state. WEDC's Key Strategic Partners and affiliates include the African American Chamber of Commerce of Wisconsin, the American Indian Chamber of Commerce of Wisconsin, Latino organizations, and the Hmong Wisconsin Chamber of Commerce. In addition, WEDC supported the Ethnic & Diverse Business Coalition, Wisconsin LGBTQ Chamber of Commerce and Wisconsin Veterans Chamber of Commerce. During FY20, the chambers provided services to 3,218 businesses around the state and conducted 202 workshops on business development topics.

Additionally, in response to the exceptional impact of COVID-19 on diverse communities, WEDC established the Ethnic Minority Emergency Grant initiative, which provided over \$2 million to these targeted small businesses. WEDC also partnered with community development financial institutions to provide \$5 million in aid to microbusiness borrowers. WEDC is also providing \$4 million in no-interest Disaster Recovery Microloan funds to Kenosha businesses that suffered losses during last summer's unrest.

We still have much to do and change to root out institutionalized racism and long-embedded obstacles to success for communities and businesses of color. WEDC is engaged with its partners around the state to identify those obstacles in the economic development system and remove them. MARKETPLACE is about intentionally creating immediate and near-term opportunities for businesses of color, to bridge this moment until we collectively can find our way to a new paradigm with equity truly achieved. As in past years, MARKETPLACE remains an opportunity to celebrate successes and lay the foundation for new ones. At the end of our three days, six community leaders and 29 businesses will be recognized for their outstanding accomplishments and their contributions to the community. Hundreds of buyer meetings will have been held, with connections that will continue to bear fruit in the coming months and years.

We continue to be extremely grateful to the event sponsors and our network of statewide partners. Neither this event nor the broader task of serving these business communities are tasks we could accomplish on our own. I would like to take this opportunity to thank our partners, sponsors, attendees, resource partners and volunteers of the main conference as well as the Contracting Academy. Each of you plays a key part in making this event a success.

Most of all, thank you to the businesses for the enthusiasm and entrepreneurial spirit you bring to this event and for helping move Wisconsin's economy forward.



Melissa L. Hughes  
Secretary and CEO



**WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION**

# DECEMBER 8

## 8:30 a.m.

Welcome – EMCEE, Elmer Moore, Executive Director, Scale Up Milwaukee

Introduction – Mary Gage, Vice President of Business and Community Development, WEDC

**KEYSTONE SPONSOR**– Steven SaLoutos, Executive Vice President and Midwest Regional Executive Consumer and Business Banking, U.S. Bank

## 8:45 a.m.

Tribute to Late Herb Miller

## 8:50 a.m.

Missy Hughes – WEDC Secretary and CEO

Governor Tony Evers Remarks

## 9:00 a.m.

Awards Sponsor – Kira Lafond, Market President/Publisher, Milwaukee Business Journal

Governor's Business Excellence Awards Ceremony

## 9:30 a.m.

Guest Speaker – Lafayette Crump, Commissioner of City Development, City of Milwaukee

## 10:15 a.m.

Four Steps to Grow Your Business Online Panel

Moderator: Jim Lee, Hmong Chamber

Panelists: Kim Swisher, Kim Swisher Communications LLC; Genia Stevens, Belwah Media; Temo Xopin, Neuro Republica and Latino Life

## 10:45 a.m.

Demographic Report – Bob Pope, Research Analyst, WEDC

## 11:00 a.m.

How to Grow Your Business Panel-Using Capital Strategically

Moderator: Elmer Moore, Executive Director, Scale Up Milwaukee

Panelists: Darren Fisher, SPEARity; Lorry Rifikin, Clarity Management; Mel Toy, PyraxMax Bank

## THE CONTRACTING ACADEMY (Concurrent Workshops)

### 1:00 p.m

Selling to the State of Wisconsin – Goods and Services – the Basics

Contracting with the Wisconsin Department of Transportation and their Primes

### 2:00 p.m.

Selling to the State of Wisconsin – Goods and Services – Past the Basics

Locating, securing and managing federal construction contracts and subcontracts

### 3:00 p.m.

Selling to the State of Wisconsin – Construction, A/E and Related Trades

Selling to the Federal Government and Federal Prime Contractors – Goods and Services

# DECEMBER 9

## 8:30 a.m.

Welcome – EMCEE, Elmer Moore, Executive Director, Scale Up Milwaukee

Introduction – Mary Gage, Vice President of Business and Community Development, WEDC

Keystone Sponsor– Mike Ward, Senior Vice President, U.S. Bank

## 8:45 a.m.

Sam Ridders, WEDC Deputy Secretary and COO

Lt. Governor Mandela Barnes Remarks

## 9:00 a.m.

Community Awards Recognition, SBA and 25th Anniversary Awards

## 9:15 a.m.

Government Program & Contract Spend -Eric Ness, Wisconsin Director, US SBA

Tondra Davis, Supplier Diversity Director, Department of Administration

## 9:45 a.m.

Guest speakers – Joaquin Altoro, Chief Executive Officer, WHEDA and May yer Thao, Assistant Deputy Director, WHEDA

## 10:30 a.m.

Locating Financial & Technical Resources Panel

Moderator: Marjorie Rucker, Executive Director, The Business Council

Panelists: Ossie Kendrix, African American Chamber of Commerce Wisconsin and Ger Thao,

Hmong Wisconsin Chamber of Commerce

## 11:15 a.m.

How to Diversify your Business in the Era of COVID

Moderator – DeShaun Robinson, Scale Up

Panelists Melanie Manual – Celesta Restaurant, Jaime Hurtado – Intec

## 10:30 a.m. – 4:00 p.m. Buyer/partner/sponsor meetings

## THE CONTRACTING ACADEMY (Concurrent Workshops)

### 2:00 p.m.

An Overview of Available Federal and State Small Business Certifications

Business Development and Marketing with a Government Customer – Advice from the Experts

### 3:00 p.m.

Building Your Capacity, Capability and Compliance in the Federal Marketplace

Working with the Government – A Panel Discussion

# AGENDA

## **DECEMBER 10**

**9:00 a.m.**

**Keystone Sponsor – Steven SaLoutos, Executive Vice President, U.S. Bank**

**Opening Remarks by Missy Hughes, WEDC Secretary and CEO**

**Expanding Wisconsin's Diverse Supply Chain Panel**

Moderator: Heather Olson, President & CEO, North Central Minority Supplier Development Council

Panelists: Daryl Hodnett, System Director-Supplier and Business Diversity & Inclusion, The Office of Diversity & Inclusion, Advocate Aurora Health, Chris Layden, Senior Vice President, Manpower North America

Reginald K. Layton, Vice President, Supplier Diversity & Supply Chain Sustainability, Johnson Controls;

Tom D. Lutz, Chief Procurement Officer, Senior Vice President, U.S. Bank

**10:30 a.m.**

**Wisconsin Tribal Enterprises & Business Development Corporations – New Markets & Business Development Resources**

Bill Beson & Gary Mejchar, First American Capital Corporation

**11:15 a.m.**

Marketing & Advertising to a Business is just like Air, Food and Water for us to Survive- Katherine Ramirez, adBidTise & #SocialBuzz

**10:00 a.m. – 3:30 p.m. Buyer/partner/sponsor meetings**

**THE CONTRACTING ACADEMY** (Concurrent Workshops)

**2:00 p.m.**

What it Takes to Win – Preparing Government Quotes, Bids, Proposals

GSA Schedule Contracts – Should you have one, how to get one and how to use it

**3:30 p.m.**

Closing Session – Robert Lamb, Vice President, U.S. Bank

WEDC and Partners/Resources



# MARKETPLACE PLANNING COMMITTEE

MARKETPLACE 2020 is hosted by WEDC's **Mary Gage**, Vice President Business and Community Development and **Seyoum Mengesha**, Director of Diverse and Business Development, **Sara Beuthien**, MARKETPLACE Conference Coordinator;

