



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION



MARKETPLACE

WISCONSIN

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

OCTOBER 23-24, 2019

KEYSTONE SPONSOR



Thank you SPONSORS

KEYSTONE



GOVERNOR'S AWARDS BREAKFAST

DIAMOND

MILWAUKEE
BUSINESS JOURNAL



GREEN BAY PACKERS
GIVEBACK

PLATINUM

GOLD



WHEDA



BMO Harris Bank

SILVER



GREENFIRE
— BUILDERS OF THE FUTURE —

BRONZE





Tony Evers

Office of the Governor | State of Wisconsin

Dear MARKETPLACE 2019 attendees:

On behalf of the State of Wisconsin, I'd like to welcome you to MARKETPLACE 2019: The Governor's Conference on Diverse Business Development.

As you know, my administration is committed to diversity and inclusion. Wisconsin's future lies in our ability to ensure that all residents are able not only to participate fully but to succeed in our state.

MARKETPLACE hosts minority, veteran, woman and LGBTQ owned businesses to celebrate their achievements and build their businesses. For nearly four decades, MARKETPLACE has provided diverse businesses with the resources, tools and contacts they need to maximize their success. That 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.

The fact that MARKETPLACE continues to thrive and that many businesses return year after year is a testament to the conference's ongoing success in helping businesses owned by minorities, women, veterans and members of the LGBTQ community 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 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 seeking new opportunities for growth.

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 at the awards luncheon epitomize the entrepreneurial spirit that exists in Wisconsin among companies of all sizes and all industries.

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

Best wishes,

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

Governor Tony Evers



WELCOME TO MARKETPLACE 2019

The Wisconsin Economic Development Corporation (WEDC) is delighted to welcome you to the 38th annual MARKETPLACE conference. The Governor's Conference on Diverse Business Development provides an opportunity to celebrate Wisconsin's minority, women, veteran and LGBTQ-owned businesses, as well as connecting these businesses with new opportunities through networking, buyer meetings and workshops.

The diversity of our state's business community is a valuable asset, and MARKETPLACE showcases that diversity. I would encourage you to explore all of its facets this year and discover the immense possibilities for learning and making connections over these two days.

WEDC works year-round with minority, women, veteran and LGBTQ-owned businesses in Wisconsin. During fiscal year 2019, WEDC awarded \$800,000 to organizations that support these diverse businesses in the state. WEDC's Key Strategic Partners include the African American Chamber of Commerce of Wisconsin, the American Indian Chamber of Commerce of Wisconsin, the Hispanic Chamber of Commerce of Wisconsin and the Hmong Wisconsin Chamber of Commerce. In addition, WEDC supported the Wisconsin LGBTQ Chamber of Commerce and the Wisconsin Veterans Chamber of Commerce.

These chambers provided more than \$1,500,000 in funding and leveraged more than \$1,300,000 in private and equity participation. The projects are expected to result in the creation or retention of more than 150 jobs and will strengthen and fortify minority-owned small businesses. During FY19, these Key Strategic Partners and their affiliates provided services to 518 businesses around the state and conducted 61 workshops on business development topics. MARKETPLACE is the culmination of these efforts that take place throughout the year to help minority, women, veteran and LGBTQ-owned businesses succeed.

By the time MARKETPLACE concludes, four leaders and more than two dozen businesses will have been 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. But the event metrics do not capture the hundreds of conversations that take place at the breakfast, lunch and reception and in the corridors outside of the official schedule.

WEDC continues to be extremely grateful to the event sponsors and the participating businesses and organizations, as well as 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 moving Wisconsin's economy forward.

Missy Hughes
Secretary and CEO



MARKETPLACE PLANNING COMMITTEE

MARKETPLACE 2019 is hosted by WEDC's Vice President Business and Community Development, Mary Gage

MARKETPLACE was coordinated by WEDC:

Seyoum Mengesha, Director; Sara Beuthien, Senior Event Coordinator; Dawn Olsen, Senior Graphic Designer,
Vanessa Ineza, Minority and Small Business Development Manager;
Amanda Wegner, Digital Marketing Manager; and Alexander McDade, Conference Support

Sara Beuthien, MARKETPLACE Conference Coordinator

Wisconsin Procurement Institute, The Contract Academy and Workshops Coordinator

Logan Productions - Audio Visual and Stage

Wisconsin Expo - Exhibitor Services

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
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
Milwaukee Urban League
Milwaukee Metropolitan Sewerage District
North Central Minority Supplier Development Council
Phoenix Advisors
Small Business Development Center
The Business Council
U.S. Small Business Administration
U.S. 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*

**October 23
9 A.M. to NOON**

The Contracting Academy (TCA) is an opportunity for businesses to grow their technical knowledge of contracting with the State of Wisconsin, Federal Government and Government Prime contractors. The series of workshops will benefit established businesses looking to grow and develop their government sales. Workshops will focus on three areas: Government Construction Contracting, Selling Goods/Services to the Government, and Federal Manufacturing and Innovation.

