



MARKETPLACE WI

GOVERNOR'S CONFERENCE ON DIVERSE BUSINESS DEVELOPMENT



DEC. 6-7, 2022





Tony Evers

Office of the Governor | State of Wisconsin

Dear MARKETPLACE 2022 attendees:

On behalf of the state of Wisconsin, I want to welcome you to MARKETPLACE 2022: The Governor's Conference on Diverse Business Development.

As your governor, I am deeply committed to building a Wisconsin that works for everyone, where every Wisconsinite has the support and resources to be successful and thrive, and where we celebrate the diversity that makes our state stronger. MARKETPLACE is one of the ways my administration is doing just that.

For more than 40 years, MARKETPLACE has enabled diverse businesses of all sizes to make vital connections, grow, and flourish. The fact that so many diverse businesses participate in MARKETPLACE every year speaks to the conference's ongoing success in helping businesses owned by communities of color, women, veterans and members of the LGBTQ community find new opportunities for growth.

MARKETPLACE provides diverse businesses with the resources, tools and contacts they need to maximize their success. I'm pleased to see that, this year, MARKETPLACE is offering participants a mix of virtual and live events, enabling businesses to participate in conference programs that will help empower them no matter where they are in our state.

At the same time, MARKETPLACE's in-person events will provide participants with the critical one-on-one conversations that allow them to meet potential buyers, identify funding sources, connect with business assistance resources, and network with their peers. Those meetings are invaluable and have opened new markets for hundreds of companies over the years. Additionally, the many seminars on key business topics and resource information that will be featured at MARKETPLACE will provide the kind of practical how-to insights for business owners seeking new opportunities to grow.

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 the entrepreneurial spirit that exists in Wisconsin among companies of all sizes and all industries, and on behalf of our state, I extend my sincere congratulations to all the 2022 awardees.

With that, once again, welcome to the Governor's Conference on Diverse Business Development. I hope you have a great conference and that you take advantage of the many resources and networking opportunities available this year.

Thank you for all you do to make our communities and our state stronger, more vibrant places to live and to help move our state's economy forward.

Best wishes,

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

Governor Tony Evers



Welcome to MARKETPLACE 2022!

On behalf of the Wisconsin Economic Development Corporation (WEDC), I am delighted to welcome you to the 41st 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. WEDC is excited to offer both virtual and in-person components of this year's conference so more businesses can participate.

Embracing diversity, equity and inclusion is vital to Wisconsin's economic future. We can fully prosper as a state only when every Wisconsinite has the opportunity to succeed.

WEDC is committed to ensuring that our neighbors, friends and families have access to the resources needed to build not only strong businesses but strong communities. In fiscal year 2022, WEDC awarded \$2.9 million to organizations that support diverse 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 FY22, these WEDC-supported organizations provided services to more than 3,200 diverse Wisconsin businesses.

As in previous years, MARKETPLACE remains an occasion to celebrate past successes and lay the groundwork for new ones. We'll recognize community leaders and businesses for their outstanding accomplishments and their contributions to the people of Wisconsin. Hundreds of buyer meetings will be held, with connections that will continue to bear fruit in the coming months and years.

We remain 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 chance to thank our partners, sponsors, attendees, resource partners and volunteers; without you, we could not have the successful event we have enjoyed so much for the past four decades.

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.

A handwritten signature in black ink, appearing to read "Melissa L. Hughes". The signature is fluid and cursive, with a long horizontal line extending to the right.

Melissa L. Hughes
Secretary and CEO

THANK YOU SPONSORS

KEYSTONE SPONSOR



GOVERNOR'S AWARDS

MILWAUKEE
BUSINESS JOURNAL

DIAMOND

GOLD



SILVER



BRONZE

NONPROFIT



AGENDA

DEC. 6
IN-PERSON
WISCONSIN CENTER

7 a.m. – 6 p.m. – Registration

8 a.m. – Breakfast Served

8 a.m. – General Session - Breakfast Business Panel

EMCEE: Dawn Yang, General Manager, Nyob Zoo TV, LLC (Naw Zhong TV)

[Welcome/Conference Open](#)

Remarks from Suzanne M. Zwaska, VP, Community Affairs and Engagement, U.S. Bank – Keystone Sponsor

Business panel discussion moderated by Michael Ward, Business and Community Development, WEDC

Remarks from Missy Hughes, Secretary and CEO, and Sam Ridders, Deputy Secretary and COO, WEDC

Remarks from Governor Tony Evers

Session closing, schedule reminders, etc.