**MARKETPLACE was coordinated by WEDC:**

Vanessa Ineza, Minority and Small Business Development Manager; Dawn Olsen, Senior Graphic Designer, Jake Mieske, Digital Marketing Manager, Bettsy Wood, Business Community Development Administrative Assistant, Kysa Samu, MARKETPLACE intern and Aina Vilumsons, President/CEO Wisconsin Procurement Institute

Wisconsin Procurement Institute - The Contract Academy and Buyer Meetings

Magic Productions, Inc. – Conference Production

African American Chamber of Commerce of Wisconsin

American Indian Chamber of Commerce of Wisconsin

City of Milwaukee – Office of Small Business Development

Department of Administration – Supplier Diversity Program

Latino Chamber of Commerce of Southeastern Wisconsin

Latino Entrepreneurial Network

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

Milwaukee Urban League

Milwaukee Metropolitan Sewerage District

New North

North Central Minority Supplier Development Council

Phoenix Advisors

SCORE

Small Business Development Center

The Business Council

Town Bank

U.S. Small Business Administration

US Bank

Western Dairyland Economic Opportunity Council

Wisconsin Black Chamber of Commerce

Wisconsin Economic Development Corporation

Wisconsin Housing and Economic Development Authority

Wisconsin Indian Business Alliance

Wisconsin LGBT Chamber of Commerce

Wisconsin Procurement Institute

Wisconsin Veterans Chamber of Commerce

Wisconsin Women's Business Initiative Corporation

Wisconsin Department of Transportation – OBOEC

Women's Business Development Center



# The Contracting Academy

*Developing and Growing  
Government Contractors*

## DECEMBER 8

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**1:00 p.m.**

**Track 1:** Selling to the State of Wisconsin - Goods and Services - the Basics

**Track 2:** Contracting with the Wisconsin Department of Transportation and their Primes

**2:00 p.m.**

**Track 1:** Selling to the State of Wisconsin - Goods and Services - Past the Basics

**Track 2:** Locating, securing and managing federal construction contracts and subcontracts

**3:00 p.m.**

**Track 1:** Selling to the State of Wisconsin - Construction, A/E and related trades

**Track 2:** Selling to the Federal Government and Federal Prime Contractors -  
Goods and Services - the Basics

## DECEMBER 9

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**2:00 p.m.**

**Track 1:** An Overview of Available Federal and State Small Business Certifications

**Track 2:** Business Development and Marketing with a Government Customer -  
Advice from the Experts

**3:00 p.m.**

**Track 1:** Building Your Capacity, Capability and Compliance in the Federal Marketplace

**Track 2:** Working with the Government - A Panel Discussion

## DECEMBER 10

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**2:00 p.m.**

**Track 1:** What it takes to Win - preparing government Quotes, Bids, Proposals

**Track 2:** GSA Schedule Contracts – Should you have one, how to get one and how to use it



# PRIMARY SPONSORS and EMCEE

## KEYSTONE SPONSOR



**Steven SaLoutos**

Executive Vice President and  
Midwest Regional Executive  
Consumer and Business Banking  
**U.S. Bank**



**Mike Ward**

Senior Vice President  
**U.S. Bank**

## AWARDS SPONSOR



**Kira Lafond**

Market President  
Publisher  
**Milwaukee Business Journal**

## EMCEE



**Elmer Moore**

Executive Director  
**Scale Up Milwaukee**



# GUEST SPEAKERS



**Lafayette L. Crump, JD**

**Commissioner of City Development, City of Milwaukee**

Born and raised in Milwaukee, Lafayette most recently served as deputy chief of staff and chief diversity, vendor and engagement officer for the Milwaukee 2020 Host Committee of the Democratic National Convention, where he ensured community involvement, the inclusion of local and diverse businesses, and corporate adherence to ethical, environmental, and employment and accessibility practices. Lafayette was also chief operating officer of Prism Technical Management & Marketing Services LLC, a multidisciplinary management consulting firm based in Milwaukee.



**Joaquin J. Altoro**

**Chief Executive Officer, WHEDA**

As CEO, Joaquín Altoro is strategically positioning the Wisconsin Housing and Economic Development Authority (WHEDA) to leverage affordable housing in a more holistic way to attract new businesses and encourage existing businesses to grow. His nearly 30 years of banking experience, successful track record of establishing public-private partnerships, and unique approach on advising community development will advance WHEDA's mission throughout Wisconsin.



**May yer Thao**

**Assistant Deputy Director , WHEDA**

Thao serves as assistant deputy director for the Wisconsin Housing and Economic Development Authority (WHEDA). In this role, May yer utilizes her economic and business development experience and strategic relationships to expand WHEDA's mission in underserved communities. Prior to this role, May yer was executive director of the Hmong Wisconsin Chamber of Commerce (HWCC), a statewide community development financial institution headquartered in Milwaukee, whose mission is to provide financial resources and technical assistance to business and community development activities that improve economic opportunities in low-income and underserved communities, with a special focus on Hmong and Asian American communities.



# GUEST PANELISTS

December 10, 2020

9:00 a.m. — 10:00 a.m.

## Expanding Wisconsin's Diverse Supply Chain Panel



### **D.M. (Daryl) Hodnett**

**System Director-Supplier and Business Diversity & Inclusion,  
The Office of Diversity & Inclusion**

#### **ADVOCATE AURORA HEALTH**

D.M. (Daryl) Hodnett currently serves as system director for supplier diversity and inclusion with Advocate Aurora Health (AAH). During his three years in this role, Daryl has helped lead AAH to \$157 million in measured spending with diverse suppliers during 2019, a 30% increase over 2018 spending.



### **Tom Lutz**

**Senior Vice President and Chief Procurement Officer**

#### **U.S. Bank**

Tom Lutz joined U.S. Bancorp as senior vice president and chief procurement officer in April 2008. He is responsible for the corporate procurement organization involved with strategic sourcing and supplier diversity. Since joining U.S. Bancorp over 12 years ago, Tom has focused on delivering significantly greater value across the enterprise through more effective internal alignment, risk management, improved vendor relationships, strategic talent management and a shareholder-centric view of operating costs and business practices.



### **Reginald K. Layton**

**Vice President, Supplier Diversity and Supply Chain Sustainability**

#### **JOHNSON CONTROLS INTERNATIONAL**

Reginald K. Layton is vice president of supplier diversity and supply chain sustainability for Johnson Controls Inc. In this position, he is responsible for overseeing all diverse purchasing activities and supply chain sustainability initiatives company-wide. He has been with Johnson Controls since 1997.

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# GUEST PANELISTS

December 10, 2020

9:00 a.m. — 10:00 a.m.

## Expanding Wisconsin's Diverse Supply Chain Panel



**Chris Layden**  
Senior Vice President

### **Manpower North America, part of ManpowerGroup**

Chris Layden is SVP, Manpower North America, part of ManpowerGroup (NYSE: MAN), the leading global workforce solutions company. Previously, Layden served as Vice President, New Ventures for ManpowerGroup, and Managing Director of Experis, ManpowerGroup's professional resourcing and consulting solutions business specializing in IT, Finance & Engineering. Layden joined ManpowerGroup in 2004 as an intern and worked the early part of his career in operations, sales and market leadership roles. He is regularly invited to share his expertise around employment trends and talent shortages with the media and at industry events. Layden serves on the Workforce

Advisory Council for MxD (formerly the Digital Manufacturing & Design Innovation Institute) based in Chicago, Illinois, as well the Board of Directors of the National Minority Supplier Development Council Inc ® (NMSDC®), the United States' leading membership organization advancing business opportunities for certified minority business enterprises. Layden is a graduate of Boston College and the University of Oxford, where he graduated magna cum laude with an honors degree in Perspectives and Philosophy. Layden lives in Milwaukee, Wisconsin with his wife and two children where he also serves on other civic and not-for-profit boards including the Milwaukee Public Library, Milwaukee Symphony Orchestra, Boy Scouts of America and the Milwaukee Academy of Science.