9:00 a.m. TRACK A GOVERNMENT CONSTRUCTION CONTRACTING

Locating, Securing and Managing Wisconsin Department of Transportation Road and Highway Contracts and Subcontracts

TRACK B SELLING GOODS and SERVICES TO THE GOVERNMENT

Selling Goods and Services to the State of Wisconsin - The Basics

TRACK C FEDERAL MANUFACTURING AND INNOVATION

SBIR - STTR and other Federal Innovation Funding

10:00 a.m. TRACK A GOVERNMENT CONSTRUCTION CONTRACTING

Locating, Securing and Managing State of Wisconsin Construction Contracts

TRACK B SELLING GOODS and SERVICES TO THE GOVERNMENT

Selling Goods and Services to the State of Wisconsin - Beyond the Basics

TRACK C FEDERAL MANUFACTURING AND INNOVATION

Requirements of DOD Manufacturing and R&D Contracts

11:00 a.m. TRACK A GOVERNMENT CONSTRUCTION CONTRACTING

Locating, Securing and Managing Federal Construction Contracts and Subcontracts

TRACK B SELLING GOODS and SERVICES TO THE GOVERNMENT

Selling Goods and Services to the Federal Government

TRACK C FEDERAL MANUFACTURING AND INNOVATION

Working with Federal Manufacturing Contractors and Subcontractors
Panel Discussion

Hosted by



**WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION**



Wisconsin
Procurement
Institute

A Procurement Technical
Assistance Center (PTAC)



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.

2019 INDUCTEE

VANGUARD COMPUTERS INC

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

Northwestern Mutual

PNC Bank

Roundy's Inc.

Town Bank

U.S. Bank

WE Energies

WHEDA

Wisconsin Business Development

WEDNESDAY, OCTOBER 23

1:30 P.M.

REGISTRATION AND NETWORKING

Connect with other attendees during registration

2 P.M.

ECONOMIC OPPORTUNITY SESSIONS

A series of presentations and panels on upcoming major public and private projects as well as topics relevant to small businesses

PRESENTATION: WISCONSIN CURRENT FOOTPRINT ON RACE AND ETHNICITY

CONTRACT OPPORTUNITIES

- Wisconsin Center
- 2020 Democratic National Convention, Milwaukee
- Komatsu HQ

PANEL: CYBERSECURITY AWARENESS

WISCONSIN SUPPLIER NETWORK

Online directory to connect suppliers and service providers to new business opportunities

5:30 P.M.

EVENING NETWORKING RECEPTION

Welcome Keystone Event Sponsor by U.S. Bank

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

Remarks by WEDC Deputy Secretary/COO Tricia Braun

Reception program:

- MARKETPLACE Sponsor Hall of Fame Award
- Business and Community Development Awards
- Diverse Business State Contractor Awards (Wisconsin Department of Administration)
- 8(a) Graduate of the Year and Minority Business Champion Awards (SBA)
- Networking



#WIMARKETPLACE

THURSDAY, OCTOBER 24

7 A.M. REGISTRATION

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

7:30 A.M. GOVERNOR'S AWARD BREAKFAST

Keystone sponsor remarks by U.S. Bank

Breakfast sponsor remarks by Milwaukee Business Journal

Introduction by WEDC Secretary and CEO Melissa Hughes

Wisconsin Governor Tony Evers

- MARKETPLACE Sponsor Hall of Fame Award
- Minority-Owned Business Awards
- Woman-Owned Business Awards
- Service-Disabled Veteran-Owned Business Awards

9 A.M. EXPO HALL

- Buyer meetings – one-on-one matchmaking meetings with dozens of federal, state, local, university and corporate buyers
- Exhibitors – over 100 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

NOON BUSINESS LUNCH

Keystone sponsor remarks by U.S. Bank

Remarks by WEDC Vice President Business and Community Development Mary Gage

- Small business success stories
- Contracting/Procurement panel

1:30 PM EXPO HALL

The luncheon door prize winner will be announced

Exhibit booths reopen and meetings with buyers resume, providing more opportunities to make new connections

4:00 PM ADJOURN

GOVERNOR'S AWARDS BREAKFAST

OCTOBER 24

Sponsored by



- 7:30 a.m.** **Registration opens**

- 8 a.m.** **Remarks by Keystone sponsor, U.S. Bank and
Breakfast sponsor, Milwaukee Business Journal**

- 8:25 a.m.** **Introduction by WEDC Secretary & CEO Melissa Hughes**

- 8:30 a.m.** **Governor Tony Evers**

- 8:45 a.m.** **DIVERSE BUSINESS EXCELLENCE AWARDS**
 - Minority-Owned Business Awards**
 - Women-Owned Business Awards**
 - Service-Disabled Veteran-Owned Business Awards**

- 9:30 a.m.** **Adjourn**



AWARD FINALISTS

RISING STAR BUSINESS AWARD MINORITY BUSINESS ENTERPRISE

REACH OUT AGENCY LLC

MILWAUKEE

Reach Out Agency LLC provides professional non-emergency medical transportation for clients, hospitals, clinics and other government-funded programs. The company provides professional drivers that are CPR-certified and multilingual and have many years of experience with professional driving. Started in 2017, the company realized the challenge it took to own a business, from certifications to funding. With the assistance of a government contract specialist, the company was able to acquire the certifications and get the needed funding to support the business. Reach Out Agency LLC is also developing sustainability initiatives and environmentally responsible business practices, as well as continued training and certification for its drivers to improve transportation safety. Reach Out Agency LLC is a state-certified minority-owned and woman-owned small business, as well as HUBZone certified.

