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Mayor Barrett and Common Council President Hines Announce 2nd Annual Emerging Business Sustainability Conference

Associated Bank and Manpower Join City in Promoting Opportunities for Small Businesses

Mayor Tom Barrett and Common Council President Willie L. Hines, Jr. announced plans today to convene the 2nd Annual Emerging Business Sustainability Conference - *“Fulfilling the Vision: Taking your Business to the Next Level”* – on Friday, May 21, 2010. The city’s Emerging Business Enterprise office is the primary event organizer. Associated Bank is underwriting the conference costs and Manpower Inc. is providing free meeting space at its downtown riverfront headquarters at 100 Manpower Pl.

A major objective of this free, full-day conference is to offer critical, technical assistance to small businesses interested and committed to doing business with the City of Milwaukee. The conference will begin promptly at 8:00 a.m. and will conclude at 3:00 p.m.

“It is important that city government continue to foster small business growth and entrepreneurship through the city’s Emerging Business Enterprise Program,” Mayor Barrett said. “The strength of our economy depends on the small business community and we must use every tool in the city’s economic arsenal to help small businesses grow and succeed in today’s tough economy.”

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Emerging Business Sustainability Conference/ADD ONE

“Accessing credit is critical to small businesses in this current economic environment,” said Kerry Barlow, Associated Bank senior vice president and director of small business banking. “We are pleased to be able to offer insight on that topic to the conference attendees, especially in light of next week’s recognition of National Small Business Week.” Associated Bank, headquartered in Green Bay, is ranked #1 in Wisconsin in Small Business Administration (SBA) lending.

“Small businesses are the backbone of our local economy,” said Council President Hines. “This conference will not only provide existing firms with valuable information so they can expand their capacity and compete in the public sector – it will also open doors for new and emerging businesses to create partnerships with the city.”

Key conference topics to be covered include:

- Small business growth trends;
- Green building retrofitting trends and certifications;
- Accessing business with city government and large corporations;
- Estimating and bidding;
- Business matchmaking.

Approximately 100 representatives from emerging business enterprises located in Milwaukee and the broader region and state are confirmed to attend the conference. Media coverage is welcome.