

How To Get Involved

Throughout the event, opportunities will be provided for attendees to engage and react to what they have heard. Feedback resulting from the interactive discussion that will close out the Summit will be summarized and shared with attendees and the public following the event. The Summary will inform future meetings and gatherings hosted by UEDA.

If you would like to continue to participate in follow-up meetings, please stop by the UEDA booth and sign up to receive the latest updates. Additionally, you can:

- Become a member of UEDA to connect with other organizations and individuals who are working on your issues of interest. See the back of this booklet for a Membership form, or pick up a brochure from our booth to learn about the additional benefits of becoming a UEDA member.
- **Special UEDA Summit Membership Promotion!** If you join by November 30, 2013, you will receive a 25% discount on an annual membership.
- Attend future UEDA quarterly gatherings for updates and ensure we have your email address so you receive follow-up information on the key action items that result from this event.

Your Participation Is Vital!

Help us ensure that southeast Wisconsin engages in a more collaborative approach to support small businesses, create jobs and increase the opportunities for entrepreneurship!



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STAFF: William Johnson, Executive Director • Kristi Luzar, Deputy Director/Programs

Show Me the Money:

A Pathway
to Accessing
Business Capital



12th Annual
Community
Development
Summit

Thursday,
October 31, 2013
8:00 a.m. to 1:00 p.m.



Presented by
Urban Economic
Development
Association of
Wisconsin (UEDA)

Italian Conference Center
631 E. Chicago Street, Milwaukee

This event was made possible through the generous support of the companies and organizations listed below. Each year their support has contributed to the continual success of the Community Development Summit.

Sponsors

- City of Milwaukee
- Fiserv, Inc.
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- Greater Milwaukee Committee
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- LISC Milwaukee
- Milwaukee Economic Development Corporation (MEDC)
- PNC Bank
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- We Energies
- Wisconsin Housing & Economic Development Authority (WHEDA)



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UEDA Membership

Special UEDA Summit Membership Promotion! If you join by November 30, 2013, you will receive a 25% discount on an annual membership. Drop off this form at the registration table on the way out, or pick up a membership form at the UEDA booth in the registration area OR join online at www.uedawi.org and click on "Join UEDA."

The Urban Economic Development Association of Wisconsin (UEDA) is a nonprofit membership association dedicated to the professional development of individuals and groups working in community and economic development. We support our members at both strategic and operational levels, and help forge collaborations and partnerships to achieve community goals. We provide technical assistance and organizational support through training and targeted projects. Our members help guide our direction as we strive to connect them with colleagues, resources and new partners.

We invite you to become a UEDA member if you are interested in programs, services or advocacy in community and economic Development issues, with an emphasis on workforce issues, regional transportation, foreclosure mitigation, sustainable homeownership, commercial revitalization and the regional food economy.

Main Contact Name

Email

Organization

Address

Phone

Fax

Names and emails of additional members

MEMBERSHIP TYPE

- Individual Membership \$50 Student Rate \$20
 Nonprofit Corporation/Organizational \$150
(This form of organizational members names two staff – please list separately)
 Corporation/Government \$350
(This form of organizational members names four staff – please list separately)

TYPE OF ORGANIZATION

- Community Development Corporation Business Improvement District
 Financial Services (please circle: banking, business lending, investment, mortgages, other)
 Nonprofit Organization ___ 501(c)(3) ___ Other nonprofit
 Government ___ City ___ County ___ State ___ Federal
 Foundation Other _____

GEOGRAPHIC SERVICE AREA

- Neighborhood-Based City-wide Regional _____
 Statewide Nationwide Multi-state Other _____

Comments / Requests: _____

Make checks payable to the UEDA of WI, Inc. Send form and check to 2212 N. Dr. Martin Luther King Drive, Milwaukee, WI 53212, or drop off at the registration table on your way out! For payment by credit card call us at (414) 562-9904.

2013 UEDA Summit Planning Committee

Today's event would not have been possible without the generous assistance, hard work and commitment of these Committee members. The unselfish contribution of their time and expertise was invaluable to the successful planning and execution of this event. **Please join us in thanking each of them for their help!**

Steve Adams
SEWRPC

Wendy Baumann
Wisconsin Women's Business Initiative Corp. (WWBIC)

Martha Brown
City of Milwaukee

Todd Clausen
UEDA Board Member

Dr. Eve Hall
African-American Chamber of Commerce of Greater Milwaukee

Ruben Hopkins
Wisconsin Black Chamber of Commerce

Julious Hulbert
Milwaukee Urban League

Elizabeth Hummitzsch
Mueller Communications
UEDA Board Member

Nina Johnson
Guaranty Bank

Al Luna
Milwaukee Area Technical College

Barbara Markoff
U.S. Bank
UEDA Board Member

Amber Miller
WWBIC
Wisconsin Women's Business Initiative Corp. (WWBIC)

Eric Paulsen
BizStarts Milwaukee

Sharon Robinson
City of Milwaukee

Brian Schupper
Greater Milwaukee Committee

Cathy Smith
I.D.E.A.

