

---

FOR IMMEDIATE RELEASE



---

FOR INFORMATION CALL

---

January 29, 2015

Ald. Milele A. Coggs  
(414) 286-2994

## **Driving entrepreneurship with the MKE Business Now Summit this weekend**

*Fourth annual summit set for Saturday at Milwaukee Math and Science Academy*

Tomorrow's business leaders and aspiring entrepreneurs can connect with established professionals and learn about the various resources that are available to help them at the **MKE Business Now Entrepreneurship Summit** this **Saturday, January 31** at the **Milwaukee Math and Science Academy, 110 W. Burleigh St.**

Now in its fourth year, the event is sponsored by **Milwaukee Alderwoman Milele A. Coggs** and gets underway at **10:00 a.m.** as vendors and organizations showcase the resources they can provide to local entrepreneurs. Workshops focused on growing and developing a business will begin at 10:30 a.m. with a panel discussion scheduled for 1:00 p.m. **All parts of the event are free and open to the public.**

"With the economy warming up, Milwaukee is primed for an urban renaissance that will be driven by innovative, locally-owned businesses," Alderwoman Coggs said. "Past attendees of the MKE Business Now Entrepreneurship Summit have returned year in and year out to showcase the great things they are doing in our community, and this is an excellent opportunity for those who are just starting out to learn how to thrive."

The summit's feature event is a panel discussion from 1:00 to 2:00 p.m. moderated by **Sherwin Hughes**, host of "The Forum" from 9:00 a.m. to noon on WNOV Radio. Guests in the panel discussion will include **Gaulien Smith** from Gee's Clippers, **Kevin Newell** from Royal Capital Group, **Baboonie Tatum** from Butterflyz LLC, **Erika Howard** from RecordQUEST Software and **Bobby Drake** from BD INC.

**-More-**

## **MKE Business Now/ADD ONE**

Four workshops will fill out the midday programming: **“Understanding Business Readiness”** at 10:30 a.m.; **“Talking to Your Greatness: Finding Your Passion in Business”** with presenter Kwabena Antoine Nixon at 11:05 a.m.; **“Finance 101: Resources Available to Start and Grow Your Business”** at 11:40 a.m.; and **“Branding: The Basics”** with presenter Ebony Ssali of Ssali Media Group at 12:15 p.m.

Additionally, staff members will be on hand to staff booths and answer questions from organizations including:

- Habitat for Humanity
- Department of Children and Family Services
- Wisconsin Housing and Economic Development Authority (WHEDA)
- City of Milwaukee Department of Neighborhood Services
- Legacy Redevelopment Corp.
- Prism Technical Management & Marketing Services LLC
- African American Chamber of Commerce
- Wisconsin Small Business Development Center Network
- Milwaukee Economic Development Corporation
- Center for Teaching Entrepreneurship
- U.S. Small Business Administration
- City of Milwaukee License Division
- Board of Zoning and Appeals (BOZA)
- Seaway Bank
- Milwaukee Urban League
- Wisconsin Women’s Business Initiative Corporation (WWBIC)
- City of Milwaukee Health Department
- Multicultural Entrepreneurship Institute, Inc. (MEI, INC)
- Marquette University Law School Law and Entrepreneurship Clinic
- Town Bank
- Milwaukee County Community Business Development Partners
- World Financial Group (WFG)
- City of Milwaukee Office of Small Business Development.

“We are excited to be able to bring together so many resources and business leaders to create an environment where established and new businesses can prosper together,” Alderwoman Coggs said. “Milwaukee is a city that values economic development and innovation, and I hope anyone with a fresh idea to offer to this vibrant community can make time to attend.”