

YOUR BUSINESS PLAYBOOK



2016 BUSINESS SUMMIT

AT LAMBEAU FIELD

[Nov 9th | 8a-6p]

TIME FOR YOUR BUSINESS TO
MAKE LEAPS AT LAMBEAU



Hosted by:
CORPORATE TRAINING & ECONOMIC DEVELOPMENT
SMALL BUSINESS INCLUDES

Northeast
Wisconsin Technical College

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ABOUT THE KEYNOTE SPEAKERS



REBECCA KLEEFISCH

Rebecca Kleefisch, a former small business owner and news reporter, serves as Wisconsin's 44th Lieutenant Governor. She was elected Wisconsin's Lieutenant Governor on November 2, 2010.



SCOTT SCHICKLER

Scott Shickler is the creator and co-author of *The 7 Mindsets to Live Your Ultimate Life*. He is a sought-after speaker, best selling author, and one of the world's leading experts on personal empowerment. Scott's companies have grossed more than \$100 million.



JOHN MCHUGH

John McHugh is the Director of Corporate Communications, Leadership Development and Training for Kwik Trip, Inc. He holds degrees from the University of Saint Thomas in Saint Paul, Minnesota, and the Gregorian University in Rome, Italy.



MARK MURPHY

Mark is in his 9th year as the Green Bay Packers' President and CEO. Under Mark's guidance, the organization continues to rank as one of the NFL's premier franchises, with highly successful operations both on and off the field.

AGENDA

8:00 am - 9:00 am

REGISTRATION

EXHIBITS OPEN, NETWORKING, COFFEE

9:00 am - 10:15 am

OPENING SESSION

MARK MURPHY, JOHN MCHUGH,
LT. GOVERNOR REBECCA KLEEFISCH,
SCOTT SHICKLER

10:15 am - 10:45 am

NETWORKING/EXHIBITORS

10:45 am - 11:30 am

BREAKOUT SESSIONS 1

11:30 am - 11:45 am

NETWORKING/EXHIBITORS

11:45 am - 12:30 pm

BREAKOUT SESSIONS 2

12:30 pm - 12:45 pm

NETWORKING/EXHIBITORS

12:45 pm - 1:30 pm

LUNCH AND LEARNS

EXHIBITS OPEN

1:30 pm - 1:45 pm

NETWORKING/EXHIBITORS

1:45 pm - 2:30 pm

BREAKOUT SESSIONS 3

2:30 pm - 2:45 pm

NETWORKING/EXHIBITORS

2:45 pm - 4:00 pm

CLOSING SESSION

4:00 pm - 4:30 pm

NETWORKING/EXHIBITORS

DOOR PRIZE DRAWING

4:30 pm - 6:00 pm

NETWORKING, SOCIAL, BUSINESS AFTER HOURS

BREAKOUT SESSIONS 1

10:45 AM - 11:30 AM

ROOM - JOHNNY BLOOD

CREATING VALUE IN BUSINESS OWNERSHIP

BY: ROGER DEETS

You've started a business and created an income for yourself, but do you dream of more? Roger will share ideas with you to create value and grow your business.

ROOM - DAVIS/HORNUNG

HIGH ACHIEVERS GOAL SETTING SYSTEM

BY: SCOTT SCHICKLER

Common advice is to set S.M.A.R.T. goals but common advice is wrong. High Achievers have a different goal setting framework, they A.I.M. S.M.A.R.T.E.R. and it works all the time. In this session you will learn to avoid the most common mistakes people make and how to implement the unique strategies of High Achievers.

ROOM - BART STARR

TARGETED ADVERTISING - LOCATE, ENGAGE & CONVERT CUSTOMERS

BY: ROSS MOLLET

Strategies for Facebook, direct mail, and other advertising channels to identify your target audience, deliver engaging content, and earn new customers.

ROOM - MVP BOX 4013

HUMAN RESOURCE TOOLS FOR YOUR BUSINESS

BY: DIANE BIERSTEKER

This session will cover the basic tools and resources all employers should have for legal compliance and basic HR management.

ROOM - MVP 4039

ONLINE IS PROFITABLE: SEARCH ENGINE OPTIMIZATION (SEO) INITIATIVES YOU CAN MASTER

BY: AMANDA BETTS

You will receive tools you can take back to your business that will actually elevate your online marketing.

