

## Small Business Clinic Schedule

Northwood Technical College | Ashland, WI | July 31<sup>st</sup>, 2025

**9:00 AM – 4:00 PM | General Session Presentations**

**9:00 AM – 4:00 PM | One-On-One Consultations**

**9:00 AM – 4:00 PM | LLC Formation Lab**

**9:00 AM – 4:00 PM | Resource Provider Tables**

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### **General Session Presentations Schedule:**

**8:30 - 9:00 AM | Registration, Breakfast, Coffee & Networking**

**9:00 - 9:05 AM | Welcome & Opening Remarks**

Carver Harries – Executive Director, Ashland Area Development Corporation

**9:05 – 9:30 AM | Session 1: Overview of OBE's Programs & Initiatives**

**Presented by: Colleen Merrill – Strategic Projects Director, Office of Business & Entrepreneurship (OBE)**

Learn about the Office of Business and Entrepreneurship's small business programs and initiatives designed to support Wisconsin small businesses.

**9:30 - 9:40 AM | Break**

**9:40 – 10:40 AM | Session 2: Marketing: AI Created or AI Enhanced? There's a Difference!**

**Presented by: Carleen Meyer & Temi Kayode-Ojo – Student Consultants, Universities of Wisconsin's Digital Marketing Clinic**

AI is disrupting the small business owners' most valuable assets: their brands. Learn how to use the AI assistant tools to enhance and elevate brands. This interactive workshop will provide Do's and Don'ts for digital asset creation.

**10:40 - 10:50 AM | Break**

**10:50 – 11:50 AM | Session 3: Creating Your Business Plan**

**Presented by: Nora Roughen-Schmidt – SBDC Consultant & SSBCI Specialist, Office of Business & Entrepreneurship (OBE)**

This session guides you through creating a solid business plan using the business model canvas method. Understand how to define your customers and structure your plan around the people you'll serve.

**11:50 – 12:00 PM | Break**

**12:00 - 12:30 PM | Lunch & Networking****12:30 – 1:30 PM | Session 4: Understanding the Basics of Small Business Law****Presented by: Jeff Glazer – UW Law & Entrepreneurship Clinic**

Gain a practical understanding of business law, covering contracts, business structures, intellectual property, and employment law. Learn how agreements are made and enforced and explore how to protect your ideas and creations.

**1:30 – 1:40 PM | Break****1:40 – 2:40 PM | Session 5: Financial Records, Statements, and Strategy for Success****Presented by: Wendy Potratz – Professional Financial Consultant, Office of Business & Entrepreneurship (OBE)**

Learn how to manage financials, understand key statements, and use financial metrics to develop strategies for growth and sustainability.

**2:40 – 2:50 PM | Break****2:50 – 3:50 PM | Session 6: AI for Small Business: Practical Strategies for Growth****Presented by: John Muraski – Small Business AI Clinic Manager, Office of Business & Entrepreneurship (OBE)**

Learn how artificial intelligence (AI) is transforming small businesses, automating tasks, and enhancing customer experiences. This session provides practical AI strategies to help entrepreneurs improve efficiency and marketing.

**3:50 – 4:00 PM | Closing Remarks & Wrap-Up**

**One-On-One Consulting Appointments:**

- 1:1 General Small Business | Room 203
  - Nora Roughen-Schmidt – SBDC Consultant, Wisconsin SBDC Network
  - Kate Taylor – SBDC Consultant, Wisconsin SBDC Network
- 1:1 Marketing, Social Media, and E-Commerce | Rooms 204, 206
  - Kathy Fredrickson – Director, UW Digital Marketing Clinic (DMC) | Room 204
  - DMC Student Consultants - Ella & Connor | Room 204
  - DMC Student Consultants - Temi & Hailey | Room 206

**1:1 International Trade | Room 209**

- Chris Wojtowicz – Export Trade Consultant, Wisconsin SBDC Network

**1:1 Legal Services | Room 208A**

- Jeff Glazer – Clinical Professor, UW Law & Entrepreneurship Clinic

**1:1 Accounting and Finance | Room 209**

- Wendy Potratz – Professional Financial Consultant, Office of Business & Entrepreneurship (OBE)

**1:1 Artificial Intelligence (AI) | Room 207**

- Mike Hill – SBDC Consultant, Wisconsin SBDC Network – NW Wisconsin
- John Muraski – Small Business AI Clinic Manager (SBAIC), Office of Business & Entrepreneurship (OBE)

**1:1 Taxes w/ Dept. of Revenue | Room 207**

- Holly Wilmer – Revenue Tribal Liaison, Wisconsin Department of Revenue (DOR)

**Additional Offerings:****9:00 – 4:00 PM | LLC Formation Lab | Room 210**

Form your LLC in a few easy steps with the LLC lab. Bring your laptop and credit card and consultants will walk you through the process of forming your LLC. The State of Wisconsin charges \$130 to file online application and paperwork.

- Andi Gretzinger – SBDC Consultant, Wisconsin SBDC Network at UW Stevens Point
- Troy Durkee – Center Director, Wisconsin SBDC Network at UW Stevens Point

**9:00 – 4:00 PM | Resource Provider Tables**

1. UW Office of Business & Entrepreneurship (OBE)
2. Wisconsin SBDC Network
3. Northwood Technical College
4. UW Superior
5. Ashland Area Development Corporation
6. Entrepreneur Fund (EFund)
7. First American Capital Corporation
8. Wisconsin Native Loan Fund
9. Bad River Economic Development
10. Northwest Regional Planning Commission (NWRPC)
11. UW Extension
12. Dept. of Workforce Development