

MARKETPLACE 2004

A MED WEEK 2004 CELEBRATION



**TUESDAY,
SEPTEMBER 21, 2004
and
WEDNESDAY,
SEPTEMBER 22, 2004**

**HO-CHUNK CASINO
HOTEL & CONVENTION
CENTER
S 3214 HIGHWAY 12
WISCONSIN DELLS, WI 53965**

Presented by

WISCONSIN DEPARTMENT OF COMMERCE

and

WISCONSIN MINORITY BUSINESS OPPORTUNITY COMMITTEE



SUPPORT FOR MARKETPLACE 2004

SPONSORS

BLACKHAWK COMPANY, INC
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WISCONSIN MINORITY SUPPLIER DEVELOPMENT COUNCIL

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MILWAUKEE PUBLIC SCHOOLS
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PATRICK WALSH
MEDC-DEPT. OF CITY DEVELOPMENT
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MILWAUKEE WI 53202-3669

The goal of the Governor's Conference on Minority Business Development is to recognize and promote the achievements of the state's minority-owned businesses. MARKETPLACE 2004 is an excellent opportunity for minority businesses and entrepreneurs to identify, prepare for, and acquire capital and support services. The conference also allows minority businesses to showcase their unique products and services to government procurement officers and corporate buyers.

MARKETPLACE 2004 OFFERS:

- Financial prospecting opportunities for minority businesses interested in learning more about government-supported loans, commercial loans and angel investor networks.
- How to prepare your business plan to maximize results.
- A comprehensive, cost-effective sales and marketing opportunity for minority vendors.
- A networking forum for minority vendors and representatives of businesses and resource agencies.
- Workshops and Panel Discussions
- Private Sales Meetings
- Private Business Financing Meetings
- Exhibition and Trade Show
- Networking

REGISTRATION INFORMATION

Tuesday, September 21

Workshop & Awards Dinner.....\$35

Wednesday, September 22

Minority Vendor, Government, Non-Profit & General Participation
Includes access to all programs and luncheon..... **\$45**

Corporate Participants
Includes access to all programs and luncheon or meeting table and chairs, sign, and lunch for one..... **\$100**

Minority-Owned Business, Women-Owned Business, Government and Non-Profit Organization Exhibit Booth.
Booth package includes skirted 10' X 8' booth with table, two chairs, sign, and lunch for two. The cost for each additional participant is \$45 per person..... **\$200**

Corporate Exhibit or Trade Show Booth
Booth package includes skirted 10' X 8' booth with table, two chairs, sign, and lunch for two. The cost for each additional participant is \$100 per person..... **\$500**

Conference value pack
Bus transportation to and from Wisconsin Dells,* lunch (9/21) , pre-event workshop (9/21), awards dinner (9/21), full-day conference (9/22), and BONUS Aug. 19 workshop "Building a World Class Corp Diversity Program" in Milwaukee..... **\$165**

Add **\$20** late charge per person after registration deadline of Friday, September 10, 2004. There will be no refunds after this date.

EARLY BIRD REGISTRATION

Register early! Send in your registration by Friday, Sept. 10, 2004 to avoid the \$20 late fee. Registrations will not be processed without payment. Credit card, checks, money orders, and purchase orders for payment are acceptable.

CANCELLATIONS

Refunds must be requested in writing prior to Friday, Sept. 10, 2004.

EXHIBITORS

Exhibit booths may be set up Wednesday, September 22, 2004 between 6:00 and 9:30 a.m. Exhibit booths can be taken down only after 5:00 PM on Wednesday, September 22, 2004. Standard electric out-lets are available free of charge. Telephone hook-ups in the exhibit booths cost extra and should be ordered directly from Ho-Chunk Hotel & Convention Center.

AMERICANS WITH DISABILITIES ACT

Facilities are wheelchair-accessible. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: E. Aggo Akyea, Department of Commerce, 201 West Washington Avenue, Madison, WI 53703 Tel: (608) 267-9550.

PARKING

Parking is available and free of charge.

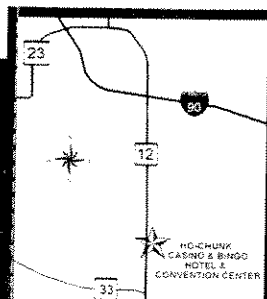
ACCOMMODATIONS

Hotel accommodations may be arranged directly with the Ho-Chunk Convention Center & Hotel before Friday, September 3, 2004. Single Rate:\$62 Double Rate:\$62

Please mention "MARKETPLACE 2004" when you register to get the reduced rate for the nights of September 21 or 22, 2004.