ROOM - MVP 4025

HOW TO USE AND ANALYZE YOUR QUICKBOOKS REPORTS

BY: MARY GULDAN-LINDSTROM

Less is more. Don't get lost in the numbers. This workshop will help business owners who use QuickBooks and want to use the information it provides to manage their business.

ROOM - CLUB SEATS

ATTRACTING & RETAINING THE MILLENNIAL GENERATION

BY: JIM GOLEMBESKI

I will discuss what it takes to attract and retain the Millennial Generation as employees and community members. Companies and communities need their talent and energy to compete in a global economy.



BREAKOUT SESSIONS 2

11:45 AM – 12:30 PM

ROOM - JOHNNY BLOOD

SMALL BUSINESS LAW BY: JASON WIED

This workshop is designed to help small business owners navigate the various legal encounters they face. Often times small business owners are unaware of the legal obligations they are required to meet, from filing a business entity (LLC, corporation, partnership) to trademarks, employee requirements, contracts, leases and other legal matters that affect your small business.

ROOM - DAVIS/HORNUNG

GROWING BEYOND SMALL: KEY ACTIVITIES TO MOVE YOUR BUSINESS FROM FIRST TO SECOND-STAGE BY: DR. KAREN WIDMAR-ALTEKRUSE, PH.D

The path from launching a business to growing a business is not linear, but there are specific mindsets, activities, and resources that propel the entrepreneur across the threshold from first-stage to second-stage. Participants will leave with a plan in place and the tools they need to move their business to the next level.

ROOM - BART STARR

BE HONEST. DOES YOUR BRAND SUCK? BY: CRAIG BOWER

Beyond logos and colors, a company's integrated visual brand is the foundation upon which voice, story and bottom-line success is built. But what if it needs some help? Join us for a candid conversation about taking control of your brand.

ROOM - MVP BOX 4013

BANKING FOR SMALL BUSINESSES BY: TIM BENO & SHEILA STUYVENBERG

In this workshop we will discuss funding options to help your company grow, including conventional funding and various government guaranteed programs uniquely designed for small businesses. We will also discuss efficient ways to manage and streamline your payments as well as protect your company from the risk of financial fraud.

ROOM - MVP 4039

CREATIVITY FOR SMALL BUSINESS BY: DANICA OUDEANS

Expand innovation by exploring the creative process and implementing creative thinking and problem solving in your small business.

ROOM - MVP 4025

CONTENT CREATION BY: SARAH SCHWAB

This workshop will help businesses to create consistent, compelling content they need to market their business online. Learn the power of self-expression and creativity to transform your business and lives.

ROOM - CLUB SEATS

MY ENTREPRENEURIAL JOURNEY BY: APRIL KNUTSON

Explore how I took my business from a concept in 2012 through acquisition by a major company in 2016. Discover resources and tools to help you achieve success in your own business.

LUNCH & LEARNS

12:45 PM – 1:30 PM

ROOM - DAVIS/HORNUNG

PROTECTING WISCONSIN FROM THE CYBER THREAT

BY: BYRON FRANZ

Some estimates place the theft of U.S. intellectual property in 2016 at between 300-400 billion dollars. This translates to a loss of jobs and future economic prosperity. Much of this theft can be attributed to malicious insiders or successful intrusion and the resulting exfiltration of trade secrets or PII/PHI from corporate networks. This workshop will describe the importance of leveraging partnerships, describe basic avenues of cyber-attack and suggest some possible mitigations.

ROOM - CLUB SEATS

INTERNET OF THINGS: MOVING BUSINESS FORWARD

BY: STEVE JUCKEM

The Internet of Things (IoT) and other advanced wireless solutions are transforming how today's businesses operate. These solutions empower and competitively enhance the mobile workforce by enabling access to critical data that maximizes business productivity and investments.

ROOM - MVP 4039

LEADING WITH YOUR STRENGTHS BY: REGINA KRAMER

Are you ready to be the best version of yourself? In this workshop you will gain an appreciation and awareness for your unique strengths and learn how to intentionally apply them to achieve your personal and professional desires.