**Heather N. Olson**  
President & CEO

### **NORTH CENTRAL MINORITY SUPPLIER DEVELOPMENT COUNCIL**

Heather N. Olson is the president and chief executive officer for the North Central Minority Supplier Development Council (NCMSDC), serving Iowa, Minnesota, North Dakota, South Dakota and Wisconsin. With over 15 years of experience in supplier diversity, Heather has worked in all affiliate council capacities.



# AWARD FINALISTS

## RISING STAR BUSINESS AWARD MINORITY BUSINESS ENTERPRISE

### **VOLLEY LIFE LLC MILWAUKEE**

Founded in 2017, Volley Life LLC is rapidly emerging as the foremost volleyball services company in Wisconsin. Volley Life uses leagues, tournaments, camps and more to provide maximum value and enjoyment to its customers. Led by owner and founder Tomás Goldsmith, the most experienced volleyball director in Milwaukee, Volley Life brings expertise, professionalism, a national network of players and similar businesses, and a proven track record of success to the beach volleyball community. In south-east Wisconsin alone, this community of youth and adult players, fans and coaches numbers in the thousands. As a Wisconsin DBE minority-owned business with current government contracts to manage the premier beaches in Milwaukee County, Volley Life is uniquely positioned to serve this vast and growing market.

**Tomás Goldsmith, Owner**

### **THE COMMUNICATION STRATEGIST MILWAUKEE**

The Communication Strategist (TCS) is a boutique woman-owned learning and leadership collective with a commitment to cultivating leadership at all levels, at work and beyond, through transformative interventions that include consulting, facilitation and coaching. This allows leaders to explore and build competence in various aspects of leadership, personal development, and diversity and inclusion. The 'Accelerate Your Ascent Framework' and 'Redefine Your Color System' are unique to TCS to promote skill building and acumen acquisition in a unique, engaging, interactive, fast-paced learning environment. TCS is committed to helping organizations optimize how their leaders influence, at work and beyond, in order for them to lead from every seat they sit in. TCS plans to expand the team over the next year and grow the business by building out the partnerships in order to truly be established as a collective of experts who are committed to increasing leadership representation across all industries.

**Dorothy Enriquez, Founder & Principal**

### **SUR NATURAL HEALTH BRANDS LLC (DOING BUSINESS AS ZYN) SHOREWOOD**

ZYN is an innovative leader in the consumer packaged goods and food and beverage sector. ZYN will seek to be first-to-market with innovation that is rooted in ancient wisdom but grounded in science. ZYN will continue to introduce first-of-a-kind new products to consumers in the US and eventually across the globe. ZYN will ensure that the foundation for every business decision is in line with its B-Corp. certification, to be a force for good, above all else.

**Qasim Khan & Asim Khan, Founders**



# AWARD FINALISTS

## RISING STAR BUSINESS AWARD WOMAN BUSINESS ENTERPRISE

### HEATHER HERNANDEZ ENTERPRISES / BROTHERS PAINTING SHEBOYGAN FALLS

Brothers Painting provides professional painting services, including residential and commercial exterior and interior painting and staining, industrial painting and deck restoration services. They offer incredible attention to detail, stellar customer service, cleanliness and an unmatched standard of service throughout all steps of their process. Brothers Painting is your team of Master Painters specializing in residential repaints of high-value homes in the northeast and southeast regions of Wisconsin. They are family-oriented professionals who provide organized and detailed care for your home or business painting needs. As a company goal, they are improving communities one project at a time while working to improve the lives of all they meet.

**Heather Hernandez George, CEO**

### DE VOR COMMUNICATIONS LLC GERMANTOWN

De Vor Communications LLC is a full-service public involvement and communications firm with an established reputation for providing high-quality public outreach and information programs for multimodal transportation, planning, design and construction projects. At De Vor, they specialize in clearly defining planning goals that focus on specific issues to be addressed, the kind of input needed, and the sectors of the public that should be involved throughout the critical decision-making process. The company's expertise is rooted in the knowledge that information gathered needs to be accurate and concise for key stakeholders, the public, and all interested parties in a format understandable to the average person. They excel at managing complex projects and solving challenges for clients by providing public involvement and community outreach services that go well beyond the traditional distribution of flyers and facilitating public meetings.

**Cynthia De Vor, Owner**

### MAID IN LAKE GENEVA LAKE GENEVA

MAID in Lake Geneva was started based on the idea of offering the best cleaning service at an affordable price. They wanted to make cleaning services something that everyone could enjoy and afford. The company's excellent customer service does not just end with a great cleaning—they also have a 24/7 on-call service. They strive to not only provide an exceptional cleaning every time, but also to provide the best customer service imaginable. This is done by guaranteeing all their work. If something is not done right, they will fix the issue immediately. At MAID in Lake Geneva, customers are their top priority. The team is composed of exceptional cleaners with lots of cleaning experience. Their cleaners will not only do basic cleanings, but also other house-related chores such as laundry and organizing. They customize all their cleanings to meet your personal home cleaning needs.

**Vanessa Anaya, Owner**



# AWARD FINALISTS

## RISING STAR BUSINESS AWARD DISABLED-VETERAN OWNED BUSINESS

### **DK39 MANAGEMENT & CONSULTING** **MIDDLETON**

DK39 Management & Consulting is a technical services company providing professional building modeling services with architectural, structural, mechanical, electrical, plumbing and fire protection capabilities. They are based in the Madison area, serving the state of Wisconsin and wherever their clients take them to serve their needs. Their associates' experience provides extensive access to projects, markets and quality processes to execute successful projects. The company is a Service-Disabled Veteran-Owned Small Business (SDVOSB), an Autodesk Certified Instructor (Revit) and a Revit Certified Professional with a Fluent Revit experience of over 15 years, and has extensive clash detection project experience.

**William Hilgendorf, President**



# AWARD FINALISTS

## OUTSTANDING SMALL BUSINESS MINORITY BUSINESS ENTERPRISE

### **CARTRIDGE SAVERS** **MADISON**

Cartridge Savers Inc. specializes in high quality remanufactured and original equipment manufacturer (OEM) toner cartridges for laser printers, copiers and facsimile machines. Our toner cartridges are built using the highest-quality toner on the market and meet or exceed all OEMs' standards for yield, image quality and cartridge integrity. All of their remanufactured laser printer toner cartridges are rebuilt in Madison. They stock these items in their Madison location, with three- to four-day delivery throughout the continental United States.

**Tom Wangard, President**

### **CRAWFORD EVALUATION GROUP** **WAUKESHA**

Crawford Evaluation Group is the largest locally owned medical consulting firm in Wisconsin. They are minority owned and operated, celebrating 10 years of business in 2020. They specialize in providing independent medical expert opinions with a focus on local physician development. Their referral community includes worker's compensation insurance carriers, nurse case management consultants, self-insured employers, and both defense and plaintiff attorneys. They have over 100 years of experience in worker's compensation claims handling, combined with medical legal quality assurance. Their mission is to provide consultation at the referral level, so the service they provide is focused on the individual needs of each claim.

**David Crawford, President**

### **RIVERA & ASSOCIATES INC.** **MILWAUKEE**

Rivera is a full-service public relations and marketing firm with a company vision of providing professional services for clients with a focus on client satisfaction. Founded in 1997 and located in Milwaukee, the firm's services include writing press releases, managing marketing campaigns, increasing awareness and support, management consulting, crisis management and brand management, to name a few. They have worked in the private sector as well as state and local government. The company was named in the Top 20 Best PR Firms in Milwaukee by Expertise in 2017 and 2018, selected for Outstanding Business Award at the 2016 Governor's Marketplace Awards, and chosen as BUILD magazine's 2017 American Top 50 in the USA—the only Hispanic-American owned consulting firm to receive this recognition from Wisconsin.

