

Small Business Clinic Schedule

Western Technical College | Viroqua, WI | August 14th, 2025

9:00 AM – 4:30 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

General Session Presentations Schedule:

8:30 – 9:00 AM | Registration, Breakfast, Coffee & Networking | Lobby

9:00 – 9:30 AM | Welcome & Opening Remarks | Room: 126

Bon Wikenheiser – Executive Director, Office of Business & Entrepreneurship (OBE)

Colleen Merrill – Strategic Projects Director, Office of Business & Entrepreneurship (OBE)

Missy Hughes – Secretary and CEO, Wisconsin Economic Development Corporation (WEDC)

9:30 – 9:40 AM | Break

9:40 – 10:40 AM | SESSION 1

Option A: Cottage Lawsuit & Food Entrepreneurship in Your Kitchen | Room: 126

Presented by: Andy Larson – Farm Program Manager, Food Finance Institute (FFI) & Anna Thomas – Farm Finance Specialist, Food Finance Institute (FFI)

Discover how Wisconsin's cottage food laws can help you launch a food-based business right from your home kitchen. This session covers what foods are allowed, labeling requirements, and best practices for turning your homemade goods into a successful enterprise.

Option B: Small Business Taxes | Room: 148

Presented by: Tracey Mueller – Revenue Tax Specialist, Wisconsin Department of Revenue

Presented by the Wisconsin Department of Revenue, this session covers key tax obligations for small business owners, including filing procedures, tax credits, and recent law updates. Gain practical tips to stay compliant and navigate Wisconsin's small business tax landscape.

10:40 – 10:50 AM | Break

10:50 – 11:50 AM | SESSION 2

Option A: Creating Your Business Plan | Room: 126

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

Learn how to create 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.

Option B: Discover SBA Resources for Your Small Business | Room: 148**Presented by: Tammie Clendenning – Lead Economic Development Specialist, U.S. Small Business Administration (Wisconsin District Office)**

Learn about the resources available through the Small Business Administration (SBA) to help you start, grow, expand, or recover your business. Learn how the SBA connects entrepreneurs with local support and gain insight into services like funding options, government contracting programs, business advising, disaster recovery assistance, and online tools.

Option C: Entrepreneurial Resources at Your Library | Room: 144**Presented by: Sarah DiPadova – Director/Librarian, Soldiers Grove Public Library**

Your local library is more than books—it's a powerful resource hub for entrepreneurs and small business owners. Learn how libraries across Wisconsin offer free access to market research databases, business planning tools, workshops, expert guidance, co-working spaces, and more. This session will showcase how to tap into these resources to start or grow your business.

11:50 – 12:00 PM | Break**12:00 – 12:50 PM | Lunch & Panel Session | Lobby & Room 126**

12:20 – 12:50 PM | Small Business Panel | Room 126

12:50 – 1:00 PM | Break**1:00 – 2:00 PM | SESSION 3****Option A: Understanding the Basics of Small Business Law | Room: 126****Presented by: Tami Patel – Attorney & Interim Director, 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.

Option B: Overview of SBIR/STTR Funding Programs to Grow Your Business | Room: 148**Presented by: Rob Baranowski – Technology Consultant, Center for Technology Commercialization (CTC)**

Learn how the federal SBIR/STTR programs can help fund your innovative ideas and accelerate business growth. This session breaks down eligibility, the application process, and tips for crafting a competitive proposal—ideal for startups and small businesses pursuing research and development.

2:00 – 2:10 PM | Break

2:10 – 3:10 PM | SESSION 4**Option A: Short Form Video for Small Business Owners | Room: 126****Presented by: Hailey Hilsenbeck – Student Consultant, UW Digital Marketing Clinic & Andrew Bott – Owner, Andrew Bott Photo Video LLC**

Video creation should solve problems your clients face. This workshop addresses how to compose and edit short form videos. Investment and audio components suitable for small business budgets will be provided.

Option B: Financial Records, Statements, and Strategy for Success | Room: 148**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.

3:10 – 3:20 PM | Break**3:20 – 4:20 PM | SESSION 5****Option A: AI for Small Business: Practical Strategies for Growth | Room: 126****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.

Option B: Navigating International Trade | Room: 148**Presented by: Chris Wojtowicz – SBDC Export Trade Consultant, Wisconsin SBDC Network**

Explore the essentials of expanding your business into global markets. This session will cover key topics such as export readiness, trade regulations, logistics, and available resources to help Wisconsin businesses succeed internationally. Whether you're new to exporting or looking to grow your global reach, you'll gain practical insights and connections to support your trade journey.

4:20 – 4:30 PM | Closing Remarks & Wrap-Up | Room 126

One-On-One Consulting Appointments:

1:1 General Small Business | Room 154

- Nora Roughen-Schmidt – SBDC Consultant, Wisconsin SBDC Network
- Carrie Bork – SBDC Consultant, Wisconsin SBDC Network
- Kate Koziol – SBDC Consultant, Wisconsin SBDC Network
- Jason Schleip – SBDC Consultant, Wisconsin SBDC Network

1:1 Marketing, Social Media, and E-Commerce | Rooms 134, 135

- Kathy Fredrickson – Director, UW Digital Marketing Clinic (DMC)
- Student Consultants – UW Digital Marketing Clinic (DMC)

1:1 International Trade | Room 157

- Chris Wojtowicz – Export Trade Consultant, Wisconsin SBDC Network

1:1 Legal Services | Room 155

- Tami Patel – Attorney & Interim Director, UW Law & Entrepreneurship Clinic

1:1 Accounting and Finance | Room 147

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

1:1 Artificial Intelligence (AI) | Room 127

- John Muraski – Small Business AI Clinic Manager (SBAIC), Office of Business & Entrepreneurship (OBE)

1:1 Commercialization & SBIR/STTR Funding Programs | Room 156

- Rob Baranowski – Consultant, Center for Technology Commercialization (CTC)

1:1 Food, Farm, or Ag Businesses | Room 158, 159

- Andy Larson – Farm Program Manager, Food Finance Institute (FFI)
- Anna Thomas – Farm Finance Specialist, Food Finance Institute (FFI)

1:1 Taxes w/ Dept. of Revenue | Room 133

- Tracey Mueller – Revenue Tax Specialist, Wisconsin Department of Revenue

Additional Offerings:**9:00 – 4:00 PM | LLC Formation Lab | Room 149**

Are you currently a sole proprietor or just exploring your options? Join us for a helpful session where you'll learn the ins and outs of starting a Limited Liability Company (LLC) — and get the chance to file your LLC on the spot!

Attend either the morning or afternoon session. Feel free to drop in to either session as it fits with your schedule that day. You do not need to be present at the start. Stop in and we'll work with you to make sure you get the relevant information.

- Anne Hlavacka – Center Director, Wisconsin SBDC Network at UW La Crosse
- Mike Walker – Business Consultant, Wisconsin SBDC Network at UW La Crosse; Owner, M.W. Business Consulting, LLC

11:00 – 4:30 PM | Complimentary Headshots

Provided by: KLSchwarz Photography

Availability: 11:00-4:30 PM

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

1. UW Office of Business & Entrepreneurship (OBE)
2. Wisconsin SBDC Network (SBDC)
3. Wisconsin SBA District Office
4. Western Technical College
5. Viroqua Chamber
6. WWBIC
7. UW Extension Office Viroqua
8. 7 Rivers Alliance
9. Driftless Development, Inc.
10. Couleecap