
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

January 25, 2013

Ald. Milele A. Coggs
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MKE Business Now Entrepreneurship Summit back for a second year

Event showcases resources available to aspiring business owners.

With a successful debut a year ago that helped educate more than 200 Milwaukee residents about the resources available to help them start or grow a business, the **MKE Business Now Entrepreneurship Summit** returns this **Saturday, January 26** from **10:00 a.m. to 2:00 p.m.** The event is sponsored by **Alderwoman Milele A. Coggs**, and this year will take place at the **Business and Economics Academy of Milwaukee, Inc., 3620 N. 18th St.**

In addition to a greater assortment of vendors offering tips and services, this year's summit will also feature an expanded lineup of business panelists and more workshops on a variety of topics. **Mayor Tom Barrett** will also speak to participants.

"Using the feedback we received following last year's event, we've been able to more finely tailor the summit to aspiring business owners' needs," Alderwoman Coggs said. "We're excited to be able to offer a greater variety of vendors and speakers, and anticipate an even broader array of entrepreneurs and leaders networking with one another, sharing information and learning about or displaying new goods and services."

Highlighting the summit is a panel discussion from 1:00 p.m. to 2:00 p.m. with V.I.B.E.S. Multi-Media & Marketing owner Devon Dent, Goody Gourmets manager Jackie Chesser, Maures Development Group LLC founder and president Melissa Goins, WOO Connections principal consultant Genyne Edwards, J.D. and Coffee Makes You Black owner Bradley Thurman. The panel discussion will be moderated by 1290 WMCS Operations Manager TJ Jackson.

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MKE Business Now/ADD ONE

Workshops focused on growing and developing businesses begin at 10:45 a.m. The topics featured this year include “Leveraging Funds for Your Business” (presented by the Milwaukee Economic Development Corporation), “Business 101” (presented by SCORE), “Turning Your Hobbies and Skills Into A Business” (presented by ReDonna Rodgers from the Center for Teaching Entrepreneurship), “Branding Your Business: What You Need to Know” (presented by Ebony Ssali of Ssali Media) and IRS Webinar Update for Small Business Owners (presented by Joan Jeselun).

Additionally, staff members will be on hand for questions and networking from organizations such as:

- The Metropolitan Milwaukee Association of Commerce
- The Business Council
- North Milwaukee State Bank
- City of Milwaukee Licensing Department
- Community Business Development Partners Milwaukee County
- Wisconsin Department of Children & Family Services
- City of Milwaukee Health Department
- Seaway Bank
- City of Milwaukee Permit Office
- Milwaukee Energy Efficiency
- Wisconsin Women’s Business Initiative Corp.
- Prism Technical Management & Marketing Services, LLC.
- Legacy Redevelopment Corp.
- Milwaukee Economic Development Corporation
- SCORE Southeast Wisconsin
- Small Business Administration
- Wisconsin Small Business Development Center Network
- The Center for Teaching Entrepreneurship
- African American Chamber of Commerce
- City of Milwaukee Board of Zoning & Appeals
- BizStarts
- Western Southern Life
- Milwaukee Urban League
- Historic King Drive Business Improvement District
- Milwaukee Department of Neighborhood Services

“This event provides opportunities for any potential business owner to have access to all the 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. “Establishing a business in Milwaukee can be both challenging and rewarding. This summit is one example of our community standing together to pool resources and knowledge to swiftly pursue opportunity through every available avenue. Entrepreneurship is one of the best traveled avenues available.”

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MKE Business Now/ADD TWO

The event is free and open to the general public, and begins at 10:00 a.m. with a showcase of various vendors' and groups' resources.

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