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FOR INFORMATION CALL

January 27, 2012

Ald. Milele A. Coggs
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MKE Business Now Summit Addresses Entrepreneurship and Job Creation

More than 200 already registered for inaugural business event Saturday.

Alderwoman Milele A. Coggs is sponsoring an entrepreneurship summit this **Saturday, January 28** as part of a new initiative called MKE Business Now. The event, hosted at the **Milwaukee Math & Science Academy, 110 W. Burleigh St.**, is designed to provide information and resources for those interested in starting or growing a business.

Recent reports from the ongoing studies of Dr. Marc Levine, head of the University of Wisconsin-Milwaukee Center for Economic Development, continue to indicate the number of Milwaukee's black men who are unemployed is approaching nearly 50%. Further, coupled with the ranking from *Forbes* magazine that Milwaukee is the 52nd best city for minority entrepreneurship—of 52 cities ranked—MKE Business Now is working to present opportunities and networking that could positively impact the city's economic trends.

“This workshop tactic was incredibly successful in the past when we approached residents about home ownership and investing in their community,” Alderwoman Coggs said. “We are taking a successful model and recreating it around entrepreneurship. There have been positive responses from current business owners who would like to network with one another, local leaders who would like to share their information and opportunities and the city's entrepreneurs who are ready to bring their goods or services to market.”

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MKE Business Now/ADD ONE

The summit's key event is a panel discussion from 1:00-2:00 p.m. with Linda Swift, CPA, president and CEO of United Tax Service; Kanika Ward, MBA, ND, owner of Kosmik Kare Day Spa; James Phelps, president of JCP Construction; Alex Toole, president of Alex Toole Insurance Agency, Inc.; Gershia Coggs, president of Database, Inc.; and Nelson Soler, CEO Multicultural Entrepreneurial Institute, Inc.

Additionally, multiple staff members will be on hand for questions and networking from organizations such as Milwaukee Economic Development Corporation (MEDC), Wisconsin Women's Business Initiative (WWBIC), Seaway Bank, African American Chamber of Commerce, Wisconsin Black Chamber of Commerce, Small Business Development Center (SBDC), US Bank, Cardinal Stritch University, Milwaukee Urban League, Historic King Drive Business Improvement District, the Small Business Association, the Multicultural Entrepreneurial Institute (MEI) Institute, Inc., and Milwaukee Energy Efficiency, Me².

"This event provides opportunity for any potential business owner to have access to all necessary resources gathered in one place, as well as a chance for current business owners to network and maximize their small business," Alderwoman Coggs said. "News about the economic and employment climate in Milwaukee should not be taken lightly, and our community is standing together to pool resources and knowledge to make purposeful, swift change through every available avenue. This summit focuses on the value of entrepreneurship as one of the best traveled avenues available."

The event begins at 10:00 a.m. to showcase various vendors and groups' resources. Workshops focused on growing and developing a business begin at 11:00 a.m. and the panel discussion begins at 1:00 p.m.

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