9:30 a.m. – Expo Hall Opens

Buyer meetings – one-on-one matchmaking meetings with federal, state, local and corporate buyers

Exhibitors – including corporate, small businesses, lenders, business resources, professional services and government agencies

Business networking lounge – centrally located within the expo hall

Noon – 2022 Governor's Award Luncheon

Sponsored by Milwaukee Business Journal

EMCEE: Sandra Dempsey, Source Ten

[Welcome](#)

Remarks from Heather Ladage, Publisher, Milwaukee Business Journal, Awards Lunch Sponsor

Remarks from Nina Johnson, Sr. VP, Consumer and Business Banking Leader, U.S. Bank, Keystone Sponsor

Remarks from Milwaukee Mayor Cavalier Johnson

[Awards Presentation](#)

Remarks from Marjorie Rucker, Executive Director, The Business Council Inc.

RNC Opportunities Presentation – Alison Prange, Senior Advisor to the CEO, Host Committee

Visit Milwaukee Opportunities Presentation – Peggy Williams-Smith, President and CEO of Visit Milwaukee

Sponsor Recognition – Alex Ysquierdo, M.S., Diverse Business Development Manager, WEDC

The Contracting Academy – Aina Vilumsons, CFCM, President and Executive Director,

Wisconsin Procurement Institute (WPI)

Program closing

1:30 – 4:30 p.m. – Expo Hall Reopens

Buyer meetings – one-on-one matchmaking meetings with federal, state, local and corporate buyers

Exhibitors – including corporate, small businesses, lenders, business resources, professional services and government agencies

Business networking lounge – centrally located within the expo hall

4:30 – 7:00 p.m. – Awards Networking Reception

Emcee: Alex Ysquierdo, M.S., Diverse Business Development Manager, WEDC

Sponsor Remarks - Suzanne Zwaska, US Bank/Keystone Sponsor

[Award Presentations](#)

U.S. Small Business Administration (SBA) Awards – Eric Ness, Wisconsin District Director, SBA

Wisconsin Department of Administration Supplier Diversity Program

Networking and visit the Beyond Monet exhibit

Closing

AGENDA

DEC. 7
VIRTUAL
THE CONTRACTING ACADEMY (TCA)

Hosted by the Wisconsin Procurement Institute

9 - 10 a.m

FEDERAL AGENCY PANEL

The federal government spends more than \$600 billion annually on a wide range of goods and services. In the federal market, small and diverse firms have a competitive advantage: contracting goals are in place for small, disadvantaged (includes minority), woman, service-disabled veteran and HUBZone certified firms. During this session, you will hear from federal agency representatives on what they buy, what they look for in a contractor, what opportunities are available and what they expect from their contractors.

10 - 11 a.m.

FEDERAL PRIME CONTRACTOR PANEL

Large federal prime contractors with large federal contracts are obligated to work with small and diverse businesses. These contractors have what is known as a “small business subcontracting plan,” which outlines their subcontracting plans and small business goals. During this session, federal prime contractors will share information about their firms and their contracts—and how a small, diverse business could become their subcontractor.

11 a.m. - noon

UNDERSTANDING TEAMING – PARTNERING – MENTORING – JOINT VENTURES

In federal government contracting, your competitor on today’s opportunity may be your partner on the next project. Successful federal contractors understand and leverage the competitive advantage that the various TEAMING methods and programs can bring. During this session, you will learn about some of these federal programs and how to bring teaming into your federal government market development and growth strategy.

RESOURCE PARTNERS

MARKETPLACE 2022 is hosted by WEDC's Michael Ward, Vice President of Business and Community Development, Seyoum Mengesha, Director of Diverse and Business Development, Alex Ysquierdo, Diverse Business Development Manager and Sara Beuthien, Events Manager

MARKETPLACE was coordinated by Prism Technical Management & Marketing Services, LLC
Keesha Jones-Sutton, Chief Strategy Officer, Noel Starks, Senior Project Coordinator and
Myia Robinson, Project Assistant

Wisconsin Procurement Institute - The Contract Academy and Buyer Meetings

Wisconsin Expo - Expo Hall Contractor

Tri-Marq Communications, Inc. - Audio/Video Production



African American Chamber of Commerce of Wisconsin
American Indian Chamber of Commerce of Wisconsin
City of Milwaukee Office of Small Business Development
Hmong Wisconsin Chamber of Commerce
Latino Chamber of Commerce of Dane County
Madison Black Chamber of Commerce
Milwaukee County
Milwaukee Economic Development Corporation
Milwaukee Metropolitan Chamber of Commerce
Milwaukee Metropolitan Sewerage District
New North Inc.
North Central Minority Supplier Development Council
Milwaukee Urban League
Phoenix Financial Advisors
Small Business Development Center
U.S. Small Business Administration
The Business Council
US Bank
Western Dairyland
Wisconsin Black Chamber of Wisconsin
Wisconsin Chinese Chamber of Commerce
Wisconsin Department of Administration – Supplier Diversity Program
Wisconsin Department of Transportation
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's Business Development Center

