



**City of Milwaukee Small Business Sustainability Conference  
ManpowerGroup Headquarters, Milwaukee, WI  
June 3, 2014**

**Theme:** From Surviving to Thriving: Maximizing Local Resources to Expand Small Businesses

**AGENDA**

- 7:30 AM - 8:30 AM      Registration & Continental Breakfast
- 8:30 AM - 8:45 AM      Opening & Announcements
- 9:00 AM - 11:15 AM      Workshops (*Staggered at 15-Minute Intervals*)
- 11:30 AM - 12:30 PM      Lunch & Keynote Speaker
- 12:45 PM - 2:00 PM      Networking Session with City Departments

**DETAILED WORKSHOP INFORMATION**

- 9:00 AM - 9:45 AM      An Overview of Local Certification Programs
- 9:15 AM - 10:00 AM      Identity Theft: Diminishing the Risk
- 9:30 AM - 10:15 AM      Filling the Gap: Alternative Financing for Small Businesses
- 10:00 AM - 10:45 AM      Expansion through Social Media Branding
- 10:15 AM - 11:00 AM      Accessing City Resources for Small Businesses
- 10:30 AM - 11:15 AM      Securing Your Future: Retirement Plans for Small Businesses

**VENDOR BOOTHS**

A number of vendors will also be available at booths during the conference to share information about the products and services they provide that would be of interest to small businesses.