Ja Vue and Tou Yang, Owners

MAID IN LAKE GENEVA

LAKE GENEVA

Maid in Lake Geneva is a fast and affordable residential and commercial deep cleaning company serving southeastern Wisconsin. With a focus on excellent customer service and warranted work, Maid in Lake Geneva has enjoyed growth and a satisfied client base. Started in 2016, Maid in Lake Geneva offers commercial after-construction cleaning, residential and commercial cleaning, laundry, floor polishing, power washing, carpet and window cleaning, and organizing services, as well as a 24/7 call service. The company recently surpassed its startup gross sales goals and plans to continue the trend by pursuing state contracts and marketing through social media. Maid in Lake Geneva believes in giving back to society by hiring a majority of women employees, giving them dignified work with good pay no matter their education level or past work history. Maid in Lake Geneva is MBE- and WBE-certified through the state of Wisconsin.

Vanessa Anaya, President

LEDSSENS LLC, DBA SAFELUMIN

OCONOMOWOC

Founded in 2015, Safelumin develops and distributes consumer emergency lighting solutions focused on bringing into the home the same emergency lighting options seen in commercial buildings during power outages or natural disasters. Safelumin invented a light bulb called the Safelumin light that works with and without power. Used like a normal light bulb in any light fixture, the bulb acts as a backup light on demand with a flip of a light switch when power is lost. The Safelumin light offers safety when there's no power, with longevity, less power consumption and better illumination at an affordable price. Safelumin owns patents on its lighting products in both the U.S. and China and holds UL and FCC certifications. Future developments include multi-voltage versions of the light to be sold globally. Safelumin is currently working on a growth plan that includes new marketing channels such as museums, senior living facilities and high-end resorts. Safelumin has also recently been awarded several government contracts

Chamy Lutz, CEO and President



AWARD FINALISTS

RISING STAR BUSINESS AWARD WOMAN BUSINESS ENTERPRISE

GENESIS HEALTH CONSULTING, LLC **MILWAUKEE**

Genesis Health Consulting works with organizations serving children and families to co-create strategies, programs and policies that address the complex challenges to kids' health, with the ultimate goal of improving child health outcomes in measurable and sustainable ways. Genesis Health Consulting is the only consulting firm in the nation that is singularly focused on improving child health and well-being. Genesis works with organizations serving children and families to co-create novel and sustainable solutions to complex challenges facing child and family health and well-being. Started in 2018, Genesis still considers itself in the "startup" phase, with plans to pursue significant year-over-year growth in 2019 and 2020 by focusing on diversification of its client portfolio. The company recently added a five-year contract and is in the process of executing additional multi-year contracts to ensure a steady revenue base. Genesis is also targeting business development opportunities with regional and national organizations that are best positioned to commission larger-scale engagements, reaching a large number of children.

Dr. Veronica Gunn, CEO

SAVING OURSELVES, LLC **MILWAUKEE**

Established in 2017, Saving Ourselves is a community health education and social services organization that promotes healthy eating, exercise, life and social skills, parenting and literacy. Saving Ourselves is a community grassroots business that offers basic health education through interactive workshops, a live weekly radio show ("Let's Talk Health"), off- and on-site workshops, and weekly prenatal and postpartum classes to expecting moms to deliver healthy babies and healthy moms. The organization hosts an annual food pantry at a local barber shop throughout the city and has a community garden that was built by the hands of volunteers from around the community. Community collaboration all across the county is what makes Saving Ourselves unique. Plans for continued growth call for offering life-changing tools for clients and building relationships with community partners all over the state. Saving Ourselves is a certified small, woman-owned, minority-owned business.

Dorothy Williams, CEO

HELIANTHUS, LLC **MILWAUKEE**

Helianthus LLC designs environmentally sustainable landscapes that are good for the planet and attractive to people. The company specializes in native landscape design, including wetland design and mitigation, shorelines, pollinator habitat, and green infrastructure for water quality remediation. Helianthus is a woman-owned landscape architecture firm with a collaborative business model that keeps overhead low. Helianthus recently obtained SBE status with the City of Milwaukee and hopes to leverage this status by teaming up with larger companies to complete projects in the Harbor District and Menomonee Valley. With the demand for green infrastructure and expertise with native plants being higher than it ever has been before, Helianthus is ready to implement green infrastructure in an attractive manner through innovation and integrity.

Kristi Sherfinski, Principal



AWARD FINALISTS

RISING STAR BUSINESS AWARD DISABLED-VETERAN OWNED BUSINESS

D.E.A.R. MANAGEMENT CONSULTING COMPANY **PLEASANT PRAIRIE**

D.E.A.R. Management Consulting Company in Milwaukee offers student leadership programs to school administrators, teachers and principals, providing exceptional education consulting services, needs assessment and development of an alternative-to-suspension program for chronic high-school and middle-school student offenders. Seeing a need to facilitate the unmet educational needs of an overlooked demographic, founders established D.E.A.R. in December 2013. The company has quickly grown to become a reputable name within the Kenosha School District. The company is grounded in the belief that every student has specific learning abilities, leadership talents and unique processing abilities. D.E.A.R. leadership programs help students succeed in school and life as they build self-confidence, leadership traits, motivation and resiliency to respond positively to life's challenges, choices and career opportunities. D.E.A.R. is currently using its experience and talent to position itself in future markets by developing enhancements, as well as creating new curriculum and services to keep expanding its market position.

Kathryn Gleesing, President and CEO

FORTE INVESTIGATIONS LLC, DBA JUSTICE SUPPORT SOLUTIONS **FOND DU LAC**

Justice Support Solutions offers a suite of community monitoring tools and risk assessments for circuit courts, county entities and treatment providers designed to ensure accountability to the sponsoring agency while providing the least possible restriction to the client. Its services include court reports, GPS electronic monitoring, polygraph exams and drug screening services. Taking advantage of state resources has allowed Justice Support Solutions access to mentoring advice, SBA online resources and networking opportunities. Initially serving a single niche section of the criminal justice system in 2016, Justice Support Solutions now offers seven and is committed to obtaining at least one certification every year to remain professionally relevant.

