

Growing Wisconsin Entrepreneurs:

Beyond Borders. Beyond Buildings.



Sponsored by the
Wisconsin Business Incubation Association
in cooperation with the
Urban Economic Development Association of
Wisconsin and Wisconsin Rural Partners

Register today at <http://www.uedawi.org>

UEDA

2212 N. MLK Drive

Milwaukee, WI 53212

Growing Wisconsin Entrepreneurs:

Beyond Borders. Beyond Buildings.

2005 WBIA Conference

November 3 & 4, 2005

Best Western Inn on the Park
Madison, Wisconsin

This conference is designed for public and private sector professionals leading and supporting entrepreneurs.

Join us for:

- ▶ Keynote Presentations
- ▶ W/EN Update
- ▶ Tours of Local Incubators
- ▶ Membership Reception and Networking
- ▶ WBIA Hall of Fame Awards





**Featured Thursday Keynote
Jim Haguewood**

As Executive Director of the Clallam County (Washington) Economic Development Council, Jim Haguewood led an industry cluster strategy called Clallam netWORKs that resulted in historic economic improvements to the county including its removal from the Washington State Distressed County List in 2004 with the lowest employment rate in 30 years. Over 9,000 jobs were created in four years and there was a 35%

increase in retail sales from 2001-2004. This June, he established The ONE Group. The Olympic Network Executives Group has a proven record in comprehensive economic, community and business development strategies with particular expertise in industry clusters, business incubation and community branding and marketing.



**Featured Friday Keynote
Tom Lyons**

Thomas S. Lyons is the founding director of the Center for Research on Entrepreneurship and Enterprise Development (CREED) at the University of Louisville (Kentucky).

He is currently researching and evaluating public programs for new enterprise development and sustainable local development. He provides periodic evaluations

of Wisconsin's local business incubation programs. Tom is also doing work in the area of the role of business incubation in sustainable development in both rural and inner city environments.

Tom has co-authored six books on various aspects of economic development, and has another that is in press. He has also published numerous articles and technical reports on entrepreneurial subjects.

Look and Learn Tours

Local incubator managers and sponsors will be your hosts as you visit local sites to learn about their operations, clients, successes and challenges.

Breakout Sessions

Starting and Growing an Incubator

The basics for incubator start-ups, including talking points for developing local support, featuring a panel of WBIA veterans.

Building High Quality Networks

Service and support agencies discuss techniques for building networks that increase entrepreneurial activity.

Creating and Sustaining Regional Partnerships

It's a 'hot topic' strategy for urban and rural regions to support entrepreneurship development. Wisconsin panelists will share their success stories.

Effective Small Business Assessment

Kate and Don Hill of Heartland Information Research present easy-to-use tools in assessing the readiness of small businesses.

Virtual Support Options for Entrepreneurs

Tools and techniques for helping entrepreneurs connect to new markets and to each other. Subjects include Internet marketing, incubators without walls, and building support networks.

Financial Tools for Creating and Sustaining Entrepreneurship

Learn what financial tools are available and how to use them successfully.

**Post Conference Roundtable:
Measuring Incubator Success in Wisconsin**

Join the WBIA membership and stakeholders in a post-conference discussion. Take 90 minutes to discuss relevant success measures for incubators in Wisconsin. Provide practical guidance on ways to gather and report information on current operations and past incubator business clients. Discussions will center on the relevance, vitality and impact of your economic development strategy.



Agenda

Thursday, November 3

- 10:30 - Noon** Open space for informal networking
Box lunch available for pick-up at 11:30
- 12:30 - 1:15 pm** Conference Opening and Keynote Speaker:
Jim Haguewood
"Creating an Environment of Opportunity to
Grow Entrepreneurship and Transform Community"
- 1:30 - 2:00 pm** Plenary Session: **WEN Update**
The Wisconsin Entrepreneurs' Network
- 2:30 ~ 5:00 pm** Look and Learn Tours of Madison incubators
- Evening** Dinner on your own

Friday, November 4

- 7:30 - 8:30 am** Continental Breakfast
- 8:30 - 10:00 am** Keynote Speaker: **Tom Lyons**
"What it Takes to Create an Entrepreneurial Community"
- 10:00 - :15 am** Break
- 10:15 - 11:00 am** Breakout Sessions:
1. Starting and Growing an Incubator
 2. Building High Quality Networks
 3. Creating and Sustaining Regional Partnerships
- 11:00 - 11:10** Moving Break

Friday, continued

11:10 - 11:55 am Breakout Sessions:

4. Effective Small Business Assessment
5. Virtual Support Options for Entrepreneurs
6. Financial Tools for Creating and Sustaining Entrepreneurship

Noon - 1:30 pm Closing Luncheon

Featuring the WBIA Hall of Fame Awards

1:30 - 3:00 pm Post-Conference Roundtable:

"Measuring Incubator Success
in Wisconsin"

Sponsors



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Registration

Name _____ Title _____

Organization/Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Fee includes meals and breaks per agenda. Thursday dinner is on your own.

Registration fee before October 7 \$100 per person

Registration fee after October 7 \$125 per person

Registration deadline Friday, October 21, 2005. NO REFUNDS. VISA, MASTERCARD and checks accepted. Checks should be made payable to UEDA and sent with completed registration form to:
UEDA, 2212 N. Martin Luther King, Jr. Drive, Milwaukee, WI 53212

If paying by Credit Card: Fax completed registration form to UEDA at (414)562-9906. For additional registration forms please visit www.uedawi.org Special Arrangements: Please advise UEDA upon registration if you have access or participation needs, including those addressed by the Americans with Disabilities Act.

Credit Card Information: VISA MasterCard

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Please check the session(s) you plan to attend:

Thursday

- Opening Lunch (Box lunch; informal networking)
- Keynote Speaker: Jim Haguewood
- Plenary Session: WEN Update
- Thursday afternoon Incubator Tours

Friday

- Continental Breakfast
- Keynote Speaker: Tom Lyons
- 10:15 Breakout Sessions (select one):
 - 1. Starting and Growing an Incubator
 - 2. Building High Quality Networks
 - 3. Creating and Sustaining Regional Partnerships
- 11:10 Breakout Sessions (select one):
 - 4. Effective Small Business Assessment
 - 5. Virtual Support Options for Entrepreneurs
 - 6. Financial Tools for Creating and Sustaining Entrepreneurship
- Closing Luncheon
- Post-Conference Roundtable: Measuring Incubator Success in Wisconsin

Hotel reservations are the responsibility of the individual. Call the Inn on the Park at (800)279-8811 and specify "WBIA Conference" to receive the room rate of \$62/single or \$82/double. Room rates guaranteed until 10/15/2005.

Registration Deadline October 21, 2005

For More Information, Call: (414) 562-9904