PRIMARY SPONSORS

KEYSTONE SPONSOR



Nina Johnson

Senior Vice President

Wisconsin Branch Banking Market Leader

US Bank



Suzanne Zwaska

Vice President

Community Affairs Manager

US Bank

AWARDS SPONSOR



Heather Ladage

Market President and Publisher
Milwaukee Business Journal

EMCEES



Sandra Dempsey

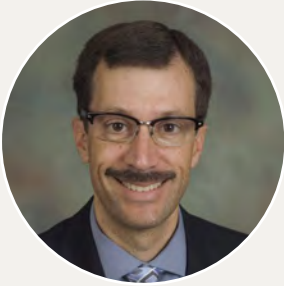
Executive Producer, CEO
SourceTen



Dawn Yang

General Manager
Nyob Zoo TV LLC

BUSINESS PANEL HIGHLIGHT



Moderator - Michael Ward

Director, Wisconsin Economic Development Corporation

Mike Ward is currently Vice President of Business and Community Development, WEDC. Mike joined WEDC after a 25-plus-year career in banking with US Bank and its predecessors. Mike held leadership positions in sales management, commercial lending, marketing, sales support and underwriting—all focused on small business. Helping and learning about small businesses and the communities they support has been Mike's passion for his entire career. Mike has done volunteer work with a number of groups, including various United Ways, the Wisconsin Women's Business Initiative Corporation (WWBIC), the Waukesha Redevelopment Authority and the Waukesha County Economic Development Corporation. He is a current board member of BizStarts and the Urban Economic Development Association as well as an active volunteer with Kiva. He also serves as a member of the Federal Reserve Bank of Chicago's Wisconsin Economic Roundtable. A Madison native, Mike received his bachelor's degree in economics and an MBA from the University of Minnesota – Twin Cities. He lives with his wife in the city of Waukesha and has three adult children.



Lisa Reynolds

Reynolds Packaging

Reynolds Packaging started out in a small garage on Main Street (yes, Main Street) in Green Bay over 20 years ago. In the beginning, there was a man and his machine, which has now grown to 24-hour manufacturing operations across multiple production lines. As the company began to see the impacts from overseas competition, the Reynolds Duo (Kelly and Lisa) decided to grow the company and take the leap to become leaders in packaging. Since then, there has been no stopping the growth by becoming specialists in the traditional and sustainable flexible packaging markets. CEO Lisa Reynolds, came on board in 2015 and, along with her husband, Kelly Reynolds, founder and chief operating officer, they have a dedicated team which are the "Problem Solvers" of converting. Currently manufacturing flexible packaging for small and mid web printing companies, contract packagers, confectionery's, and fulfillment companies. Products range from traditional stand up pouches and bags with press-to-close zippers to the complex substrates used in sustainable packaging products.



Tina Chang

SysLogic Inc.

Tina Chang is the chairman and CEO of SysLogic Inc, serving clients in the areas of technology strategy and digital transformation, Information management and business intelligence, cybersecurity, and software development. Tina has maintained a strong background in business leadership and technology innovation, and she has leveraged SysLogic to spin off three technology startups (SysSpark LLC, Cyberspect LLC and WillBridge LTD). Prior to SysLogic, Tina worked for Andersen Consulting (Accenture), where she served as a business analyst and consultant to Fortune 500 companies. Tina currently serves on the boards of two publicly traded companies, STRATTEC Security Corporation and Weyco Group, and two privately owned companies, Central States Manufacturing and JCP Construction. She has demonstrated a dedication to her community through her leadership and board responsibilities with Alverno College, Children's Wisconsin, MMAC, Midwest Cyber Security Alliance, Milwaukee Police Department Foundation, Milwaukee Public Schools Foundation, Wisconsin Policy Forum, Teach for America, Waukesha County Business Alliance, and YMCA of Metropolitan Milwaukee. Tina earned her bachelor's of business administration degree from the University of Wisconsin.

BUSINESS PANEL HIGHLIGHT



Andy Weins

Green Up Solutions

Andy Weins is a fourth-generation entrepreneur, Cardinal Stritch graduate, and Veteran of the U.S. Army. He sets the bar for leadership by providing the blueprint for the overall direction of his companies, Green Up Solutions, Camo Crew Junk Removal and Young Guns. His vision and work ethic give all of his professional pursuits a competitive edge. Through consulting, teaching and podcasting, he helps his fellow entrepreneurs develop their own advantage.



