



CITY OF MILWAUKEE

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FOR IMMEDIATE RELEASE

February 19, 2013

Business owners can learn the psychology of attracting wealth

Job losses, foreclosures, and fear for the future put tremendous stress on businesses and families. Veteran Chicago-based finance expert and sought after author **Julie Murphy Casserly** guides business owners through the emotional patterns attached to money that impact crucial financial decisions during the *Wealth Management for Small Business Owners* networking forum next week.

The event is on **Wednesday, February 27, 2013 from 5:00 p.m. to 7:00 p.m.** at the Hudson Business Lounge (310 N. Broadway), and is sponsored by the City of Milwaukee's Office of Small Business Development and the North End's Business Capacity Building Program (BCBP). This event is a part of the BCBP Networking and Education series to impact the growth and vitality of small businesses in the Greater Milwaukee area. **The event is free and open to the public.** Advanced registration is required at www.bcbpnetworking.eventbrite.com.

Alderwoman Milele A. Coggs, a strong supporter of encouraging entrepreneurs and small business development, said the event can help small business owners.

"I'm very supportive of the Business Capacity Building Program's forum on wealth management because often small business owners must weather very tight financial periods, and it is important that they learn key strategies for keeping their enterprise going, and for looking at ways they can help it grow in the future," said Alderwoman Coggs, founder of the **MKE Business Now Entrepreneurship Summit**, a key networking and educational event for city entrepreneurs.

BCBP Coordinator **Genyne Edwards** said she is pleased to welcome Julie Murphy Casserly to Milwaukee for the event. "Julie brings an unconventional approach to wealth management that we think will resonate with our business community, especially in our tough economic times," Ms. Edwards said.

The Business Capacity Building Program is the City's workforce and capacity building incubation program that provides wrap-around business solidification services for select small businesses participating on TIF sponsored development projects. For more information about the Business Capacity Building Program, please visit www.milwaukee.gov/bcbp

Ms. Murphy Casserly and Ms. Edwards will be available for interviews about the program and the event.

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