



Celebrating Hispanic/Latino Entrepreneurship

EMERGING TOPICS IN ECONOMIC DEVELOPMENT

WEDNESDAY, NOVEMBER 5, 2025

Emerging Topics Series

This educational series brings relevant learning and training opportunities to those active in Wisconsin's economic and community development sector.



Thank you to our Sponsors!



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WE THANK YOU!

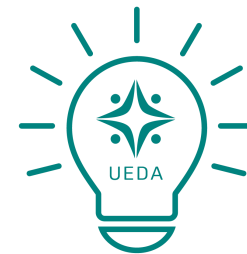
Through our membership network, community partnerships, and program areas, we facilitate effective, cross-sector collaboration, meaningful connections, and strengthen capacity in Wisconsin's community and economic development sector.

Our vision is that the members and communities we serve are inspired and thriving, with equitable access to investment and opportunity.

Today's Agenda



- ❖ Welcome | Introductions
- ❖ Session Overview & Program Highlights
 - Dr. Nelson Soler: Wisconsin Latino Entrepreneurs
- ❖ Other Resources & Announcements
- ❖ Thank You & Wrap



Let's Get Acquainted!



1. State your name & who you're with.
2. Share one thing you're grateful for today.

NOVEMBER IS NATIONAL ENTREPRENEURSHIP MONTH!



- **National Entrepreneurship Month** was established by President Obama in 2011, a year after he first proclaimed a National Entrepreneurs' Day.
- The month-long observance recognizes the role of entrepreneurs in creating jobs and driving economic growth and aims to foster a supportive environment for new businesses.
- The celebration has continued through yearly proclamations, which also often include the observance of **National Entrepreneurs' Day**, now officially on the third Tuesday of November (11/18/25).

Also Includes:

- Global Entrepreneurship Week (GEW) November 17-23, 2025
- Small Business Saturday, November 29, 2025

Today's Speaker
**Dr. Nelson
Soler**

Executive Director

latinochambersew.org



Latino Chamber of Commerce of Southeastern Wisconsin Inc.

*Empowering Latino Entrepreneurs
Changing Wisconsin's Economic Landscape*

About Dr. Soler

- ❖ He is a distinguished entrepreneur, educator, and community leader based in Milwaukee, Wisconsin. Born into poverty in Puerto Rico, he has dedicated his career to empowering underserved communities through entrepreneurship and education.
- ❖ Dr. Soler has founded multiple organizations, including the Multicultural Entrepreneurial Institute (MEI) and the Latino Chamber of Commerce of Southeastern Wisconsin.
- ❖ Under his leadership, these organizations have facilitated the formation of over 6,200 enterprises in Wisconsin and provided more than \$2.1 million in loans, grants, and technical assistance to at-risk businesses.
- ❖ He also serves as an adjunct faculty member at the University of Wisconsin-Milwaukee, teaching courses in entrepreneurship, accounting, nonprofit management, and marketing.
- ❖ You will see learn more about his educational background, certifications, and recognition of his work in a moment!



Wisconsin Latino Entrepreneurs

DR. NELSON SOLER, PH.D., MBA, MS, EDFP, EA



Questions?

OTHER RESOURCES



- Latino Entrepreneurial Network of Southeastern Wisconsin (LEN): a dynamic nonprofit organization committed to expanding economic opportunity through entrepreneurship.
- Join them on Saturday, November 22nd for the 20th Exit Awards as they celebrate 20 years of innovation, legacy and commitment to inclusive economic growth.

latinoentrepreneurialnetwork.org



LEN Latino
Entrepreneurial
Network Inc.

2010 Small Chamber - 2012 Medium Chamber by USHCC

OTHER RESOURCES



- Multicultural Entrepreneurial Institute (MEI): Assists entrepreneurs in reaching their business dreams through culturally relevant education, bilingual consulting, and technical assistance.
- Service areas include digital marketing, business development and sales, and chief financial officer functions including taxation strategies, financial analysis, and consulting.

multiculturalinstitute.com



UPCOMING EVENTS

Supporting Local Entrepreneurs



Below are ways to support local makers and entrepreneurs!

*Visit their websites or follow them on social media
to learn about the businesses they work with and support.*

- Ethnic & Diverse Business Coalition (EDBC): www.edbcwisconsin.org/members
 - A group of chambers working together to support ethnically diverse businesses. **View their list of members** – each one has a Business Directory where you can find local businesses and vendors.
- Wisconsin Women's Business Initiative Corp. (WWBIC): www.wwbic.com
 - Check out their Christmas Market on Tuesday, 11/19 from 11am-2pm | Schlitz Park
- BizStarts: bizstarts.com
- City of Milwaukee Business Improvement Districts (BIDs): city.milwaukee.gov/DCD/BusinessToolbox/bids
 - Many BID websites also have a business directory where you can find local vendors.
- Milwaukee Makers Market: milwaukeeemakersmarket.com/2025-season
- re: Craft & Relic (Event 11/8-11/9): www.recraftandrelic.com
- CirculateMKE (Black Friday 11/29): www.circulatemke.com
- La Finca Coffeehouse in St. Francis: Follow them on Facebook or Instagram; they host local artisan events.
- Hover Craft 2025 Handmade Holiday Market (12/7): www.hovercraftmke.com
- Brady Street BID Holiday Gift Market (12/6): bradystreet.org/events
- Merry & Bright Market (12/14 at Anodyne): anodynecoffee.com/pages/concerts#/events

There are many neighborhood festivals (Frida Fest, Silver City), markets (Night Market, 53212 Marketplace), and other community events throughout the year that feature local vendors.

Join us at these upcoming events



Membership Brown Bag Lunch & Learn

Tuesday, November 18 | Noon-1pm | YWCA Southeast Wisconsin

Featured topic: AI for Beginners

Bank On Greater Milwaukee Member Happy Hour

Thursday, December 4 | 4:30-6:30pm | Dead Bird Brewing, Milwaukee

Take Root Milwaukee Member Happy Hour & 15th Anniversary

Monday, December 8 | 4:30-6:30pm | Gathering Place Brewing, Milwaukee

Carnival Milwaukee

Friday, March 6, 2026 | 5:30-8:30pm

Our annual signature fundraising event will be held at The Factory on Barclay in Milwaukee. Look for invites in January, Sponsorships available!



UEDA

Thank you for your time and interest!

Urban Economic Development Association of Wisconsin

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