Wensy Melendez

Amigo Construction

Wensy has been part of Amigo Construction since 2000. In 2008, he became part owner of Amigo Construction, at the request of his father, founder and co-owner Jose Odilon Melendez. In November 2020, Wensy Melendez was selected to become President and CEO of Amigo Construction LLC. He currently is co-owner, along with his father. Construction is a family owned and operated Construction company, established in May 1992; Amigo Construction (formally Amigo Painting) began in Madison, WI in 1992. In May 2018, the company purchased the old Rowe Pottery building, an 80,000-square-foot facility in Cambridge, and moved its operations there. In May 2022, under Wensy Melendez's leadership, the company purchased another 80,000-square-foot building (this one in Lake Mills), where the Melendez family plans to roll out a supply and manufacturing company. The building is currently being refurbished to train, develop and provide various manufactured goods to Amigo Construction and other cladding businesses on a national level.

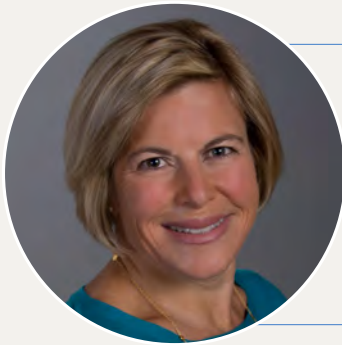


Dr. Laci Robbins

A&A Services and Transportation

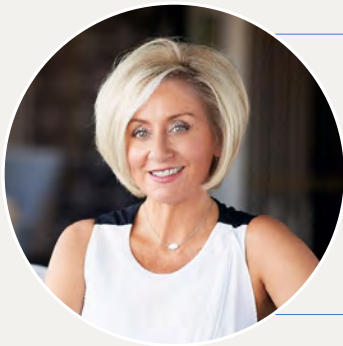
Dr. Laci is an award-winning leader, personal development strategist and consultant. With master's and doctoral degrees in leadership, she is skilled in training organizational management on the essentials of talent retention and organizational culture. In 2017 she co-founded Robbins' Nest Consulting, a firm located in Wauwatosa, with a mission to increase empowered and equipped current executives, high-potential leaders, and organizational heads with sustainable skills and strategies to positively impact organizational culture. In 2020, she co-founded A&A Services and Transportation, operating pick-up and delivery and regional line haul services as a contracted services provider, with a mission to create jobs and legacy. Robbins' Nest Consulting is a certified Minority Owned Business Enterprise and Women's Business Enterprise. Dr. Laci is certified in Myers-Briggs Temperament Inventory (MBTI); Thomas-Kilmann Conflict Mode Instrument (TKI); Cognitive Applied Positive Psychology Certified Personal and Executive Coach, and Advance Your Reach.

GUEST SPEAKERS



Alison Prange

Senior Advisor to the CEO
Milwaukee 2024 Host Committee
[Republican National Convention](#)



Peggy Williams-Smith

CEO
[Visit Milwaukee](#)



Marjorie Rucker

Executive Director
[The Business Council Inc.](#)

AWARD FINALISTS

WHITE BUFFALO TRUCKING

Amy Hacker, Owner

Amy L. Hacker, member of the Oneida Nation of Wisconsin, started White Buffalo Trucking with her partner and husband Cale, in 2013. With one quad-axle dump truck, their hope was to create a future for themselves and their family. Currently, White Buffalo Trucking has five trucks and four employees and 7 leased trucks.



ANASA TRAFFIC AND RESTORATION SERVICES LLC

Adam J. Skenandore, Owner

My name is Adam J. Skenandore, and I am the president of a Native American owned company called ANASA Traffic and Restoration Services that I started in 2021. My interest in the traffic control industry started in 2009 when I was offered a job as a traffic tech/flag person for a large utilities installation company, through years of hard work and the willingness to listen and learn, I was able to make my way up to General Manager overseeing the Wisconsin area. My experience ranges from traffic control management on mega WisDOT projects all the way to smaller flagging and traffic control operations for the gas and electric utilities sector. I am continuing to use my 13+ years of experience and knowledge to keep growing all aspects of my business, as well as developing new ways to increase safety. Apart from the above, I enjoy cheering on the Green Bay Packers, golfing, learning more about the history of my Native American Culture, and most importantly, spending time with my wife and three children.



GREEN UP SOLUTIONS

Andy Weins, President

Andy Weins is a fourth-generation entrepreneur, Cardinal Stritch graduate, and veteran of the U.S. Army. He sets the bar for leadership by providing the blueprint for the overall direction of his companies Green Up Solutions, Camo Crew Junk Removal, and Young Guns. His vision and work ethic give all of his professional pursuits a competitive edge. Through consulting, teaching and podcasting, he helps his fellow entrepreneurs develop their own advantage.