Wallace White
W2Excel, LLC



Welcome to the 11th Annual Community Development Summit

Show Me the Money:

A Pathway to Accessing Business Capital



On behalf of the UEDA Staff, Board of Directors and Planning Committee, we are pleased to present this year's annual Summit, which will address one of the key issues that emerged from last year's Summit: **how to best support the growth of new and emerging businesses in the region.**

We often hear that small businesses are where the majority of job creation, as well as economic development, occurs. But the question is, what is needed for that to happen? *The obvious answer is capital.* Our intent with this Summit is to provide a forum for entrepreneurs, small businesses and other community partners to connect with resources that can provide that access to capital.

Each year, UEDA invites a broad range of individuals and groups to engage in purposeful dialogue about key issues facing the region. This year's event will provide attendees with the opportunity to obtain information and resources that have a direct impact on their "start-up" or existing business, including access to capital (both traditional and non-traditional financing), business structuring, marketing, and business planning – all of which are essential to developing and operating a successful business.

During today's event, you will hear from experts who are part of the "capital continuum" who will provide a framework for the session. They will explore conventional to non-conventional to alternative methods of starting and financing a business. Followed by a presentation of a successful partnership that utilized non-traditional means to assist a local small business. You'll also hear from a group of business owners about a significant need they have that will help them sustain and grow their business.

We will then move into a structured "speed networking" session where resource providers and other exhibitors will be available to share their services and expertise with attendees, entrepreneurs and business owners. The event will close with an interactive discussion on what potential next steps we could take to assist new or emerging businesses to access capital and other resources. What can we, as a community, do to ensure businesses sustain themselves and grow?

We invite all members of the community to be a part of the conversation, and more importantly, a part of the solution. For twelve years, the Community Development Summit has provided opportunities for nonprofit organizations, private industry, community members, civic groups, government and elected officials from throughout the region to learn, network and formulate solutions to pressing issues facing Southeastern Wisconsin.

We invite you to share your thoughts and ideas, as we move forward in creating a region that is economically healthy, and provides opportunities for all its citizens.

Shannon Whitworth
UEDA Board Chair

William Johnson
UEDA Executive Director

Agenda

8:00-8:30 | REGISTRATION & NETWORKING

Your opportunity to connect with old colleagues and friends, meet new ones and begin the discussion! Continental breakfast provided.

8:30-8:55 | WELCOME & OPENING REMARKS

William Johnson, Executive Director of UEDA, will open the Summit by welcoming attendees and describing framework for the event. Additional remarks will be made by Mayor Barrett of the City of Milwaukee and Ray Allen from the Wisconsin Department of Financial Institutions.

8:55-9:35 | OPENING FRAMEWORK

This section will feature an open discussion on the “capital continuum” that will explore conventional to non-conventional to alternative methods of starting and financing a business. It will be moderated by Wendy Baumann, President/CVO, Wisconsin Women’s Business Initiative Corp. (WWBIC).

9:35-10:30 | SMALL BUSINESS SHOWCASE

This part of the program has two elements:

“A Partnership That Worked”

Revolution Labs and one of their small business participants share their story.

“Show Me the Need”

A group of small business owners or entrepreneurs will each have 30 seconds to share (1) who they are, (2) their business or business idea and (3) a significant need they have that will help them launch, sustain or grow their business. They will be connected with resource and service providers at the Summit.

10:30-11:45 | SPEED NETWORKING for ACCESS TO CAPITAL (S.N.A.C.)

Participants will be asked to visit with the assembled resource and service providers and display tables to obtain information regarding their work with small business owners and entrepreneurs. This time can also be used for one-on-one or group discussion among attendees.

Our intent is to facilitate conversation pertaining to what we call the “three C’s” – Capital, Connections and Customers. Our hope is that entrepreneurs and small business owners will walk away with concrete connections and resources to grow and expand their business. Additionally, other individuals and groups in the UEDA Community will make important connections that will support the growth of small businesses.

This part of the program will be divided into 4 sections, with a raffle drawing between each session. The name of the game is “speed networking” so we encourage you to make as many connections as you can!

11:45-12:30 | LUNCH & SUMMIT WRAP

After S.N.A.C. we’ll move into the closing the Summit. Lunch will be provided and attendees will be asked to share their ideas on what potential steps we could take to ensure small businesses and entrepreneurs can access the capital they need to sustain themselves and grow.

POST-SUMMIT NETWORKING

The event will conclude with time for networking by participants – we invite you to finish those conversations started during S.N.A.C. and make more connections with other participants at the Summit.

Summit Presenters & Participants

WELCOME & INTRODUCTION

William Johnson, Urban Economic Development Association of Wisconsin
Mayor Tom Barrett, City of Milwaukee
Ray Allen, Deputy Secretary, Wisconsin Department of Financial Institutions

OPENING FRAMEWORK

Moderator

Wendy Baumann, President & CVO, Wisconsin Women’s Business Initiative Corp. (WWBIC)

Discussion Participants

Michael Fazio, Small Business Administration (SBA)
John Miller, Milwaukee Economic Development Corp. (MEDC)
Todd Sobotka, BrightStar Wisconsin
Mike Ward, U.S. Bank
Nou Xiong, Hmong Chamber of Commerce

SMALL BUSINESS SHOWCASE

Greg Meier, Co-founder, globalEcollective, Victory Spark and Revolution Labs
Angela Moragne (more-rainy), Founder/COO, That Salsa Lady



A full list of business owners, resource and service providers participating in the Showcase and S.N.A.C. can be found in the program booklet insert. If you did not receive one, please stop by the Registration area.