HO-CHUNK HOTEL and CONVENTION CENTER

S 3214 Highway 12, Wisconsin Dells, WI 53965
1 (800) 446-5550 or 1 (608) 356-6210



<http://www.ho-chunk.com>
Email: HCHotel@ho-chunk.com

AGENDA

Tuesday, September 21, 2004

- 3:00 p.m. Workshop**
"An Amazing Way to Profit & Prosper Together"
Melvin J. Gravely II, Ph.D. author of "When Black & White Make Green"
- 6:00 p.m. Networking Reception**
- 7:00 p.m. MARKETPLACE 2004 Awards Dinner**
Keynote Speaker: (To be announced)

Wednesday, September 22, 2004

- 7:00 a.m. Registration**
Continental Breakfast
- 8:30 a.m. Welcome Session**
Cory L. Nettles, Secretary, Department of Commerce

ALL-DAY EVENTS

Private Sales Meetings throughout the day:
One-on-one meetings with corporate buyers. Appointments can be made after registration has been received or on site.

Private business financing meetings throughout the day: Shop your deal. Discuss your business financing proposal with loan officers. Appointments can be made after registration has been received or on site.

Concurrent Workshops & Panel Discussions

9:00 a.m. - 10:00 am

Workshop A1

WISCONSIN TECHNOLOGY & MANUFACTURING ROUNDTABLE

Moderator: Ronald Langston, Director US Department of Commerce, Minority Business Development Agency

Leaders of three of Wisconsin's major corporations, Harley-Davidson, Penda Corporation and Alliant Energy, will discuss various topics including the role of technology in manufacturing, innovation, competition and profitability. The moderator will discuss the future of government procurement and minority business utilization.

Workshop A2

FINANCING YOUR BUSINESS FOR SUCCESS

Understand the many methods of financing your business and information to determine what type may best suit your business. Panelists will discuss how to establish the appropriate capital structure and how to attract long-term capital and equity financing.

10:15 am

MARKETPLACE 2004 EXHIBITION OPENS Lower Dells Ballroom

Concurrent Workshops & Panel Discussions

10:30 a.m. - 11:30 a.m

Workshop B1

HOW TO WRITE WINNING PROPOSALS

This workshop provides the tools needed to prepare winning proposals for government and commercial customers. Panelists will highlight differences between government and commercial proposals while describing how to prepare for, manage development of, and deliver a winner.

Workshop B2

ALTERNATIVE FINANCING SOURCES & U.S. SMALL BUSINESS ADMINISTRATION 504 AND 7(A) LOAN PROGRAMS.

Many economic development agencies throughout the state partner with private sector lending institutions to promote the expansion of minority businesses. Learn about these agencies and the financial and technical resources they have available. This practical presentation and discussion will cover loan programs, support services and recent program enhancements.

MARKETPLACE 2004 **GOVERNOR'S LUNCHEON** Lower Dells Ballroom

Keynote Speaker: Governor Jim Doyle (invited)
Featured Speaker: Ronald Langston, Director, US Department of Commerce,
Minority Business Development Agency

MARKETPLACE 2004 **EXHIBITION REOPENS**

Concurrent Workshops & Panel Discussions Resume

2:00 p.m. – 3:00 p.m.

Workshop C1

INTERNATIONAL BUSINESS: TRENDS AND ISSUES IN DOING BUSINESS OVERSEAS

If you are interested in exporting or importing, this seminar from a seasoned and successful international businessman will cover export readiness, market selection, collections, financing, and license requirements. Cultural awareness and communication both important aspects of international trade, will also be addressed.

Workshop C2

USING MARKETING AND PUBLIC RELATIONS STRATEGIES TO GROW YOUR BUSINESS

There are clients out there...do they know who you are? This workshop is ideal for business owners who seek the most innovative strategies to advance their business. Learn how to grow revenues and increase profitability through competitive pricing, target marketing and product differentiation.

Workshop D1

TECHNOLOGY AND E-COMMERCE TRENDS

Struggling to market your company on the Web? Hear panelists will discuss the newest benefits and challenges, and the latest in tools and techniques for electronic integration of the marketing and supply of products and services, with specific implications for minority suppliers.

