

Small Business Clinic Schedule

Moraine Park Technical College | Fond du Lac, WI | January 22nd, 2026

- 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

9:00 – 9:15 AM | Welcome & Opening Remarks

Chad Kopitzke – Center Director, Small Business Development Center at UW Oshkosh
Sadie Howell – President & CEO, Envision Greater Fond du Lac

9:15 – 9:40 AM | Overview of OBE's Programs & Initiatives

Presented by: Dan Brosman – Strategic Projects Associate Director, Office of Business & Entrepreneurship (OBE)

Discover how the Universities of Wisconsin's Office of Business and Entrepreneurship (OBE) supports small businesses across the state. Learn about OBE's key programs and initiatives that range from technical assistance and capital access to entrepreneurial education and specialized clinics—designed to help Wisconsin entrepreneurs start, grow, and succeed.

9:40 - 9:50 AM | Break

9:50 – 10:50 AM | SESSION 1

Option A: Funding Resources Panel: Connecting Entrepreneurs with Lenders

Moderated by: Sean Fitzgerald – Communications & Marketing Manager at WBD

Panelists: Nolan Boyce, Senior Credit Analyst at WBD; Steve Diehl, Business Banking Officer at Bank First; Kathy Doyle, Business Development Director at Advocap; Zachary Beasom, Economic Development Coordinator at Envision Greater Fond du Lac

Learn about financing options available to small businesses, what lenders look for in applicants, and how to best prepare for funding success. This interactive session will include Q&A and practical insights to help you access the capital you need to grow.

10:50 - 11:00 AM | Break

11:00 – 12:00 PM | SESSION 2

Option A: Creating Your Business Plan: A Practical Guide Using the Business Model Canvas

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

Turn your business idea into a clear, actionable plan with this hands-on session led by SBDC Consultant and SSBCI Specialist Nora Roughen-Schmidt. Learn how to use the Business Model Canvas to define your customers, clarify your value proposition, and structure your business around the people you serve.

Perfect for entrepreneurs looking to launch or refine their business strategy.

Option B: Cottage Lawsuit & Food Entrepreneurship in Your Kitchen

Presented by: Anna Thomas – Farm Finance Manager, 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.

12:00 – 1:00 PM | Lunch

1:00 – 2:00 PM | SESSION 3

Option A: Talent in the New World of Work

Presented by: Chad Kopitzke – Center Director, Wisconsin SBDC Network at UW Oshkosh

The new age of work is here, and our workforce and organizations must change with the times. In this fast-paced presentation, Chad Kopitzke will offer key insights on the talent management challenges companies face and how implementing cultural change can foster an environment of accountability, results, and long-term success.

Option B: Discover SBA Resources for Your Small Business

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.

2:00 – 2:10 PM | Break

2:10 – 3:10 PM | SESSION 4

Option A: Financial Records and Strategy: Building a Strong Foundation for Your Business

Presented by: Wendy Potratz – Financial Consultant, Office of Business & Entrepreneurship (OBE)

Learn how to manage your business financials, interpret statements, and leverage key metrics to guide growth and long-term sustainability. This session provides practical tools and strategies to help you make informed decisions and strengthen your business's financial health.

Option B: Understanding the Basics of Small Business Law

Presented by: Charlie von Simson – Clinical Professor, 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.

3:10 – 3:20 PM | Break

3:20 – 4:20 PM | SESSION 5

Option A: AI for Small Business: Practical Strategies for Growth

Presented by: John Muraski – 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: Small Business Survival Guide for Digital Marketing Success

Presented by: Ella Roux and Temi Kayode-Ojo – Student Consultants, Universities of Wisconsin's Digital Marketing Clinic

Learn practical digital marketing strategies designed to help small businesses grow, attract customers, and stand out online. This session covers essential tools, tactics, and tips to maximize your marketing impact and drive business success in today's digital landscape.

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

One-On-One Consulting Appointments:

1:1 General Small Business

- Tom Sonntag – SBDC Consultant, Wisconsin SBDC Network at UW Oshkosh
- John McDermott – SBDC Consultant, Wisconsin SBDC Network at UW Oshkosh
- Jason Schleip – SBDC Consultant, Wisconsin SBDC Network at UW Whitewater

1:1 SSBCI Small Business Services

- Nora Roughen-Schmidt – SSBCI Specialist, Office of Business & Entrepreneurship (OBE)

1:1 Marketing, Social Media, and E-Commerce

- Kathy Fredrickson – Director, UW-OBE Digital Marketing Clinic (DMC)
- Student Consultants x5 – UW-OBE Digital Marketing Clinic (DMC)

1:1 Legal Services

- Charlie von Simson – Clinical Professor, UW Law & Entrepreneurship Clinic

1:1 Accounting and Finance

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

1:1 Artificial Intelligence (AI)

- John Muraski – Managing Director, UW-OBE Small Business AI Clinic (SBAIC)
- Student Consultants – UW-OBE Small Business AI Clinic (SBAIC)

1:1 Food, Farm, or Ag Businesses

- Anna Thomas – Farm Finance Specialist, Food Finance Institute (FFI)

Additional Offerings:

9:00 – 4:00 PM | LLC Formation Lab

Form your LLC in a few easy steps with the LLC formation 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 the online application and paperwork.

Consulting provided by:

- Chad Kopitzke – Center Director, Wisconsin SBDC Network at UW Oshkosh

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

| | |
|-------------------------------------------|----------------------------------|
| ✓ Office of Business and Entrepreneurship | ✓ Moraine Park Technical College |
| ✓ Small Business Development Center | ✓ Wisconsin SBA District Office |
| ✓ Food Finance Institute | ✓ WWBIC |
| ✓ Center for Tech Commercialization | ✓ Advocap |
| ✓ Envision Greater Fond du Lac | |