**Michael Rivera, President/CEO**



# AWARD FINALISTS

## OUTSTANDING SMALL BUSINESS WOMAN BUSINESS ENTERPRISE

### **ATHENA COMMUNICATIONS** MILWAUKEE

Athena Communications LLC is a public relations firm specializing in brand management and government relations. They deliver strategic and impactful communications, along with outreach products, to nonprofit, small business and corporate partners. They have a demonstrated track record of helping clients achieve their goals through customized event management, public relations, and media relations services. They approach their work with the knowledge and enthusiasm to get the job done. Athena's staff background includes government relations, tourism, communications and leadership development. Their services include brand management, government relations, media engagement, public affairs, community engagement, crisis management and strategic communications.

**Tammy Belton-Davis, Founder & Principal**

### **REYNOLDS PACKAGING LLC** GREEN BAY

Founded in 1999, Reynolds Packaging is a privately held, women-owned small business located in Green Bay. Starting over 20 years ago manufacturing bags for local confectionery and candy companies, they have since grown to service thousands of companies with a wide selection of stock products throughout North America. Their products range from flexible packaging bags and pouches of polyethylene, polypropylene, LLDPE, high-density and co-extruded films to labeling, printing and die cut pouches. Their PPE product manufacturing includes test kit bags, hand sanitizer packaging, nonwoven disposable masks and filters. They specialize in sustainable packaging of compostable and biodegradable materials, custom-designed packaging and eco-friendly compostable packaging that ensures a sustainable future for all of us.

**Lisa Reynolds, CEO**

### **VENDI ADVERTISING** LA CROSSE

Vendi got its start when national ad agency veterans decided they were ready for a change. They wanted to create a culture of kindness and creativity. They wanted to develop client partnerships that foster great work and results. And they wanted to do it from La Crosse—a gem of a town on the Mississippi River with incredible outdoor recreation and natural beauty. The only way to do it was to start their own agency. That turned out to be a pretty good idea. WBE-certified Vendi has grown into the largest full-service agency in western Wisconsin and has built a reputation for great work, measurable results, longstanding client relationships—and as a desirable place to work. In addition to providing national award-winning work for clients, their very busy Vendi Share pro bono program has generously served nonprofit organizations that feed communities, fight discrimination, honor veterans, protect the environment and support the arts.

**Kathy Van Kirk and Julie Haas, Principal Owners**



# AWARD FINALISTS

## OUTSTANDING SMALL BUSINESS DISABLED-VETERAN BUSINESS

### **SPEARity** MILWAUKEE

A veteran and minority owned business, SPEARity™ partners with organizations to create the processes, competencies and habits needed to set and achieve goals. They offer executive coaching, business coaching, leadership development training, and technology to allow every member of your team to understand the goal, utilize the resources, and find success. Their desire is to help individuals and organizations think, act and lead strategically. They offer a variety of services that are tailored to the needs of your organization. SPEARity™ isn't your standard business coaching firm. They don't provide you with a plan and walk away. They partner with you and your team to ensure you are developing the processes, competencies and habits needed to set strategic goals and achieve them as an organization. At their very core, the main goal at SPEARity™ is to help you and your business reach your greatest potential.

**Darren Fisher, Founder/CEO**

### **YOUR PERSONAL GARDENER & ARBORIST** MUKWONAGO

Your Personal Gardener & Arborist is a Service Disabled Veteran Owned Small Business (SDVOSB). The company is a fully insured tree and landscape firm, capable of taking care of all your individual needs through their professional, first-class service. They aim to achieve a well-managed property that you can take pride in and enjoy. They have created a foundation that starts with professional and courteous service while striving to meet and exceed your expectations. Their goal is not only earn your present-day business but to maintain your business for a lifetime. Your Personal Gardener & Arborist's team has channeled their combined experience and passion to provide detailed, high-quality tree, landscape construction and landscape maintenance services to residential, commercial, municipal and government clients.

**James Chesebro, Owner**



# AWARD FINALISTS

## OUTSTANDING LARGE BUSINESS WOMAN BUSINESS ENTERPRISE

### **RHD PLUMBING, INC** **STOUGHTON**

RHD Plumbing Inc. was founded in 2006 and is a fully licensed, bonded and insured woman-owned and operated plumbing contracting firm serving all of Wisconsin. They are a team of reliable, honest and dedicated plumbing and office professionals dedicated to meeting the needs of their clients. Their professional office team, licensed plumbers and expert technicians offer a wide range of skills, experience and expertise to help resolve any plumbing situation. They specialize in residential, commercial, remodel and service plumbing. From project start to finish, they are there to help with fixture selections, value engineering, quality installation, and warranty and service repairs.

**Dina Opsahl, CEO**

### **WISCONSIN INTERPRETING & TRANSLATION SERVICES / SWITS LTD.** **DELANAN**

Southern Wisconsin Interpreting & Translation Services' mission is to provide their clients with professional interpreting and translation services to offer equal language access in any setting. They are dedicated professionals committed to advancing and raising the standards of the language services profession. They believe in continuing education of their employees and clients by facilitating training and workshops to enhance intercultural communication skills. Their 60-hour interpreter training program, Equal Footing for Limited English Proficient Persons, was recently accredited by the International Medical Interpreters Association Commission for Medical Interpreter Education.

**Saul Arteaga, Director**

### **PREMIERE MEDICAL STAFFING SERVICES LLC** **WEST ALLIS**

Premier Medical Staffing Services LLC is a nationally expanding health care staffing firm for health care professionals and companies. They understand their clients' need for highly qualified, expertly trained medical professionals and are passionate about helping clinicians find employment opportunities that fit their personality and needs. Able to accommodate the ever-changing needs of the health care landscape, they offer per-diem, contract and direct hire placements to support the unique needs of each industry sector. Premier Medical Staffing Services is Joint Commission Certified, a Military Spouse Employment Partner and is certified as a Women's Business Enterprise. They are proudly nurse-owned.

**Laura and Mark Hanoski, Owners**

### **SECURITY OFFICER SERVICES INC.** **MILWAUKEE**

Security Officer Services Inc. (SOS) is a certified woman-owned small business enterprise founded in 2000. This Milwaukee-based company has prided itself on the hiring and development of employees, 95% of whom are Milwaukee residents. The president/owner and vice president are two women who have worked in the security field providing uniformed, unarmed security services for a cumulative total of approximately 30 years. SOS has 70 officers currently on staff servicing 30 accounts in the Milwaukee area. SOS Management has a core belief of being patient, kind and loyal to their employees. This, along with training and guidance, allows the company to provide professional services to their clients.

**Diana Kuhrt, President**



# AWARD FINALISTS

## OUTSTANDING LARGE BUSINESS MINORITY BUSINESS ENTERPRISE

### **HURT ELECTRIC INC.** **WAUWATOSA**

Hurt Electric Inc. is an electrical company with 80-plus years of experience. Its workforce is made up of master and journeyman electricians (who train apprentices) and construction wiremen. Hurt Electric is signatory to a collective bargaining agreement with other NECA contractors and the IBEW 494 Electrical Workers Union. Their offered services involve commercial, industrial, institutional and educational buildings. They also do scope of design build, new construction, remodeling and maintenance work. They are committed to providing their customers in southeastern Wisconsin with the best product and services available.

**Henry Hurt, President**



# LEGACY AWARD

## **AMIGO CONSTRUCTION** **CAMBRIDGE**

Amigo construction, originally established in 1992, specializes in commercial exterior cladding services in Wisconsin and throughout the Midwest. Amigo Construction is highly active in the Latino community of Wisconsin. The company is a certified Minority Business Enterprise (MBE) and frequently works with the Wisconsin Housing and Economic Development Authority (WHEDA) in the Madison and Milwaukee areas. Its success is measured not only by financial growth but also by size of projects. Amigo has gone from working on one-story buildings to large-scale student housing projects on sprawling university campuses. The company has met challenges by remaining relevant through modernization of equipment, processes and management. Amigo Construction is branching out into new markets by means of cross-industry innovation, a culture of critical thinking and building strong personal connections with customers.