Paul Hyland, President

DK-39 MANAGEMENT AND CONSULTING **MIDDLETON**

DK-39 Management and Consulting provides construction design and professional building modeling services with mechanical, electrical, plumbing and fire protection. Established in 2018, DK-39 is a U. S. Department of Veterans Affairs CVE verified service-disabled veteran-owned small business (SDVOSB) based in Madison. Primarily servicing the commercial building industry and working with architectural and engineering companies, DK-39 provides the expertise to develop models and files for the construction and building owner industry. DK-39 offers a unique service of bridging the gap of communication between architecture/engineering firms and contractors, helping the overall project succeed, from design to construction. Name recognition has been one of its biggest challenges to starting the business, and DK-39 has partnered with an architecture firm for two State of Wisconsin projects, as well as partnering with several more to provide Revit modeling services.

William Hilgendorf, President



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS MINORITY BUSINESS ENTERPRISE

PERODIGM DESIGN STUDIO CAMBRIDGE

PeroDigm is a Native American-owned, independent digital marketing and design agency located in Cambridge, Wisconsin. PeroDigm was created in 2012 to provide innovative marketing and branding services to small businesses, corporations and nonprofits. Its products and services include brand development and representation, public relations, videography, photography, graphic design, web development and management, and content management for web and social media. PeroDigm is also a licensed aerial film company that provides drone videos of client facilities, landscapes and projects. Recent investments in software, technology and upgrades in the company's studio space have helped create a competitive edge and fuel growth. PeroDigm was recently selected to work on large-scale cultural awareness and sensitivity training on a national level. Its market is a blend of small business, nonprofit and corporate businesses with a focus on advocating for Native American-owned businesses and organizations. The company attributes its growth and success to selecting the right people to work with and managing a healthy work-life balance.

Rob Pero, CEO

PRISM TECHNICAL MANAGEMENT & MARKETING SERVICES MILWAUKEE

Prism is a diversity, inclusion and equity assurance consulting firm based in Milwaukee that manages construction site inclusion throughout the states of Wisconsin, Michigan and Pennsylvania. The company is best known for its success in exceeding diversity goals on 100% of the state's professional sports stadiums and arenas. Most recently, Prism was the sole outreach, diversity and inclusion construction consultant on the Northwestern Mutual Tower and Commons project, served as the exclusive workforce consultant on all of the Fiserv Forum and related Milwaukee Bucks projects, and served as the lone Federal Transit Authority compliance monitor for the city on the Hop, Milwaukee's new streetcar. Currently, Prism is the workforce and spending inclusion consultant on a project where its client or general contractor has voluntarily chosen to achieve diversity in its workforce and spending without any government mandates. This has created Prism's most recent marketing byline, "Diversity and Inclusion without Adversity and Confusion." Prism faced rapid growth challenges during its first 10 years of business without a system in place for long-term sustainability. The company now uses processes and internal automation, creating a franchise concept internally that can be duplicated with new staff quickly and in other cities where they do business.

Randy Crump, CEO

DI & ASSOCIATES, DBA SPHERION STAFFING SERVICES MADISON

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 is a woman- and minority-owned staffing company that 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, doing business as Spherion Staffing Services, was recently named Spherion Franchise Owner of the Year.

Diana Schafer, President



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS WOMAN BUSINESS ENTERPRISE

RED SHOES INC. **APPLETON**

Red Shoes Inc. is a strategic communications agency specializing in marketing and public relations services that are relevant in today's media climate. Red Shoes helps organizations reach their goals through strategic and visual communication, with a focus on content development, media relations, social media and crisis communication. Starting as a woman-owned business during a recession in 2008 created huge challenges, but those challenges provided Red Shoes the opportunity to help organizations communicate timely messaging to their audiences. Red Shoes Inc. is pursuing a growth plan that includes certifications for competing in new markets, networking and investments in employees.

Lisa Cruz, President

THOMPSON AND ASSOCIATES WETLAND SERVICES **SOUTH MILWAUKEE**

Thompson and Associates Wetland Services employs environmental scientists and consultants who specialize in wetland delineation, restoration, ecology, rare species and permitting. Celebrating more than 20 years of work, Thompson and Associates Wetland Services has witnessed a technological revolution in its business, moving from handheld compasses to cell phones with GPS navigation in the field, and is now considering obtaining a drone with a camera for complex sites. Its plans for a solid future include serving its clients with scientific and ethical integrity, investing in its employees and keeping overhead low.