FLOOR23 DIGITAL LLC

Candace Spears, Founder and CEO

Life-changing moments such as the elimination of her then Fortune 500 marketing operations job sparked her to look closer and reset her perspective on her identity and what she had to offer. Taking a new outlook into the next job, led her to author the book ***Bring Your Crayons to the Office***, published while she was employed at the company that inspired her to write it, and publicly embraced by that company and Claim's division VP. The life-altering confidence combined with the proven ability to scale changing careers enabled her to teach and coach the Agile mindset and Silicon Valley rooted Lean Startup principles to 600-plus professionals across three multi-billion-dollar companies, including GE, helping them rethink the work they do and their approach to deliver value faster. Candace is currently the host of "Ambition, Honey & Hustle", a daily podcast focused on helping ambitious professionals avoid the slow-moving career and get paid for two things: 1) Doing what excites them and 2) Making an impact bigger than anyone thought was possible. Having a personal brand offer in place walking through the front door of her new company, allowed her to get promoted from analyst to the management team of a 1.1 billion dollar financial services company in less than 1.5 years. The youngest and only second black person at the time. She's proven that reinventing yourself, and owning your brand is possible and when done right, leads to amazing fulfilling outcomes.



AWARD FINALISTS



NORTH AVENUE MARKET

Chris Harris-Morse, Founder

Founder William C. (Chris) Morse has a strong business sense garnered from time spent as a military officer (disabled veteran), corporate management experience in Fortune 500 companies (Vanguard, Pfizer, and Stryker), working as an administrator and educator on college campuses (Oregon State University, the Air Force Academy and Western Michigan University), and serving as the CEO of a nonprofit (Boys & Girls Clubs of Greater Kalamazoo, Michigan). He has an undergraduate degree in business administration from East Carolina University and a master's degree in human resource development from Webster University.

Chris is a strong African American male who has lived on his own since he was 16. Over a 23-year stretch, he served as a foster (20+ kids) and adoptive parent. Chris is still identified as a father figure to 10+ kids. His entire life has been devoted to giving back to any community he has been a part of. Now, he has chosen to settle in Milwaukee with his husband and work to build up his local community.

DDS MEDIAWORKS

Darick Spears, Owner

Author of over 100 books across 15 categories, scriptwriter, songwriter and ghostwriter from childhood, Darick Spears processed the world through his notebook. Darick was born with a mind constantly on the move — dreaming up new ideas, analyzing the world around him, and making magic from the mundane. He didn't know how to communicate his musings to the people around him so he turned to a place of no restriction and no judgment — his notebook. Acclaimed as America's Most Creative Writer, since that day Darick has explored expression in a myriad of different mediums. From books to plays to films (four streaming on Amazon Prime), hip-hop albums (25+), and instrumental albums, Darick's career has been prolific enough to fill an entire bookstore of his own work. His bookstore and creative space in Milwaukee, Darick Books, The first bookstore of its kind, is a testament to his expertise in creativity, which he is now using to assist others in developing their work.



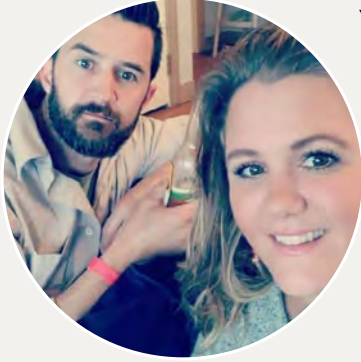
GREEN BAY DOULAS

Emily Jacobson, Owner

Emily Jacobson is the female owner and founder of Green Bay Doulas, a company that provides continuous, unbiased and judgment-free support from birth through postpartum for families in northeastern Wisconsin. Her work for the community inspires her to organize Diaper Green Bay, an annual event that provides tens of thousands of diapers each year for low-income and homeless families. She is the executive director of the Wisconsin Doulas Association, a nonprofit dedicated to strengthening the importance of the roles of doulas while offering support to increase positive birth outcomes for mothers and babies in our state.

Emily is also an elected official, serving as both Brown County supervisor and chairwoman of the Health and Human Services Committee.