**Jose Odilon Melendez, President**

## **B&D CONTRACTORS INC** **NEW BERLIN**

Established in 1978, B&D Contractors Inc. has been a staple in the construction industry. Native American owned and operated, B&D proudly serves southern Wisconsin and northeastern Illinois area, providing the following quality commercial services: carpentry, glass and glazing, historic restoration, door installation and window installation. At B&D Contractors Inc., their mission is "Building the Future with an Eye on Tradition." They strive to meet and improve on this mission every day. This means they aim to build on a strong foundation of high-quality craftsmanship and dedication to service with their highly professional staff. On all of their projects, they take pride in utilizing an all-union labor force. The skills learned and experience brought by these craftsmen is evident in every project they complete. They also have Native American men and women work on their projects. They encourage the training of apprentices, many of whom have spent their entire careers partnered with B&D. The relationships with their team staff, along with the strong customer relationships they have built throughout the years, is something they will continue to encourage and build on into the future.

**Brian P Holmes, President**

## **FAIR OAKS FARMS** **PLEASANT PRAIRIE**

Fair Oaks Foods began their story in 1985, during a time when the world's largest fast food restaurant searched for a supplier that further reflected the demographics of their customer base. A search to find an existing minority-owned and operated meat processing business proved unsuccessful. Fair Oaks Foods was created to fill a gap in an industry that was in crucial need of diversity and growth. Three decades later, Fair Oaks Foods stands as an innovative, family-owned business consisting of culinary experts that specialize in making flavor-filled, fully cooked meat and plant-based protein products. It's a specialty—continued to be done well! Growth is something Fair Oaks Foods is familiar with. The company has proudly grown nearly 300% and added additional facilities. It continues to expand into international markets and continues to supply meat protein products to many of the world's leading restaurants and grocery stores.

**Michael L. Thompson, President & CEO**



# BUSINESS & COMMUNITY DEVELOPMENT RECOGNITION AWARD

## STATE BUSINESS DEVELOPMENT AWARD



**Michele Carter** – Wisconsin Department of Workforce Development; (Former) Wisconsin Department of Transportation (WisDOT) Michele is recognized for dedication to the State of Wisconsin. For the last 16 years, as an experienced program manager and skilled coaching, government contracting and conflict resolution manager, Michele demonstrated her skill in working within government to diversify the transportation construction industry, improving the efficiency of the DBE certification program and increasing the participation of disadvantaged businesses through access to state contracts. Michele also led the annual WisDOT Golden Shovel Awards and DBE Workshop Conference. She has been an active participant in MARKETPLACE.

Michele served as the director of the Office of Business Opportunity and Equity Compliance at WisDOT from 2018 to 2020. The office serves as WisDOT's regulatory arm, working specifically to promote business opportunity, equity and compliance in the areas of the Disadvantaged Business Enterprises (DBE) Program, labor and wage compliance, Title VI and the Americans with Disabilities Act (ADA), and tribal affairs. Michele started her state service in 2004, when she joined WisDOT's Disadvantaged Business Enterprise Program as program chief/manager. Michele was recently appointed as administrator of the Division of Employment and Training at the Department of Workforce Development and has more than two decades of past service as an enlisted and commissioned member of the Army Reserve and National Guard. A strong program and project management professional, Michele has a bachelor's degree in psychology from Cardinal Stritch University.

## MINORITY BUSINESS DEVELOPMENT AWARD



**Larry Glusman** – Davis & Kuelthau SC has represented small and midsize entities in their commercial lending, real estate and business transactions for 25 years. As a founding board member of the Hmong Wisconsin Chamber of Commerce, Larry represented the chamber for a decade in its effort to help Hmong and Asian American business owners. He also works with the African American Chamber of Commerce of Wisconsin. Both organizations are minority-based, nonprofit lenders that invest in businesses statewide. Larry has documented and closed dozens of chamber business loans, helping owners achieve their growth goals. Larry also represents established and startup businesses with real estate and asset purchase transactions and other financing, leasing, development and corporate matters. His commitment to helping small businesses thrive comes from his

family's legacy of owning and operating small businesses. His experience growing up around entrepreneurs and working for a family retail business gave him the tools to know how to respond and best serve his clients as an attorney. He is closely in tune to the needs of his clients; Larry has been acknowledged by Best Lawyers in America for his work in corporate and real estate law. In 2018, he also earned the Small Business Legal Assistance Award from the U.S. Small Business Administration.



# BUSINESS & COMMUNITY DEVELOPMENT RECOGNITION AWARDS

## COMMUNITY ECONOMIC DEVELOPMENT AWARD



**Lee Shirey** – served as Wisconsin economic development representative for the Chicago regional office of the U.S. Department of Commerce Economic Development Administration (EDA). Lee has been with EDA for over 10 years and has worked with local units of government, economic development districts and nonprofit organizations in Ohio, Indiana, Michigan, Minnesota and Wisconsin. Lee assists applicants with packaging competitive economic development projects that will help to create high-skill, high-wage jobs and leverage private sector investment. Lee is viewed as a highly valued partner by American Indian Chamber of Commerce/First American Capital Corporation, Wisconsin Indian Business Alliance, Great Lakes Inter Tribal Alliance and others in Wisconsin Indian Country and has made the personal commitment to invest time for personal engagement with all of Wisconsin's tribal leadership and planning personnel to ensure they understand EDA's program resources. Lee has also worked to develop pathways for Wisconsin tribes to access various EDA development resources. Perhaps the most visible of Lee's work is

through the now-annual Wisconsin Tribal Enterprise and Economic Development Resources Toolbox Tour. Lee's tireless work has already resulted in \$5 million in EDA investments with Wisconsin tribes. Prior to joining EDA, Lee devoted 10 years to leading economic development efforts for communities in northern Michigan and in Michigan's Upper Peninsula. Lee holds a master's degree in urban and regional planning from Eastern Michigan University.

## DIVERSE BUSINESS DEVELOPMENT AWARD



**Marjorie Rucker** This award recognizes Marjorie Rucker's dedicated service to the diverse business communities in Wisconsin. For over a decade, Marjorie has been a true advocate and tireless worker serving diverse businesses and the lead chambers of commerce that represent them. In her role as the executive director of The Business Council Inc., a nonprofit dedicated to ethnic and diverse business development in southeastern Wisconsin, Marjorie has helped these businesses grow by enabling them to better access corporate supply chains. She is also the chair of the Ethnic and Diverse Business Coalition (EDBC), a statewide collaboration of ethnic and diverse chambers of commerce and community development financial institutions serving all regions of Wisconsin. Under her leadership, the coalition has grown its membership and become a well-respected voice

in Wisconsin and a national model for collaboration. An effective community leader, Marjorie led the coalition's efforts to partner with the government and private sectors to ensure the diverse business community is informed about the different aid grants being provided to businesses during the COVID-19 pandemic. She was instrumental in the coalition's promoting WEDC's Ethnic Minority Emergency Grant, We're All In Small Business Grant and federal CARES Act funding as well as managing the disbursement of grants provided by financial institutions to support diverse businesses. Prior to joining The Business Council, she was a program officer at Local Initiatives Support Corporation, Milwaukee, and has also worked as the Main Street manager for the King Drive Business Improvement District. She earned a bachelor's degree in history from Mount Mary University in 2000 and a law degree from Vermont Law School in 2003.



# DIVERSE BUSINESS DEVELOPMENT AWARDS

## STATE CONTRACT AWARDS

### DI & ASSOCIATES, DBA SPHERION STAFFING SERVICES MADISON

The company has been selected as the award winner for the Highest Certified Spend for Goods and Services with the State of Wisconsin in fiscal year 2020. DI & Associates (doing business as Spherion Staffing Services) is a state-certified Minority and Woman-Owned Business Enterprise contractor.