Alice Thompson, Owner

TERRAVENTURE ADVISORS **ELM GROVE**

TerraVenture Advisors specializes in providing right-of-way/real-estate services. The company was formed in 2008 by four real estate specialists and has continued to grow not only in staff but also in the types of services it offers. TerraVenture Advisors has extensive experience with eminent domain services for infrastructure projects, from real estate aspects of the environmental impact statement, or EIS, process to initial project scoping to certifying the right of way. Specialists routinely provide advice, guidance and liaison services to clients and property owners on acquisition and relocation issues and assist with conflict resolution. To help diversify the company, TerraVenture partnered with WE Energies to help the company deliver its aggressive capital program. This has helped TerraVenture grow its firm from one person working on a small contract to 10 people working in four different WE Energies offices in two states. TerraVenture Advisors believes employees are a company's most valuable asset. Employee retention and diversification of revenue in the last seven years have led to success and have set the company on course for a strong future providing right-of-way/real estate services

Elizabeth Smith and Laura Sadler, Members



AWARD FINALISTS

OUTSTANDING SMALL BUSINESS DISABLED-VETERAN BUSINESS

ADBITTISE

MILWAUKEE

adBidTise offers affordable advertising options for its customers. The company's mission is to help businesses "Stand Out, Survive, Succeed and GROW" with affordable advertising. The company's services include social marketing, Google AdWords, video production, content writing, web development and graphic design. adBidTise is a preferred advertising partner with both Facebook and Wix, and offers various advertising options to help businesses grow, such as search engine optimization; digital, Facebook and LinkedIn ads; Google AdWords, email marketing and lead generation. They offer free education and consulting to businesses and teach them about advertising, how it works and how it can help businesses grow. adBidTise offers assistance within any budget amount, and often assists small minority- and veteran-owned businesses that normally would not get help from a traditional ad agency. They also assist business-to-business customers that have not advertised before and are unsure what to do. adBidTise measures its success in terms of client retention and referrals. The company measures performance by the number of new businesses it is working with compared to the previous year. Its goal is to keep its client base diversified and learn ways to be more efficient and better at what it does.

Katherine Ramirez, CEO

YOUR PERSONAL GARDENER

MUKWONAGO

Your Personal Gardener (YPG) is a fully insured tree and landscape firm providing customers with full season services from landscape design to snow and ice management. Through the use of continuing education, YPG stays at the forefront of landscaping, helping customers with professional and sound decisions in their projects. By utilizing UW-Extension courses, vendors, seminars and gardening workshops, employees at YPG are knowledgeable and up to date with the most current landscape and tree care practices. The company's mission is to provide quality work that meets and exceeds each client's expectations while managing, maintaining and designing landscapes that meet each person's own individual needs. YPG is continually looking at new and innovative ways to serve new customers—for example, by offering mosquito and tick control, full plant health care and environmental services such as controlled burns, land management and food plot installation. Located in Mukwonago, Wisconsin, YPG provides services for both residential and commercial properties across southeastern Wisconsin.

James Chesebro, Owner

NAGEL ARCHITECTS + ENGINEERS

ELM GROVE

Nagel Architects + Engineers provides idea-to-completion services that focus on efficient processes, strong project management and good value. Since 2004, the firm has combined creative and technical strengths to excel at complicated, challenging projects. Major service offerings include project management, architectural design, mechanical engineering and electrical engineering. The company specializes in health care, public sector, commercial, industrial, religious and residential design and construction management. Its primary client is the Department of Veterans Affairs (VA). The company has worked at VA campuses across the country on a variety of project types and is expanding into non-federal markets. Nagel uses the experience and expertise of staff members to expand and enhance the firm's proficiency in the retail/commercial markets as well as religious spaces. Nagel A+E is registered with the federal government as a CVE-verified service-disabled veteran-owned small business (SDVOSB) firm and has taken the next steps to acquire the disabled veteran-owned business (DVB) designation. Within the community, Nagel offers pro bono design support to organizations such as Dry Hootch, Near West Side Partners and the MacCanon Brown Homeless Sanctuary.

Gregory Nagel, President and CEO



AWARD FINALISTS

OUTSTANDING LARGE BUSINESS WOMAN BUSINESS ENTERPRISE

JT ENGINEERING

HOBART

JT Engineering Inc. is a professional services firm providing transportation, structural, stormwater and municipal engineering services to clients in Wisconsin and throughout the nation, and also specializes in land surveying, construction services, and roundabout design and analysis. Founded in 2005, JT Engineering Inc. features four locations and over 65 employees and is a woman-owned business. JT Engineering has met challenges in diversification by expanding its client base into new markets and strategically hiring talented employees who are successful in their fields. The company has also invested time and resources in leveraging new technologies, including 3D interactive modeling, mobile applications and drone technology. Its portfolio includes projects at every scale, from small bridge rehabilitation projects to mega interstate highway expansion projects. Celebrating the success of their employees has been the most rewarding aspect of the company's sustained growth in recent years.

Jill Treadway, President

COAKLEY BROTHERS

MILWAUKEE

Founded in 1888, Coakley Brothers and Brothers Interiors provides professional services for interior design, construction, new commercial furniture, installation, and commercial moving and storage. Coakley Brothers provides residential moving and storage as well. Coakley Brothers is a fourth-generation family-owned business with more than 125 employees. Having survived the recession and many of the hurdles that come with operating a family-owned business, Coakley Brothers values old-fashioned customer service and a culture of inclusivity that continues to fuel the company's growth. Coakley is also a part of an international consortium of 38 moving companies in noncompeting markets across the globe that leverage one another's services and share best practices. With the "More than a Mover" program created by Coakley Brothers, the Fortune 500 companies that hire the company for moving and storage can now use their teams for furniture systems reconfiguration and installation. Notable recent achievements are the Coakley Water Tower building renovation, the Fiserv Forum and Training center, and Stadium Self Storage projects. The company is certified by the State of Wisconsin as a woman-owned business.

