



# SMALL BUSINESS SUSTAINABILITY CONFERENCE

*"Preparing for Business Growth in a Recovering Economy"*

**SMALL BUSINESS OWNERS AND ENTREPRENEURS:**

*Mark Your Calendars for the*  
**CITY OF MILWAUKEE'S 2012 SMALL BUSINESS SUSTAINABILITY  
CONFERENCE**

**MONDAY, MAY 21, 2012**

8:00 A.M. TO 1:00 P.M.

Manpower Headquarters- 100 Manpower Place, Milwaukee, WI 53212

*\*This is a free event, but registration is required*

Come out and learn best practices from the experts, connect with other business owners and leave inspired.

**This Year's Conference Highlights Include:**

- A Kick Off News Conference featuring Mayor Tom Barrett
- Keynote Speaker Mr. Giacomo Fallucco, President, Palermo Villa, Inc.
- An Interactive FDIC Luncheon Discussion 'Traditional Banking vs. Alternative Funding'
- Numerous morning and afternoon workshops geared toward helping Small Business Owners

**Space is limited, please register today at [www.milwaukee.gov/osbd](http://www.milwaukee.gov/osbd) or call 414.286.8781 for more information.**

**EVENT SPONSORS:**



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## Conference Agenda

8:00 A.M. – 8:30 A.M.

8:30 A.M. – 9:00 A.M.

Registration & Continental Breakfast

**Mayor's Press Conference**

**The Honorable Tom Barrett**

*Mayor, City of Milwaukee*

**The Honorable Willie Hines, Jr.**

*President, City of Milwaukee Common Council*

**Mr. Ashanti Hamilton**

*Alderman, City of Milwaukee Common Council*

**Mrs. Tina Beckett**

*Senior Supplier Diversity Professional, Manpower Group*

**Mr. Erbert Johnson**

*President, North Milwaukee State Bank*

**Ms. Angelisa Harris**

*Community Affairs Officer, FDIC*

**KEY NOTE SPEAKER: Mr. Giacomo Fallucco**

*President, Palermo Villa, Inc.*

9:00 A.M. – 9:20 A.M.

9:30 A.M. – 10:15 A.M.

HUB 1

HUB 2

HUB 3

10:20 A.M. – 11:05 A.M.

HUB 1

HUB 2

HUB 3

11:10 A.M. – 11:55 A.M.

HUB 1

HUB 2

HUB 3

12:00 P.M. – 1:00 P.M.

HUB 1

MEETING SPACE TRANSITION

**Diversify Your Scope of Business: Developing Public and Private Work**

**The Power Formula for Marketing Your Business**

Business Accounting Systems 101

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**\*Lunch Meeting - Show Me the Money: Traditional Banking and Alternative Funding Sources**

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