Spherion Staffing has been providing recruiting and staffing services to businesses and job seekers throughout the Dane County area for almost 30 years, with an average of 350 permanent positions placed every year. Spherion is a recognized workforce leader dedicated to helping companies find the high-performing, flexible temp-to-hire and direct-hire talent they need to meet business demands. The company sources, screens and places candidates. DI & Associates collaborates with numerous community partners. The company's staff volunteers with organizations including United Way, the River Food Pantry, the Madison Metropolitan School District, the Urban League, Operation Fresh Start, Common Wealth, Centro Hispano and Madison Urban Ministries. Spherion attributes its success to a guiding philosophy that embraces a larger purpose: improving lives, strengthening the organizations the company serves and making positive contributions to the local community. DI & Associates President Diana Schafer was named the 2017 Spherion Franchise Owner of the Year.

**Diana Schafer, President**

### GREENFIRE MANAGEMENT SERVICES LLC MILWAUKEE

The company has been selected as the Award winner for the Highest Certified Spend for Construction/Architecture and Engineering with the State of Wisconsin in fiscal year 2020. Greenfire is a state-certified, Native American-owned company with minority contractor status.

Greenfire Management Services, founded in 2010, is a construction management firm headquartered in Milwaukee with additional operations in Wausau. As a construction manager, Greenfire acts as an extension of the owner's team from early conceptual planning through project completion. Greenfire focuses on attracting and keeping employees and developing an engaging workplace atmosphere. The Greenfire team brings decades of experience in preconstruction and construction management from a variety of development categories, including multi-family residential, historic renovation, health care, education, senior living, adaptive reuse and commercial construction. Initial challenges included obtaining contracts; the company met this challenge by partnering with industry leaders to develop projects internally for their owners, the Forest County Potawatomi Tribe. Greenfire's first projects included managing the construction of Potawatomi's new casino hotel and the Potawatomi Business Development Corporation's cutting-edge Commercial Data Center. Greenfire sponsors community and industry events and proactively engages with associations, chambers and other important groups.

**Kip Ritchie, President**



# MINORITY BUSINESS DEVELOPMENT AWARD



## SBA 2020 WISCONSIN VETERANS SMALL BUSINESS CHAMPION

**Truphosa “Tru” Mwololo**, Wisconsin Department of Administration Supplier Diversity Program In her role with the Supplier Diversity Program, Tru Mwololo has been a hardworking and steadfast advocate for Wisconsin’s veteran and small business entrepreneurs. Over three years, she worked steadily with the Legislature to extend Wisconsin’s procurement goals to service- disabled veterans. She was then able to create a Disabled Veteran Business (DVB) goal, which was passed in 2013. The program gives a price preference and listing in the state’s business directory. Since then she has expanded her advocacy for DVBs through her relationships with partners like the SBA by presenting at major contracting conferences, including MARKETPLACE, and by recruiting businesses to the program.



## SBA 2020 WISCONSIN MINORITY SMALL BUSINESS CHAMPION, MILWAUKEE

**Ugo Nwagbaraocha** – In addition to his success as president-owner of Diamond Discs International, Ugo Nwagbaraocha (OO-go h Wah-ba-ROH-chah) has been a true champion of minority businesses in advocating for their interests, developing opportunities and elevating Wisconsin’s minority business community. He assumed leadership of the National Association of Minority Contractors (NAMC) Wisconsin chapter at a critical moment. He has focused on the NAMC’s mandate of “Building Bridges—Crossing Barriers,” addressing concerns crossing the African American, Asian American, Hispanic and Native American communities. Strategic collaborations with the Wisconsin Department of Transportation and the North Central Minority Supplier Development Council, WHEDA,

DOA, counties and cities have elevated opportunities for minority businesses. He also launched the statewide Foxconn Strategic Information sessions and Wisconn Valley pre-bid meetings in collaboration with WHEDA, WisDot, DOA, Racine and Milwaukee counties, and other involved municipalities. Nwagbaraocha also serves as the chair of the Business Council, which has led the Annual Healthcare Diversity Sourcing Summit. He is a founding member of the Green Bay Packers Mentor Protégé Milwaukee expansion program and is on the steering council and executive committee of Scale Up Milwaukee. Ugo has been recognized for his leadership by the Wisconsin Law Journal, The Daily Reporter and the Black Power list, and was an MMAC Future 50 Award winner twice, among many other awards and honors.



# HALL OF FAME

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

## PREVIOUS INDUCTEES

**Associated Bank**

**AT&T**

**Forest County Potawatomi Community**

**Green Bay Packers Inc.**

**Harley-Davidson Motor Company**

**Milwaukee Business Journal**

**Milwaukee Economic Development Corporation (MEDC)**

**Northwestern Mutual**

**PNC Bank**

**Roundy's Inc.**

**Town Bank**

**U.S. Bank**

**WE Energies**

**WHEDA**

**Wisconsin Business Development**



# 25th ANNIVERSARY AWARD

**This recognition is for Wisconsin-based minority-owned businesses that obtained their State of Wisconsin MBE certification 25 years ago.**

## **TRADEMARK APPAREL**

Trademark Apparel LLC was founded in 1994. The company is located in Milwaukee and incorporated in Wisconsin. Trademark Apparel LLC specializes in men's and boys' clothing. Trademark Apparel LLC has three employees and estimated revenues of \$1 million.

## **DAKOTA INTERTEK CORP.**

Established in 1994 in New Berlin, WI, Dakota Intertek Corp. provides environmental solutions, general contracting and site work services for public and private entities. Dakota has successfully completed projects for a wide variety of government, commercial and industrial clients throughout the nation. Dakota is proud to be consistently ranked as one of the top 20 minority-owned contracting firms in the state of Wisconsin

## **K SINGH & ASSOCIATES**

KSingh has been providing engineering services since 1987 to a diverse range of public and private clients. KSingh is headquartered in Wauwatosa, WI and has two branch offices located in Madison, WI and in Lombard, Illinois. KSingh is a registered Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE) and Small Business Enterprise (SBE). Since its start as an environmental and geotechnical firm, KSingh has added several key services including transportation engineering, structural engineering, trail design, water resources, construction management, and land surveying.

## **MENOMINEE HOTEL**

Nestled in the Northwoods in Keshena, WI, Menominee Casino Resort offers an exhilarating 24-hour gaming experience that serves as a gateway for superior entertainment. The facility is owned and operated by the Menominee Indian Tribe of Wisconsin. On June 5, 1987, Menominee Casino Resort became Wisconsin's first Las Vegas-style casino.

## **STEVE PARK TRUCKING**

Steve Park Trucking is an active carrier operating in New Auburn, WI. Steve Park Trucking is a one-man operation that got its start in 1988. Steve got his business certified in 1991 and has been serving the community ever since.



# 2020 BUYERS

## FEDERAL

U.S. ARMY CORPS OF ENGINEERS (USACE) OMAHA DISTRICT

U.S. ARMY CORPS OF ENGINEERS (USACE) ST. PAUL DISTRICT

U.S. FOREST SERVICE

U.S. GENERAL SERVICES ADMINISTRATION (US GSA) PUBLIC BUILDING SERVICE (PBS)

U.S. GENERAL SERVICES ADMINISTRATION (US GSA) REGION 5

U.S. NATIONAL PARK SERVICES (NPS)

VISN 12: VA GREAT LAKES HEALTH CARE SYSTEM

## STATE

MILWAUKEE AREA TECHNICAL COLLEGE (MATC)

STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION (DOA)

STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION FACILITIES DEVELOPMENT AND MANAGEMENT (DFDM) A/E

STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION FACILITIES DEVELOPMENT AND MANAGEMENT (DFDM)

## CONSTRUCTION

STATE OF WISCONSIN DEPARTMENT OF CHILDREN AND FAMILIES (DCF)

STATE OF WISCONSIN DEPARTMENT OF CORRECTIONS (DOC)

STATE OF WISCONSIN DEPARTMENT OF EMPLOYEE TRUST FUNDS (ETF)

STATE OF WISCONSIN DEPARTMENT OF HEALTH SERVICES (DHS)

