

# LIEUTENANT GOVERNOR'S CONFERENCE on Small Business Development



KEYSTONE SPONSOR



**SMALL BUSINESS ACADEMY**  
WISCONSIN

## STARTUPS AND GROWING BUSINESSES

**Oct. 6-7, 8:30 a.m. - 4 p.m.**

After an opening general session and panel discussion, two educational workshop tracks will be offered on various topics. In the afternoon each day, educational tracks will focus on starting a business and those looking to grow business.

- Educational topics:**
- Accessing Money
  - Certification
  - Getting Started
  - Testing Your Idea
  - Starting On A Shoestring
  - Tax Considerations
  - E-Marketing / Web Presence
  - Working AS A DOT Contractor
  - Cybersecurity
  - Financial Recordkeeping
  - Sales-Managing Your Numbers
  - Financial Statements

**Oct. 8, 8:30 a.m. - Noon**

Breakout sessions will be offered to give participants the opportunity to connect with experts and discuss topics related to specific industry clusters, including childcare, retail, construction, hospitality/entertainment and online business.

**REGISTER NOW**



**WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION**

**PARTNERS: US DOT/WisDOT, SBDC, EDBC, WPI**