Peggy Coakley, President and CEO

SECURITY OFFICER SERVICES

MILWAUKEE

Security Officer Services Inc. provides uniformed security officers at construction sites, schools, hotels, manufacturers and public service buildings. In the past year alone, Security Officer Services Inc. has provided security services for more than 65 businesses in the greater Milwaukee area and has made key investments in technology, fleet upgrades and cross training to better serve its customers. Security Officer Services has combated challenges in staffing and technology by working to increase employee pay, by convincing clients that it is not always all about hiring the lowest bidder and by upgrading the company's website to enhance its professional image. They are also looking into a guard measuring system that can be used on iPhones. The company is currently directing its growth toward obtaining larger accounts and larger facilities. They recently took over the security at Veolia, and hope having this international company as a current customer will maintain and enhance the company's reputation and give confidence to future potential customers.

Diana Kuhrt, President



AWARD FINALISTS

OUTSTANDING LARGE BUSINESS MINORITY BUSINESS ENTERPRISE

RINKA **MILWAUKEE**

RINKA is a design collective specializing in creative problem solving and innovative placemaking to create meaningful experiences for people. Its broad-based architectural practice connects inspiring designs with practical and functional solutions. In the past 13 years, RINKA has diversified its service offerings to include brand and marketing design, interior design, site master planning and other non-traditional services. With more than 40 design professionals on staff, RINKA values employee growth and collaboration as a key asset to its success. RINKA has won more than 45 industry awards in the last 13 years, and its ability to enhance the character of neighborhoods by providing design focused on functionality, longevity and placemaking continues to be its greatest accomplishment. Initially focused in the Wisconsin market, RINKA has expanded its business nationally and now has projects across the country, including the F3 Marina in Fort Lauderdale, Florida, and The Pier in Tempe, Arizona.

Mathew Rinka and Steve Morales, Partners

GREENFIRE MANAGEMENT **MILWAUKEE**

Founded in 2010, Greenfire Management Services is a construction management firm headquartered in Milwaukee, with additional operations in Wausau. Greenfire is a state-certified, Native American-owned company with minority contractor status. 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



AWARD FINALISTS

OUTSTANDING LARGE BUSINESS MINORITY BUSINESS ENTERPRISE

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

JCP CONSTRUCTION LLC MILWAUKEE

JCP Construction was established in 2008 by brothers James, Jalin and Clifton Phelps. JCP was originally focused on multi-family home renovations and matured within 10 years, evolving into a commercial and large residential construction company. Its mission is to bring clients' visions and goals to reality with high-quality, professional craftsmanship and project management. JCP Construction is committed to employing a workforce that reflects the community it serves. They bring more than 40 years of combined experience to every project and provide an array of services including pre-construction, general contracting and construction management. JCP focuses on self-performing selective demolition, cast-in-place concrete and carpentry projects. JCP has been a part of some of the most recognized projects in Wisconsin, including the Milwaukee Bucks Arena, General Mitchell International Airport and Northwestern Mutual to name a few. The company remains relevant through business flexibility, employee development and growth, advertising and marketing, and new equipment and facilities acquisitions. JCP's most unexpected and gratifying success was celebrating its 10-year anniversary, and the company is prepared to initiate the next phase of its plan for continued growth. JCP Construction is a respected DBE, SBE and MBE firm servicing the greater Milwaukee area.

James Phelps, President

NOMINATED AWARD PARTICIPANTS

#1 Transportation

Abaxent, LLC

Allume Architects, LLC

And Hole Engineering

Arbor Green, Inc.

Benson Enterprises, Inc. dba USA Mobile Drug Testing of Wisconsin

Berkshire Consulting, LLC

Bobbie's Marine Services, LLC

Dakota Intertek

Dear Management Consulting

Derute Consulting

DM-Connection & Events

EFH Trucking LLC

EnterForce

Global Janitors, LLC

Hard Rock

Hurt Electric Inc.

Hurtado Zimmerman SC

Logan Productions

Luxury Massage Therapist LLC dba Spa Massage on The Go

Moore & Associates Wetland Services, LLC

Nash Transportation

Northern Wisconsin-Based Engineering, Inc

On-site, Inc. dba On-site Staffing Services

Premier Medical Staffing Services, LLC

Research Solutions Inc.

Rivera & Associates, Inc.

SPEARity

Toki & Associates

Tool Craft

Trester Hoist & Equipment

Tunji-Lesi CPA LLC

White Buffalo Trucking, LLC

Wissen Infotech Inc.

2019 MARKETPLACE BUYERS

CORPORATE BUYERS

Alliant Energy
American Transmission Company
AdvocateAuroraHealth
CNH Industrial
GE Healthcare
Gilbane, Inc.
Hunzinger Construction
Michels Corporation
Northern Wings Repair, Inc.
Oshkosh Corporation
Pro-Active Engineering
Snap-on Incorporated
Spacesaver Corporation
TW Metals
U.S. Bank

FEDERAL GOVERNMENT

General Services Administration (GSA) Region 5
US Army Corps of Engineers (USACE) Chicago District
US Army Corps of Engineers (USACE) St. Paul District
U.S. Department of Veterans Affairs - Construction
U.S. Department of Veterans Affairs - Supplies
U.S. Forest Service

STATE GOVERNMENT

WI Department of Administration (DOA) State Bureau of Procurement
WI Department of Children and Families (DCF)
WI Department of Corrections (DOC)
WI Department of Military Affairs
WI Department of Natural Resources (DNR)
WI Department of Public Instruction
WI Department of Transportation (WisDOT)
WI Department of Workforce Development
Wisconsin State Fair Park

LOCAL GOVERNMENT

Dane County
Milwaukee County Architecture & Engineering (A&E)
Milwaukee County Community Business Development Partners (CBDP)
Milwaukee County Economic Development
Milwaukee County Facilities Management
Milwaukee County Procurement
Milwaukee County Zoo
Milwaukee Public Schools
Milwaukee Metropolitan Sewerage District (MMSD)
Kenosha County
Waukesha County

UNIVERSITIES/COLLEGES

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

BUSINESS LUNCH PANEL



JEAN MARIE THEIL

Belonger Corporation

Jean owns and operates a specialty trades mechanical contracting company including all HVAC/R aptitudes, wastewater, plumbing, and offers construction management, facility management, and energy based performance contracting. She has 30 years of experience in the

construction and services industry, specializing in federal and DOD relations, joint venturing and mentoring.