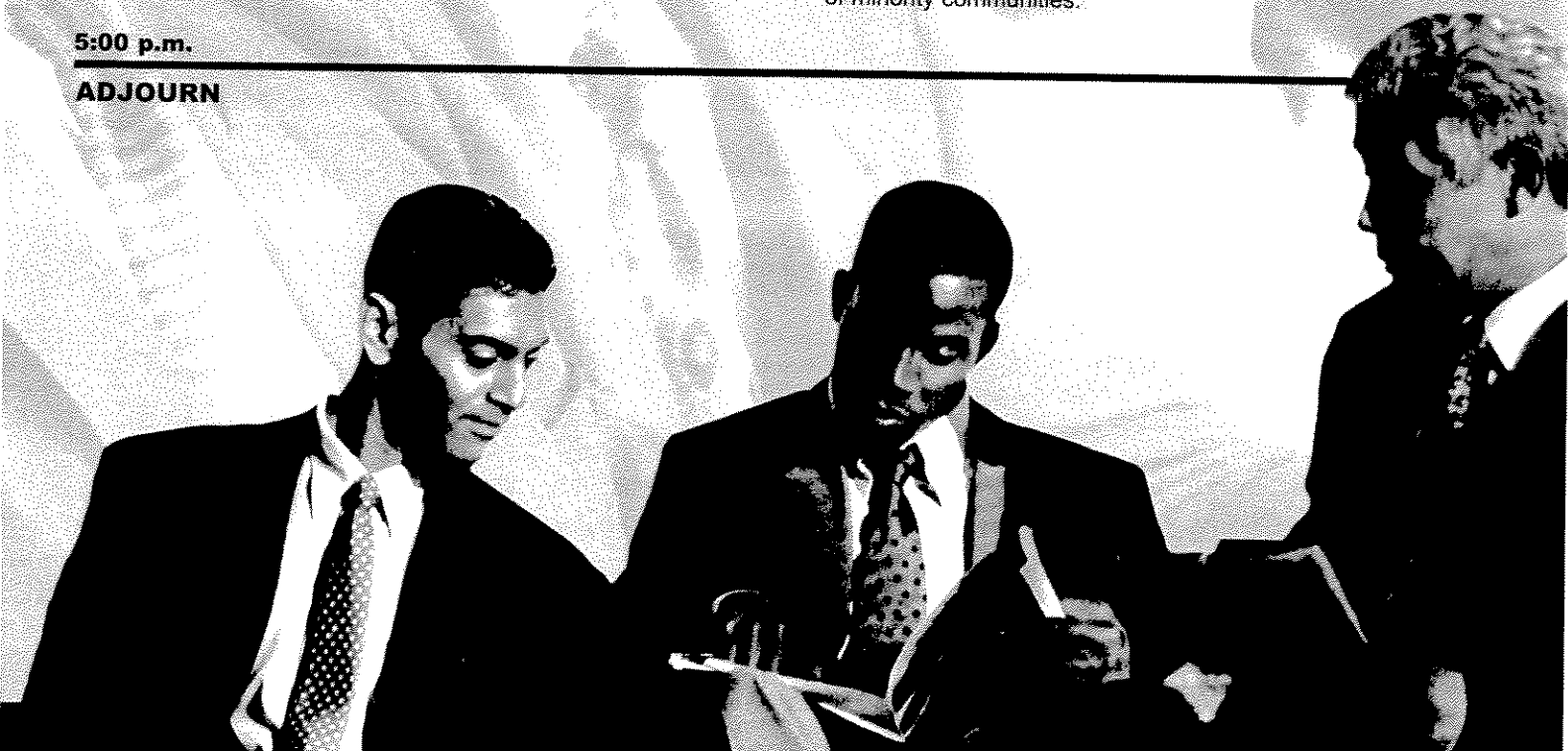
Workshop D2

DOING BUSINESS WITH THE TRIBES

Tribal purchasing coordinators from the largest Indian Tribes in Wisconsin will discuss how they set goals and responsibilities for minority procurement. Learn how to build goals and track your successes. Tribes and their purchasing organizations have a major ripple effect on economic development of minority communities.

5:00 p.m.

ADJOURN



EASY WAYS TO REGISTER

Register on-line at:

http://www.commerce.state.wi.us
or http://www.wmboc.org

**Register with attached
Registration Form using:**

- Credit Card Or Purchase Card
- Check Or Money Order
- Purchase Order

Return to:

MARKETPLACE 2004
Wisconsin-MBOC
111 West Pleasant Street
Milwaukee, WI 53212

**Make Purchase Order, Check,
or Money Order payable to**

MARKETPLACE 2004

Please do not send cash in the mail.

For more information

Telephone: (608) 267-9550 or
(414) 289-6767

Fax: (608) 267-2829 or
(414) 289-8562

Email: mbd@commerce.state.wi.us
or information@wmboc.org
Online: www.commerce.state.wi.us
or www.wmboc.org

REGISTRATION FORM

Attendee(s) Name _____ Lunch/Dinner _____

1. _____ Reg ___ Veg ___
Email _____

2. _____ Reg ___ Veg ___
Email _____

Company/Organization/Agency _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____

Tuesday, September 21

Workshop and Awards Dinner \$35 X ___ \$ _____

Wednesday, September 22

Minority Business Vendor Certified MBE ___ Yes ___ No \$45 X ___ \$ _____

MBE/WBE/Govt/ Non-Profit Exhibit Booth Electricity ___ Yes ___ No \$200 X ___ \$ _____
(2 persons free – additional \$45 each)

Corporate Exhibit Booth Electricity ___ Yes ___ No \$500 X ___ \$ _____
(2 persons free – additional \$100 each)

Corporate Buyer or Participant Meet MBE's ___ Yes ___ No \$100 X ___ \$ _____

Government, Non-Profit or General Participant \$45 X ___ \$ _____
(Walk-Through)

Conference Value Pack \$165 X ___ \$ _____
Bus transportation and full participation in all events and meals on both days.

After September 10, add \$20 per person: \$20 X ___ \$ _____

Total Amount Due \$ _____

Credit Card/Purchase Card Information:

Name On Card _____

Credit Card/Purchase Card Number _____

Credit Card/Purchase Card Type ___ Master Card ___ Visa ___ American Express ___ Other

Exp. (mm/yyyy) _____

Signature _____