STATE OF WISCONSIN DEPARTMENT OF JUSTICE (DOJ)

STATE OF WISCONSIN DEPARTMENT OF NATURAL RESOURCES (DNR)

STATE OF WISCONSIN DEPARTMENT OF TRANSPORTATION (WISDOT)

UNIVERSITY OF WISCONSIN-GREEN BAY (UW-GREEN BAY)

UNIVERSITY OF WISCONSIN-MADISON (UW-MADISON)

UNIVERSITY OF WISCONSIN-MILWAUKEE (UW-MILWAUKEE)

UNIVERSITY OF WISCONSIN-PLATTEVILLE (UW-PLATTEVILLE)

UNIVERSITY OF WISCONSIN SYSTEMS (UW SYSTEMS)

WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)

WISCONSIN STATE FAIR



# 2020 BUYERS

## LOCAL

CITY OF MILWAUKEE DEPARTMENT OF CITY DEVELOPMENT  
DANE COUNTY  
GREEN BAY AREA PUBLIC SCHOOL DISTRICT  
MILWAUKEE COUNTY ARCHITECTURE, ENGINEERING & ENVIRONMENTAL SERVICES  
MILWAUKEE COUNTY DEPARTMENT OF ADMINISTRATIVE SERVICES PROCUREMENT DIVISION  
MILWAUKEE METROPOLITAN SEWERAGE DISTRICT (MMSD)  
WAUKESHA COUNTY

## CORPORATE

ALLIANT ENERGY  
AMERICAN FAMILY INSURANCE  
CG SCHMIDT  
MADISON GAS AND ELECTRIC (MGE)  
PIERCE MANUFACTURING  
U.S. BANK

## GOVERNMENT PRIME

AYRES ASSOCIATES  
CNH INDUSTRIAL  
DERCO, A LOCKHEED MARTIN COMPANY  
GE HEALTHCARE  
GENERAC  
GREAT LAKES DREDGE & DOCK COMPANY  
HAMMEL, GREEN AND ABRAHAMSON (HGA)  
NORTHERN WINGS  
OSHKOSH DEFENSE  
SPACESAVER CORPORATION  
SUPPLYCORE  
W.S. DARLEY & CO.

## OTHER

MARQUETTE UNIVERSITY



# RESOURCE DIRECTORY

## TECHNICAL ASSISTANCE

African American Chamber of Commerce of Wisconsin: [www.aaccwi.org](http://www.aaccwi.org)

American Indian Chamber of Commerce/ First American Capital Corporation: [www.aiccw-facc.org](http://www.aiccw-facc.org)

Ethnic & Diverse Business Coalition [www.edbcwisconsin.org](http://www.edbcwisconsin.org)

First Nations Community Financial: [www.firstnationsfinancial.org](http://www.firstnationsfinancial.org)

Greater Milwaukee Chamber of Commerce: [www.gmcofc.org](http://www.gmcofc.org)

Hmong Wisconsin Chamber of Commerce: [www.hmongchamber.org](http://www.hmongchamber.org)

Latino Chamber of Commerce of Dane County: [www.madisonblackchamber.com](http://www.madisonblackchamber.com)

Latino Chamber of Commerce of SE Wisconsin: [www.latinochambersew.org](http://www.latinochambersew.org)

Madison Black Chamber of Commerce: [www.madisonblackchamber.com](http://www.madisonblackchamber.com)

Milwaukee Urban League: [www.tmul.org](http://www.tmul.org)

National Association of Minority Contractors: [www.namcwi.org](http://www.namcwi.org)

NiiJii Capital Partners, Inc: [www.niicap.org](http://www.niicap.org)

The Business Council: [www.mketbc.wordpress.com](http://www.mketbc.wordpress.com)

The Wisconsin Black Chamber of Commerce: [www.twbcc.com](http://www.twbcc.com)

Urban League of Greater Madison: [www.ulgm.org](http://www.ulgm.org)

Western Dairyland EOC Inc. [www.westerndairyland.org](http://www.westerndairyland.org)

Wisconsin LGBT Chamber of Commerce: [www.wislgbtchamber.com](http://www.wislgbtchamber.com)

Wisconsin Center for Manufacturing and Productivity [www.wicmp.org](http://www.wicmp.org)

Wisconsin Chinese Chamber of Commerce: [www.wisccc.org](http://www.wisccc.org)

Wisconsin Veterans Chamber of Commerce: [www.wiveteranschamber.org](http://www.wiveteranschamber.org)

Wisconsin Indian Business Alliance: [www.wibanative.org](http://www.wibanative.org)

Wisconsin Native Loan Fund: [www.winlf.org](http://www.winlf.org)

Wisconsin Procurement Institute: [www.wispro.org](http://www.wispro.org)

Wisconsin Small Business Development Center: [www.sbdwisc.edu](http://www.sbdwisc.edu)

Wisconsin United Coalition of Mutual Assistance Association (Hmong): [www.wucmaa.org](http://www.wucmaa.org)

Wisconsin Women's Business Initiative: [www.wwbic.com](http://www.wwbic.com)

## FINANCIAL RESOURCES

African American Chamber of Commerce of Wisconsin: [www.aaccwi.org](http://www.aaccwi.org)

American Indian Chamber of Commerce/ First American Capital Corporation: [www.aiccw-facc.org](http://www.aiccw-facc.org)

Hmong Wisconsin Chamber of Commerce: [www.hmongchamber.org](http://www.hmongchamber.org)

Wisconsin Native Loan Fund: [www.winlf.org](http://www.winlf.org)

NiiJii Capital Partners, Inc: [www.niicap.org](http://www.niicap.org)

First Nations Community Financial: [www.firstnationsfinancial.org](http://www.firstnationsfinancial.org)

Latino Chamber of Commerce of Dane County: [www.madisonblackchamber.com](http://www.madisonblackchamber.com)

Latino Chamber of Commerce of SE Wisconsin: [www.latinochambersew.org](http://www.latinochambersew.org)

Wisconsin Women's Business Initiative: [www.wwbic.com](http://www.wwbic.com)

Kiva: [www.kiva.org/team/wisconsin](http://www.kiva.org/team/wisconsin)

Regional Business Fund, Inc. [www.rbfinc.org](http://www.rbfinc.org)

Founders First Capital Partners, LLC: [foundersfirstcdc.org](http://foundersfirstcdc.org)

Community Development Financial Institutions: [www.cdfifund.gov](http://www.cdfifund.gov)

Small Business Administration Wisconsin: [www.sba.gov/offices/district/wi/milwaukee](http://www.sba.gov/offices/district/wi/milwaukee)

Milwaukee Economic Development Corporation: [www.medconline.com](http://www.medconline.com)

Wisconsin Economic Development Corporation: [www.wedc.org](http://www.wedc.org)

## MENTORSHIP PROGRAMS

Score offices in Wisconsin: [www.sba.gov/sites/default/files/wi\\_score\\_offices\\_0.pdf](http://www.sba.gov/sites/default/files/wi_score_offices_0.pdf)

Green Bay Packers Mentor-Protégé Program: [www.packers.com/community/mentor-protege](http://www.packers.com/community/mentor-protege)

## CERTIFICATION PROGRAMS

Wisconsin Department Of Administration - Supplier Diversity Program (minority, woman, service disabled veteran): [doa.wi.gov/Pages/DoingBusiness/SupplierDiversity.aspx](http://doa.wi.gov/Pages/DoingBusiness/SupplierDiversity.aspx)

Federal Certification Small Business Administration Wisconsin (disadvantaged, women, service disabled veteran, HUBZone and small business): [www.sba.gov/offices/district/wi/milwaukee](http://www.sba.gov/offices/district/wi/milwaukee)

### **Wisconsin Unified Certification Program Disadvantage Business Enterprise (DBE)**

- Wisconsin Department of Transportation: [wisconsindot.gov/Pages/home.aspx](http://wisconsindot.gov/Pages/home.aspx)
- Dane County: [oei-exec.countyofdane.com](http://oei-exec.countyofdane.com)
- Milwaukee County: [county.milwaukee.gov/EN/Administrative-Services](http://county.milwaukee.gov/EN/Administrative-Services)
- City of Madison: [www.cityofmadison.com/dcr](http://www.cityofmadison.com/dcr)

City of Milwaukee Office of Small Business Development: [city.milwaukee.gov/OSBD/Certifications](http://city.milwaukee.gov/OSBD/Certifications)

Wisconsin Women's Business Development Center: [www.wbdc.org](http://www.wbdc.org)

North Central Minority Supplier Development Council: [northcentralmsdc.net](http://northcentralmsdc.net)

Milwaukee Metropolitan Sewerage District (Supplier Diversity Program): [www.mmsd.com/procurement/supplier-diversity](http://www.mmsd.com/procurement/supplier-diversity)



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U.S. Bank is proud to support Marketplace Wisconsin.