NICK

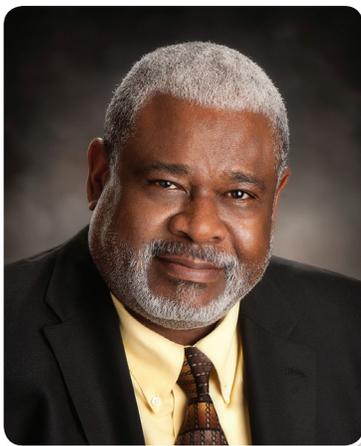
WEISSENBORN

Aeroforce

Logistics LLC

Nick is the vice president and co-founder. He has spent 20 years across a variety of roles with one common theme: safe and reliable aircraft maintenance

and operations. His positions have spanned the U.S. Air Force as a maintenance operations officer, FAA airframe licensed mechanic, and program manager at Derco/Sikorsky and Zodiac/Intertechnique.



HERB MILLER

Michels Corporation

Herb has been with Michels Corporation since 2005, hired in as operations manager for Midwest pipe services division. Since 2008, Herb has worked in business development and federal procurement and as a project manager on two wind farms in Iowa. In Herb's current role as Michels Corporation's

supplier diversity program manager, he is responsible for appraising all new and current disadvantaged business suppliers and the ongoing development of Michels Corporation's Mentoring Program.



RASHI KHOSLA

of MARS Solutions Group (MARS SG)

Rashi is an accomplished Enterprise Architect, and CEO. She ended her flourishing corporate career in information technology to pursue her entrepreneurial

dreams. Passionate about technology and data, she launched MARS SG with bootstrap capital and grew it organically to a thriving multi-million-dollar business in just four years.



DAVID GOUDREAU

Northern Wings Repair Inc.

A native of Michigan's Upper Peninsula, David was born and raised in St. Ignace, Michigan. Immediately following graduation from high school in 1977, he entered the U.S. Navy and served three years of active duty. Upon completion of his enlistment, he enrolled at Lake Superior State University and graduated in 1984

with a bachelor of arts degree.



DIVERSE BUSINESS DEVELOPMENT AWARDS

STATE CONTRACT AWARD

CITY SUPPLY

City Supply is currently awarded three contracts by The State of Wisconsin: Cleaning Chemicals, Can Liners, and Food Service Disposables. City Supply has provided responsive and courteous customer service to the agency and campus customers of their state contracts. The company is a Service-Disabled Veteran owned business that provides cleaning supplies, janitorial equipment and food service products. The company has served the Dane area since 1972. Customers can place orders online, via fax, phone or email, and are provided custom order sheets, with an inventory checklist to easily keep track the products they need. Having nearly one million different products, the company prides to be a one stop shop for equipment, cleaning chemicals, and janitorial and break room supplies. Expert staff have a combined knowledge of 50 years. City Supply, is a certified repair center and services all major brands.

BELONGER CORPORATION

Belonger Corporation, owned and operated by Jean Marie Thiel, has been a certified MBE since March 30, 2001 and a certified WBE since July 24, 2007. The company has been providing mechanical services to the State of Wisconsin since 2000. Belonger Corporation currently has two contracts with the State of Wisconsin for HVAC replacement at the State Fair Park and a chiller and pump replacement at the UW-Milwaukee campus. Belonger Corporation has over 30 employees, is certified as a qualified and responsible bidder, and has a reputation for being a cost-effective team player, as well as an excellent communicator.

SBA 2018 AWARD WINNERS

8A GRADUATE OF THE YEAR **Manisha Dotson, Nisha Group LLC**

Manisha Dotson started Nisha Group in 1999 and provides facilities maintenance and security services. Nisha Group began operations in the city of Milwaukee and has used federal and other contracting programs as well as SBA financing to expand her firm's reach. She has had multi-year federal contracts with the Social Security Administration, the General Services Administration, and the Department of Agriculture and has worked with both the City of Milwaukee and Milwaukee County on many contracts. Her attention to customer service and employee training has garnered accolades from the SBA, from UMOS, and from other agencies. After graduating the 8(a) program in 2015, she obtained the HUBZone certification in 2017 and has applied for the Woman-owned Small Business certification to facilitate continued growth for Nisha Group.