AWARD FINALISTS



YOUR PERSONAL GARDENER & ARBORIST

James Chesebro, Owner

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

KNOTMAGIC

Julie Cosich Collins, Owner/Coach

Julie is naturally curious, savvy in business, and a lifelong learner. She thrives on a good challenge. Throughout her career, she's been fortunate to work for businesses on the cutting edge of cultural change. Leading different functional areas from HR, quality and training to sales and marketing allowed Julie to not only learn how to successfully grow businesses, but also how to align the team and talent to accelerate revenue growth. Yet, she wanted more worry-free sleep at night, not constantly thinking about the revenue line. Too often she saw her businesses get stuck because their plans got overly complicated, causing conflicting priorities for the team and inactivity on where and how to grow next. Now, KnotMagic clients are benefiting from Julie's 25 years of business experience, her team and network of experts, and her passion for growing businesses.



GENERATION OF EXCELLENCE TRENDSETTERS

LaTonya Baker, CEO/Founder

LaTonya Baker is the founder and CEO of Generation of Excellence Trendsetters, Generation of Excellence Non Profit, GOE House of Purpose Transitional Living Home, I'm Still My Sister's Keeper - The Movement and Fashion Show, and Tyresia's Boutique Too. She started this journey in 2012 after losing her mother unexpectedly. Her mother was the glue of their family and mourning the loss of her played a huge impact on their family. It was at that time that she chose to break cycles. After researching her family's history, she discovered that not only did her mother pass in her sleep due to hypertension and obesity, so did her grandmother and great-grandmother. This not only worried her but pushed her to make some healthy changes in her life. Throughout the years she has served as a community health worker, personal stylist, production coordinator, mentor and case manager. Throughout her journey she has been transparent with hopes of encouraging and impacting the lives of others.



AWARD FINALISTS

SMALL BUSINESS DEVELOPMENT CENTER AT UW-STEVENSON POINT

Mark Speirs, Consultant

Mark Speirs works out of UW-Stevens Point, where he holds the position of Small Business Development Center (SBDC) business consultant. In his five years at the SBDC, he has consulted with more than 800 clients in central Wisconsin looking to start or grow a small business. In this time, he has helped develop several programs to assist veteran small business owners and has worked with partners in the area to reach more underserved communities. The SBDC at UW-Stevens Point has seen steady gains in recent years in the numbers of minority and underserved persons starting successful businesses in the area. The SBDC at UW-Stevens Point is part of a statewide business technical assistance program that supports entrepreneurs and business owners through no-cost, confidential and targeted consulting and educational programs.



HMONG WISCONSIN CHAMBER OF COMMERCE (HWCC)

Maysee Herr, Chief Executive Officer

Dr. Maysee Herr is CEO of HWCC. Prior to her current role, Dr. Herr was a university professor for nearly 10 years. Her teaching career combined with her background in strategic planning and diversity, equity and inclusion work led her to consulting opportunities with businesses in both the for-profit and nonprofit sectors. Being the daughter of a Hmong entrepreneur herself, Dr. Herr has seen firsthand the struggles that many entrepreneurs and small business owners of color face and uses that experience to advocate for HWCC clients and community members. She is currently a board member for Wisconsin Institute for Public Policy and Services (WIPPS) and Employ Milwaukee. She is also co-chair of the Toward One Wisconsin conference and an advisory board member for Forward 48, a program that is working to build diverse civic leadership through *"experiential learning, professional development, and exclusive networking opportunities."* Prior to these boards, Dr. Herr served as executive board members for Community Foundation of Central Wisconsin, Toward One Wausau, and the Marathon County Child Development Agency. In 2020, Dr. Herr was recognized as a BizTimes Media Notable Minority Executive and one of Madison 365's 48 Most Influential Asian Americans in Wisconsin. She was nominated as a Madison 365 2021 Nonprofit Leader of the Year and most recently, named TITAN Top 100 CEOs in Wisconsin for 2023. Outside of work, she and her husband, Asia, and their son, Elijah, love spending time with family and traveling.



KSINGH | ENGINEERS, SCIENTISTS & ENVIRONMENTAL CONSULTANTS

Pratap N. Singh, Ph.D., PE, Chief Executive Officer and President

Dr. Singh is the CEO, president and principal engineer of KSingh. Dr. Singh has over 40 years of professional experience. He started his career working for larger consulting firms, including A.T. Kearney. Dr. Singh worked on Department of Defense projects, Superfund sites, landfill designs and Milwaukee's Deep Tunnel project. He leveraged this large project and consulting experience to start KSingh in 1987. His area of expertise is environmental and geotechnical engineering. He has served as a project manager for numerous projects for the Wisconsin Department of Natural Resources and the Wisconsin Department of Transportation, as well as the Departments of Commerce and Administration and the Milwaukee Metropolitan Sewerage District.



