

**January 7th: Session 1**

- 7:15 a.m. **Registration**
- 7:30 a.m. **Opening Remarks**, State Representative Scott Allen, *97th Wisconsin Assembly District*
- 7:40 a.m. **Business and Demographic Trends**, Mark Lange, *UW-Extension Division of Business & Entrepreneurship*
- 8:10 a.m. **Website Design & Online Marketing**, Nik Nelson, *Open Box Strategies*
- 8:40 a.m. **Keynote - What to Consider When Growing Your Business: Lessons Learned**, Jim Zaiser, President, *Hydro Thermal, Waukesha, WI*
- 9:15 a.m. **Adjourn**

**January 14th: Session 2**

- 7:15 a.m. **Registration**
- 7:30 a.m. **Opening Remarks**, State Representative Scott Allen, *97th Wisconsin Assembly District*
- 7:40 a.m. **Developing an Effective Marketing Plan for Your Business**, Paul Decker, *Renegade Thinking Group*
- 8:10 a.m. **Understanding the SBA Loan Process**, George Justice, *Town Bank*, & Nick Drewsen, *WI Business Development Corp*
- 8:40 a.m. **Keynote - Data Analysis: Partnering with a Research Team to Learn about New and Emerging Markets**, Al Leidinger, President, *Mathison Manufacturing, Waukesha, WI*
- 9:15 a.m. **Adjourn**

# Small Business Symposium

January 7th & 14th, 2016



## CARROLL UNIVERSITY

Stackner Ballroom, Upper Level  
100 N. East Avenue  
Waukesha

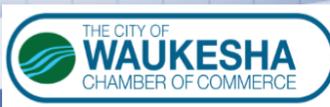
**Registration Fee:** \$25 per session or \$40 for both sessions  
**Registration Deadline:** December 30th, 2015



**For more information, contact:**  
Jerry Braatz 262-548-7786  
Steve Chmielewski 262-548-7781



**Sponsored by:**



**Mail registrations to:**  
Waukesha County UW-Extension  
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University of Wisconsin-Extension, U.S. Department of Agriculture and Wisconsin Counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX and ADA.

Cost will cover the Workshop and continental breakfast

Complete this registration form and mail as soon as possible. Space is limited and will be filled as forms are received.

**AMOUNT ENCLOSED:**

\_\_\_\_\_ @ \$25/each = \$ \_\_\_\_\_  
\_\_\_\_\_ @ \$40 for both = \$ \_\_\_\_\_

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Please attach list of additional attendees w/ email addresses

Credit/Debit cards **NOT** accepted  
**NO REFUNDS!**