MINORITY SMALL BUSINESS CHAMPION

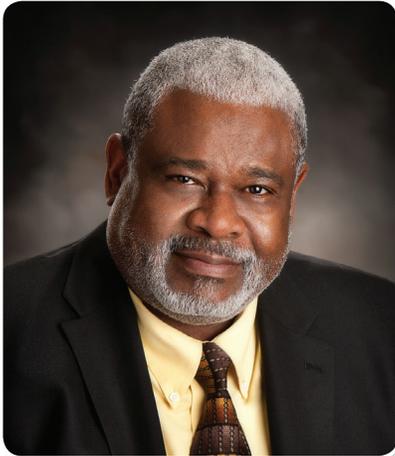
Jessica Cavazos, Latino Chamber of Commerce of Dane County

Since joining the Latino Chamber of Commerce of Dane County in September 2016, Jessica Cavazos has sought to promote economic development and job creation to the Latino community as economic stakeholders. She was appointed its president and CEO in 2017 to fulfill that goal. The chamber partners with many economic development organizations, has a monthly Spanish language radio show, and offers frequent opportunities for learning and networking. Under her leadership, the Chamber signed its first Strategic Alliance Memorandum with the SBA in 2016 and has since renewed it. Jessica has served on many national and local boards, was awarded the key to the Latino Community in 2017, and was named one of the most powerful Latinos in Wisconsin.



COMMUNITY ECONOMIC DEVELOPMENT AWARD

CONTRACT MENTORING AND BUSINESS DEVELOPMENT AWARD



Herb Miller has been with Michels Corporation since 2005, hired in as operations manager for its Midwest pipe services division. Since 2008, Herb has worked in business development and federal procurement and as a project manager on two wind farms in Iowa. In Herb's current role as Michels Corporation's supplier diversity program manager, he is responsible for appraising all new and current disadvantaged business suppliers and the ongoing development of Michels Corporation's mentoring program. In January 2015, Herb was promoted to senior manager of supplier diversity and business development and management of Michels Corporation's marketing team.

Michels Corporation is the 27th largest contractor in the U.S. per 2019 Engineering News Record and is the largest contractor in the State of Wisconsin. Our 8,000 employees and 14,000 pieces of equipment help us meet the needs of the growing energy, transportation, and infrastructure sectors. Prior to Michels, Herb's diverse background included West Coast general manager for another large utility contractor and various field operations positions that had him traveling all over the world; he has been working in construction since 1971. Herb attended University of Kentucky and Cuyahoga Community College, studying civil engineering. Herb is also a board member with the Green Bay Packers Community Service Mentor – Protégé Program, the North Central Minority Supplier Development Council Board of Directors, and executive board member of the Wisconsin Procurement Institute. Herb and his wife, Denise, have twin daughters who live in Japan and the State of Washington and two grandsons. He loves fishing, gardening, traveling and spending time with family and friends.

STATE DIVERSITY DEVELOPMENT AND ADVOCACY AWARD



Tru Mwololo works for Wisconsin Supplier Diversity Program as an equal opportunity specialist. Prior to that she worked for Milwaukee County Community Business Development (CBDP), where she gained procurement compliance knowledge. She also served as an economic development consultant with the Wisconsin Department of Administration from 2011 to 2013 and the Wisconsin Department of Commerce from 2005-2011. Focused on supplier diversity, Tru's portfolio consists mainly of Minority Business Enterprises (MBEs) and Disabled-Veteran Owned Businesses (DVBs), two of the targeted certified business groups in the state contracting program. She works closely with state procurement managers to help identify such firms that can participate in state and agency contracts. She holds an MBA degree from Edgewood College and a bachelor of arts degree in economics from the University of Wisconsin-Madison.



COMMUNITY ECONOMIC DEVELOPMENT AWARD

COMMUNITY ECONOMIC DEVELOPMENT AWARD



May yer “mine-za” Thao was recently selected by Governor Tony Evers to serve as assistant deputy director for the Wisconsin Housing and Economic Development Authority (WHEDA). In this role, May yer will utilize 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. During her tenure with HWCC, the organization deployed the most business loans in its history, provided impactful assistance and visibility to key, Hmong-owned cornerstone projects in Wisconsin, and grew the organization with increased

members, partners and new initiatives. The organization also deployed \$2 million in microloan funds while leveraging \$10 million in community financing for minority businesses; opened its first satellite office in Central Wisconsin; launched a pilot bicultural/bilingual financial literacy curriculum; and more than tripled the organization’s revenues toward more sustainability, among other accomplishments. In 2019, May yer was awarded the Professional Dimensions Sacagawea Award, a prestigious award recognizing exceptional leadership by “Women Who Inspire” and embraced their opportunities to hone their skills and strive toward excellence by conquering daily challenges through career achievements. In 2017, under May yer’s leadership, HWCC was recognized as a WEDC Key Strategic Partner. This same year, May yer was featured in the Milwaukee Biz Times as one of five women leaders driving Milwaukee’s economic development. Lastly, May yer was recognized as the 2016 Wisconsin Hmong Woman of the Year.

MINORITY BUSINESS DEVELOPMENT AWARD



David J. Kircher has 22 years in commercial banking and private business, starting with Marine Bank (now Chase) and M&I (now BMO), followed by 20 years with Wisconsin Business Development Finance Corp., Wisconsin’s largest SBA 504 lender and small business funding conduit. David is active on numerous economic development organization committees and serves on the boards of a number of minority chambers of commerce and committees. He is a frequent presenter on various economic development panels as well as workshops and events. David has experience working with multiple government program funding sources and has assisted numerous privately owned businesses launch, grow and achieve financial success. He is the 2016 Wisconsin State U.S. SBA Financial Services Champion award winner and received the 2014 Governor’s Community Business Development Award for Wisconsin Minority Business Development. Davis has a bachelor of arts degree in communication arts from UW-Madison and completed MBA graduate studies at UW-Milwaukee. Born and raised

in Milwaukee, David is married with two children and three grandchildren. He is also a 51-year member and race official of the Sports Car Club of America. David has also served on the MARKETPLACE planning committee for close to two decades.