AWARD FINALISTS

MARS SOLUTIONS GROUP

Rashi Khosla, Founder and CEO

Passionate towards technology and data, she formed MARS Solutions Group with boot strap capital and grew it organically to a thriving business. Under Rashi's leadership, MARS Solutions has earned numerous awards and accolades, including spots on Inc 5000 list, Future 50 list and several CIO review recognition. Rashi has also been named the Enterprising Women of the year in 2017. MARS SG has matured and proven offerings in the IT & Engineering Staffing arena and has successfully diversified into the Information Management Services. Information Architects at MARS are helping their clients do more with their data and turn it into strategic assets that fuel business growth. She refers to these assets as "Data Capital." Rashi and her team have launched a brand-new platform in 2019-2020 that is a market disruptor for integration, sentiment analysis, employee engagement, and diversity & inclusion. A natural and meticulous strategist, Rashi worked across the globe, managing large teams and developing Data and Information solutions for a number of prominent clients. Her innovative approach to problem solving is her biggest strength as a leader.



WISCONSIN DEPARTMENT OF TRANSPORTATION

Rosalind Roberson, Civil Rights Urban Outreach Strategist



In 1997, Rosalind began her professional career at the Milwaukee Urban League, recruiting diverse individuals for Wisconsin's construction apprenticeships. She partnered with MMSD, apprenticeship committees, Employ Milwaukee and Skills Trade Collaborative to set up entry-level construction trainings that build confidence in diverse men and women who were not familiar with construction, apprenticeship and their requirements. The best part of her work was connecting an individual who had no previous construction experience with a position that paid up to \$40 an hour or when a person she was tutoring passed the apprentice entry exam and was offered an apprenticeship in a particular trade. In 2005, Rosalind joined the Wisconsin Department of Transportation Disadvantaged Business Enterprise (DBE) Program as the civil rights urban outreach strategist and DBE Program support coordinator. Her experience as a U.S. Army Reserve officer gave her the courage to meet the challenges she would face over the years. The DOT oversees more than \$1 billion of road work annually. When the prime contractor hires subcontractors, Rosalind helps ensure that DBEs get the support they need to meet their sub-contractual obligations. A few of these services include branding, setting up accounting systems, business coaching, mentoring and mobilization loan guarantees. Rosalind would assess the company needs and connect the firm with a professional consultant who has the expertise to service that particular business concern. Since 2016, in addition to providing DBE program support, W Rosalind coordinates the Secretary's DBE Workshop and Networking Summit that registers more than 300 businesses and organizations annually.

AWARD FINALISTS



SJ LANDSCAPING

Sarah Janicek, Owner/Founder

The owner and founder of SJ Landscaping, Sarah Janicek, started her business after graduating from University of Wisconsin – La Crosse. During her summer breaks from college, Sarah enjoyed working full-time for the Cudahy Public Works Department, where she gained immeasurable experience using various mechanical equipment, and this motivated her to explore similar outdoor-work opportunities as well as stirring her entrepreneurial spirit. She began with residential work but quickly escalated through commercial jobs, finally focusing on government contracts for the past four years. Through Sarah's early research, she found that becoming certified as a Woman-Owned/Disadvantaged

Business would be instrumental towards her goal of expanding her business and competing for city, county, and state governmental projects. SJ Landscaping also has a Maintenance Division holding City of Milwaukee contracts for maintaining city-owned properties and parks and all the city's street-bioswales. Sarah's concern for our environment has led to a focus on Green infrastructure projects. She has recently completed multiple high-profile projects for both the City and County of Milwaukee, including permeable paver walkways and native plantings (War Memorial); permeable paver parking areas and new bioswale construction (Brown Deer Park, Marquette University, MMSD Edgewood); and an inaugural City of Milwaukee Stormwater Tree Project. Sarah, being deaf since shortly after birth, is a cochlear implant recipient since age three which affords her great communication opportunities, and she has been invited to sit on panel discussions involving potential entrepreneurs within the deaf community. Sarah's interests include caring for her three dogs and spending winters participating in competitive sled dog racing as a musher.

ENVISION THE LADDER

Sherri Jordan, MBA, ACC, Founder and Principal Consultant

Sherri Jordan, MBA, ACC, founder and principal consultant of Envision the Ladder LLC, a boutique leadership development consultancy firm that specializes in diversity, equity and inclusion. Envision was founded out of the need to provide resources to leaders and businesses that aim to grow and become more inclusive. We build on the strengths of our clients to help them achieve their ultimate potential. With over 20 years' experience as a government affairs professional in federal and county government, economic and community development and real estate, she is passionate about the community, building personal relationships and true transformational change. Her extensive involvement in the community includes volunteering, mentoring and serving on numerous nonprofit boards of directors. She is a certified Process and Life Cycle Capacity Consultant, an adjunct professor at Mount Mary University, certified in project management and a certified coach with the International Coach Federation (ICF). Sherri holds a master's of business administration from Concordia University of Wisconsin, and is a member of Professional Dimensions and Rotary Club of Milwaukee.