Robert Lamb - Vice President  
262.347.6780  
[robert.lamb@usbank.com](mailto:robert.lamb@usbank.com)



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- ▶ Grow your business
- ▶ Advance your career
- ▶ Simplify your professional life



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# The power of diversity

Diversity brings strength. Diversity creates solutions. A diversity of perspectives, experiences and backgrounds is an incredibly powerful way to unlock new ideas and better understand the needs of others.

In 2019, AT&T spent more than \$14.2 billion with businesses owned by minorities, disabled, women, veterans, service-disabled veterans, and LGBTQ+ individuals. Because AT&T believes in a culture that promotes respect and success for all.

**AT&T is proud to support MARKETPLACE 2020.**





# WHEDA

We support economic development with financing that puts more capital directly into businesses.

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We offer favorable rates and terms to construct, rehabilitate and preserve affordable rental housing.

To learn how WHEDA can help your community grow, visit [wheda.com](http://wheda.com)

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Learn more at [packers.com/giveback](http://packers.com/giveback)



# Building meaningful business partnerships

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

Learn more about our Supplier Diversity Initiative and how to become a certified M/W/SD/V at [www.wecenergygroup.com/sdi](http://www.wecenergygroup.com/sdi).



# helping make our community a better place.



[scjohnson.com](http://scjohnson.com)



**scJohnson**  
A family company  
at work for a better world

# WE'VE BUILT A LOT OVER THE LAST 100 YEARS



## WE ARE MOST PROUD OF THE RELATIONSHIPS WE'VE BUILT.

CG Schmidt and JCP Construction know the power of a strong team. We believe that building others up creates opportunities for mutual growth. That's why in 2018 we aligned our firms in a formal mentor/protege relationship, to learn from each other and increase our capacity. Thirteen projects later, we look forward to continuing to build both our relationship and a stronger, better Milwaukee.

 **CGSchmidt**  
YOUR TRUSTED BUILDING PARTNER

**JCP**  
CONSTRUCTION

# COME JOIN OUR TEAM!

## IT & ENGINEERING STAFFING SOLUTIONS

# WE'RE HIRING!

## latest news



20900 Swenson Dr. Suite 300  
Waukesha, WI 53186  
PH: 877.627.7481  
[www.marssg.com](http://www.marssg.com)



In 2021, we're releasing an employee rewards and recognition tool that will drive performance and engagement, while building a culture of praise and inclusion.



**MARS RETURNSHIP**  
Embolden women. Empower employers.

MARS Returnship is an on-ramp for women looking to restart their careers in technology following a gap in employment. Utilize this program to increase gender diversity in your workforce with high-quality talent.



**JCP**  
CONSTRUCTION

What can we  
build for you?

Commercial – Residential – Community



**JCP**  
CONSTRUCTION

(414) 372-7300

[jcp-construction.com](http://jcp-construction.com)





## REPUTABLE.

Recognized leader in commercial construction solutions.

## LOCAL.

Native American-owned with a commitment to our community.

## BUILDER.

Quality construction services for projects of all types and size.

MILWAUKEE

WAUSAU

[greenfire.com](http://greenfire.com)



# Bank at Work

## Bringing Added Value to Our Communities

Associated Bank has launched a free interactive **Virtual Financial Education Series** as part of our complementary Bank at Work Program.

- Financial Topics Change Weekly
- Multiple sessions and times to meet employee needs
- Attend from Work or Home via desktop, laptop, tablet or Mobile Devices

Our Bank at Work Financial Education Sessions are designed to assist your team in managing a variety of topics from “Creating a Budget” to “Buying Your First Home.” No matter what stage of the financial journey they’re in, everyone can benefit from learning new strategies and information from our weekly topics.

Bank at Work allows you to bring banking directly to your employees. Packed with exclusive perks and benefits they can take advantage of wherever they are in their financial journey. We encourage you to review some clips of the weekly sessions to understand how impactful they can be for your employee group.



**Learn More About Bank at Work**

<https://www.associatedbank.com/bankatwork>

**To take advantage of this free community program send me an Email**

**Courtney Johnson-Kennedy**

**AVP/Business Development Officer**

[Courtney.JohnsonKennedy@associatedbank.com](mailto:Courtney.JohnsonKennedy@associatedbank.com)

P: 414-526-7351

# DIVERSITY MAKES THE DIFFERENCE.

At American Family Insurance, diversity and inclusion are imperative to our mission of inspiring, protecting and restoring dreams.

Our customers, employees and communities can pursue what matters most in life when opportunities are equitable, diverse voices are heard, and individuals are valued for their unique backgrounds and perspectives.

It's why we believe so strongly in forging strong partnerships with diverse-owned businesses – bringing together broad collaborations that spark innovation, create allies, and drive change.

American Family Insurance is proud to support the 2020 Marketplace Wisconsin Event.

Contact Anisha Jackson in Supplier Diversity at [AJACKSON@amfam.com](mailto:AJACKSON@amfam.com) to learn more.



American Family Mutual Insurance  
Company, S.I. & its Operating Companies,  
6000 American Parkway, Madison, WI 53783  
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Some products not available in every state.





# Overcome your obstacles

Who chooses to go into business thinking about how demotivating the journey can be? Don't live like that. Dream again!

Your dream isn't dead. It's only hibernating. We want to do whatever it takes to make your dream a reality.

**Partner with us to achieve a greater success.**

Get started with your complimentary **Growth Readiness Assessment**:



[spearity.com/marketplace](https://spearity.com/marketplace)



**Grow your business** to match your dreams

**Support and develop talent** everywhere

**Scale faster** with optimized operations

**Maximize results** and realize your goals



**Darren Fisher**  
CEO | Founder



**Michael Rampolla**  
CXO | Partner



**Stephanie Kirby**  
Content Strategist



**Susie Moon**  
Chief Conductor



**Kaylea Hampe**  
Executive Asst.



# Trust matters.

In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.



## HOW BBB<sup>®</sup> ACCREDITATION WORKS



### Greater Exposure

Your company is listed as a BBB Accredited Business, putting you in front of potential customers looking for a trustworthy business.



### Enhanced Credibility

The BBB Accreditation Seal adds additional credibility to more than 400,000 businesses across North America.



### Differentiation

Accreditation shows that your company is committed to the BBB Standards for Trust fueling customer confidence and sticking out from the competition.



### Business Tools

BBB provides access to business tools and resources to make it easier for you to run your company and thrive in a competitive marketplace.



### BBB Referral Program

Consumers can instantly request a quote from BBB Accredited Businesses directly from your customized business profile page.



### BBB Business Profile

Build your business profile to showcase your products, services, and track record in the marketplace.

Go to [bbb.org/get-accredited](http://bbb.org/get-accredited)



# Business success is a journey best taken together.

WEDC works with you to maximize opportunities for your business In Wisconsin®. We listen to your needs and goals, and help identify the resources, tools and partners to achieve your vision. It's a collaborative approach to help ensure a successful journey. Get started by calling **855-INWIBIZ** or visiting **WEDC.org**.