BREAKOUT SESSIONS 3

1:45 PM – 2:30 PM

ROOM - JOHNNY BLOOD

SALES STRATEGIES: EXPANDING YOUR SALES TOOL BOX

BY: CHAD VAN HANDEL

This session will mix old school and new school methodologies to help you or your organization fill the pipeline and set yourself up to surpass your sales forecast. By utilizing all the tools that are available, you'll be able to spend less time chasing unqualified prospects and more time closing profitable business.

ROOM - DAVIS/HORNUNG

ROUND TABLE ON CHALLENGES THAT IMPACT THE DAILY ACTIVITY OF SMALL BUSINESS BY: BOB BUSS (EMPLOYEE BENEFITS), DAN MILLER (IT)

AND STEPHANIE FERRARIO (HR)

We will provide insight regarding the new FLSA rules and regulations, give you suggestions for implementation strategies and answer your questions. There will also be discussion regarding employee benefits and HSA's (Health Savings Accounts). Finally, as an entrepreneur, learn how to make sense of technology and how to leverage Cloud computing to focus on strategic priorities.

ROOM - BART STARR

TARGETED ADVERTISING - LOCATE, ENGAGE & CONVERT CUSTOMERS

BY: ROSS MOLLET

Strategies for Facebook, direct mail, and other advertising channels to identify your target audience, deliver engaging content, and earn new customers.

ROOM - MVP BOX 4013

HUMAN RESOURCE TOOLS FOR YOUR BUSINESS BY: DIANE BIERSTKER

This session will cover the basic tools and resources all employers should have for legal compliance and basic HR management.

ROOM - MVP 4039

TRADESHOW TIPS AND TRICKS BY: HEATHER VEESER

Does your business exhibit at tradeshows? In this workshop you will learn from A-Z how to pull off a successful tradeshow experience from booth design to increasing traffic.

ROOM - MVP 4025

THE 3 C'S OF LENDING: CHARACTER, CAPACITY AND COLLATERAL

BY: STEVE GROVER & SCOTT CHICOINE

This small business session will cover the 3 C's of lending: Character, Capacity and Collateral. Chicoine will outline the specific criteria that lenders analyze when reviewing a company's lending needs. Grover will discuss the tools accountants use to analyze business opportunities and financing options.

ROOM - CLUB SEATS

MY ENTREPRENEURIAL JOURNEY BY: APRIL KNUTSON

Explore how I took my business from a concept in 2012 through acquisition by a major company in 2016. Discover resources and tools to help you achieve success in your own business.



SESSION SPEAKERS BIOS



Amanda Betts

Amanda is a graduate of the University of Wisconsin Oshkosh with a journalism degree, with an emphasis in public relations and advertising. At Stellar Blue, Amanda develops and researches Search Engine Optimization strategies as well as creative internet and mobile marketing initiatives for its more than 350 clients.



Byron Franz

Byron is a special agent with the Federal Bureau of Investigation (FBI). He is currently assigned to FBI Milwaukee's Cyber Squad to develop cooperative partnerships with businesses, academia, and state/local governments to better protect the U.S. from computer intrusion and economic espionage.



Sarah Schwab

Sarah is the founder and president of Content Creation Coach. She helps small businesses and entrepreneurs to create consistent, compelling content they need to market their businesses online. She believes in the power of self-expression and creativity to transform her clients' businesses and lives.



Diane Biersteker

Diane is the president and founder of Human Resources Consulting LLC. She began the company in 2011 with the idea of sharing what she had learned in her 30 years in the world of corporate HR, with the small to mid-sized business owner that needed a trusted advisor for HR services, support and solutions.



Jim Golembeski

Jim is the executive director of the Bay Area Workforce Development Board, responsible for the administration of federal job training grants in an 11-county area of northeastern Wisconsin through five regional job centers. He has been working in the employment and training field since 1990, before which he worked as a Catholic priest.



Chad G Van Handel

Chad is a vice president & commercial banker at First Business Bank in Green Bay. He has over ten years of commercial banking experience serving privately owned companies and nonprofit organizations throughout Northeastern Wisconsin.



Craig Bower

Craig is a strategic creative pro, with 29+ years of design, marketing and branding experience. After 20 years in the flexographic printing industry working with Fortune 500 companies, he launched Design That Rocks to develop marketing and branding strategies for small businesses, musicians and other niche markets.