HALL OF FAME

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NETWORKING PROGRAM AWARDEE HIGHLIGHTS



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Wisconsin Department of Children and Families
Wisconsin Department of Employee Trust Funds
Wisconsin Department of Natural Resources (DNR)
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WPS Health Solutions

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State of WI Supplier Diversity Program – DOA

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U.S. Dept. Of Commerce - International Trade Administration

Vanguard Computers

**Wisconsin Department of Agriculture, Trade
and Consumer Protection**

Wisconsin Department of Transportation

**Wisconsin Economic Development Association/
Phoenix Financial**

Wisconsin Economic Development Corporation

**Wisconsin Housing and Economic Development Authority
(WHEDA)**

Wisconsin Native Loan Fund

Wisconsin Procurement Institute

Wisconsin Women's Business Initiative Corporation (WWBIC)

Partner Resource Tables

African American Chamber of Commerce of Wisconsin

American Indian Chamber of Commerce / First American Capital Corp.

City of Milwaukee - Office of Equity and Inclusion

Latino Chamber of Commerce - Dane County

Latino Chamber of Commerce - Southeastern Wisconsin

Legacy Redevelopment Corporation

Madison Black Chamber of Commerce

North Central-Minority Supplier Development Council

Northwest Side Community Development Corporation

Prism Technical Management & Marketing Services, LLC.

Wisconsin Black Chamber of Wisconsin

Wisconsin Chinese Chamber of Commerce

Wisconsin Hmong Chamber of Commerce

Wisconsin LGBT Chamber of Commerce

Women's Business Development Center

EXHIBITORS MAP

 A  B  C  D  E  F  G  H  I  J  K  L  M  N  O

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65

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Networking
Lounge Area

Exhibitor
Sign-In

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25	24	23	22	21

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63

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71	10	9	8	7	6

15	14	13	12	11
5	4	3	2	1

RESOURCE DIRECTORY

TECHNICAL ASSISTANCE

African American Chamber of Commerce of Wisconsin: www.aaccwi.org

American Indian Chamber of Commerce/ First American Capital Corporation: www.aiccw-facc.org

Ethnic & Diverse Business Coalition www.edbcwisconsin.org

First Nations Community Financial: www.firstnationsfinancial.org

Greater Milwaukee Chamber of Commerce: www.gmcofc.org

Hmong Wisconsin Chamber of Commerce: www.hmongchamber.org

Latino Chamber of Commerce of Dane County: www.madisonblackchamber.com

Latino Chamber of Commerce of SE Wisconsin: www.latinochambersew.org

Madison Black Chamber of Commerce: www.madisonblackchamber.com

Milwaukee Urban League: www.tmul.org

National Association of Minority Contractors: www.namcwi.org

NiiJii Capital Partners, Inc: www.niicap.org

The Business Council: www.mketbc.wordpress.com

The Wisconsin Black Chamber of Commerce: www.twbcc.com

Urban League of Greater Madison: www.ulgm.org

Western Dairyland EOC Inc: www.westerndairyland.org

Wisconsin LGBT Chamber of Commerce: www.wislgbtchamber.com

Wisconsin Center for Manufacturing and Productivity www.wicmp.org

Wisconsin Chinese Chamber of Commerce: www.wisccc.org

Wisconsin Veterans Chamber of Commerce: www.wiveteranschamber.org

Wisconsin Indian Business Alliance: www.wibanative.org

Wisconsin Native Loan Fund: www.winlf.org

Wisconsin Procurement Institute: www.wispro.org

Wisconsin Small Business Development Center: www.sbdwisc.edu

Wisconsin United Coalition of Mutual Assistance Association (Hmong): www.wucmaa.org

Wisconsin Women's Business Initiative: www.wwbic.com

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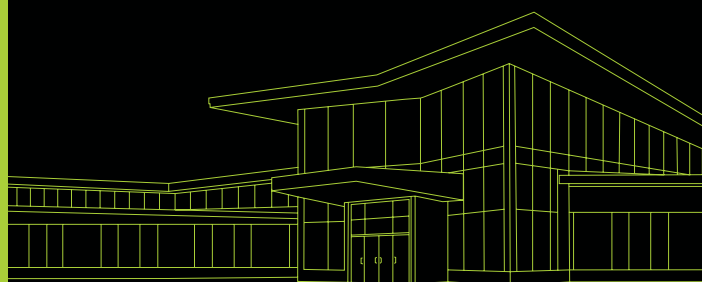
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