Steve Grover

Steve has more than ten years of public accounting experience providing accounting and consulting services to small to medium size businesses. He also provides tax planning and compliance services to businesses and individuals.



Tim Beno

Executive vice president, commercial team leader at Hometown Bank with 24 years experience. He specializes in creative structuring of commercial financing to meet management cash flow goals. Tim works primarily with commercial and industrial companies and commercial real estate with treasury management needs.



Robert A. Buss, Jr.

Bob is the executive director of Wipfli LLP's employee benefits plan practice in eastern Wisconsin, northern Michigan, and northeastern Illinois, where he provides comprehensive solutions and consultation to benefit plan clients.



April K. Knutson, RN, MSN

April is a nurse innovator, entrepreneur, and healthcare workforce expert with a passion for education and technology. She brings observations from over 30 U.S. healthcare systems to her sessions, as well as business acumen and leadership from her career as a senior leader in America's largest healthcare workforce firm.



Sheila Schabo-Stuyvenberg

Sheila is the senior vice president of Commercial Products and Treasury Management at Hometown Bank. She leverages her 15 years in banking to help owners of small and medium-sized businesses improve cash flow, reduce expenses and mitigate their risk of external and occupational (internal) fraud.



Scott Chicoine

Scott is the firm administrator at KerberRose CPA's and has more than 20 years of executive-level leadership experience within the financial industry. Scott's key role is to shape and lead the firm in its strategic direction as the company embarks on its next phase of growth.



Dan Miller

Dan is a senior manager on the information technology (IT) management team in Wipfli LLP's Green Bay office. He works with clients in the areas of technology infrastructure, IT strategic planning and staff development, technology risk management, business continuity planning, and information security.



Heather Veaser

Heather is a senior marketing consultant who has been with Skyline Exhibit Resource for nearly 9 years. Heather also continues to sell trade show exhibits, wide format graphics, coordinate trade shows for her clients and travels with many clients to their shows to supervise exhibit installation and dismantle.



Roger Deets

Roger is the founder, CEO and chief investment officer of Advisors Management Group, Inc. (AMG). AMG engages in fee-only portfolio management, financial planning and business consultation. Roger has started 5 companies in his 30+ year career. He has experience in not only starting a company but also the transition.



Ross Mollet

Ross joined Arketype in 2007 and quickly became a key member of the creative team through his copywriting and strategic capabilities. As his role in the leadership of the company continues to expand, his focus remains on driving client results through the agency's philosophy of "creativity with purpose."



Jason G. Wied

Jason joined Menn Law as a partner in 2014 and was previously the Green Bay Packers' General Counsel for 11 years and the Packers' Vice President of Administration. He has a law degree from Marquette University Law School and is a graduate of the NFL's Business Development Program at Stanford University's Graduate School of Business.



Stephanie Ferrario

Stephanie is a senior human resource (HR) consultant with experience working in human resources and marketing. Her extensive experience in HR functions enables her to help clients with their "people" issues, from day-to-day to complex.



Danica Oudeans

Danica is the creative lead at the NWTC Artisan & Business Center. She has 12 years of experience working with the community to promote creative thinking and problem solving skills in the workforce as well as educational institutions.



Regina Kramer

Regina is an experienced, dynamic executive and leadership coach, focused on coaching women leaders to be their absolute best; resulting in better companies, better lives and better communities, one woman at a time.



Steve Juckem

Steve is a 15-year veteran of the wireless industry with U.S. Cellular and is focused on bringing Machine-to-Machine (M2M) and Internet of Things (IoT) technologies to business.



Mary Guldán-Lindstrum

Mary has been working with business owners for over 25 years in the accounting, tax and business finance areas. She designs financial statements that owners can trust and use to make decisions, and takes care of their tax needs.



Dr. Karen Widmar-Altekruse, Ph.D.

Dr. Widmar-Altekruse is the the Director of Entrepreneurship for NWTC which provides her the opportunity to use her business acumen for one-on-one coaching for entrepreneurs and small business owners in the region. As an experienced entrepreneur, Dr. Widmar-Altekruse draws from her personal trials and tribulations of growing a business.