

## Small Business Clinic Schedule

Kenosha Innovation Center | Kenosha, WI | May 1<sup>st</sup> 2026

**9:00 AM – 3:30 PM | General Session Presentations**

**9:00 AM – 3:30 PM | One-On-One Consultations**

**9:00 AM – 3:30 PM | Resource Provider Tables**

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

#### **8:00 – 8:45 AM | Registration, Breakfast, Coffee & Networking**

Registration/Check In – Lobby (1<sup>st</sup> Floor) | Breakfast/Coffee Refreshments – Skyline Terrace (3<sup>rd</sup> Floor)

#### **8:45 – 9:00 AM | Welcome & Opening Remarks | Launch Pad**

Kelly Armstrong – President, Kenosha Innovation Neighborhood (KIN)

Tim Casey – Director of City Development, City of Kenosha

#### **9:00 – 9:30 AM | Overview of OBE’s Programs & Initiatives | Launch Pad**

**Presented by:** Colleen Merrill – Strategic Projects 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—ranging from technical assistance and capital access to entrepreneurial education and specialized clinics—designed to help Wisconsin entrepreneurs start, grow, and succeed.

#### **9:30 – 10:20 AM | SESSION 1**

**Option A:** Funding Resources Panel: Connecting Entrepreneurs with Lenders | Launch Pad

**Moderated by:** Aaron Towns – Director of Commercial Banking, BMO

**Panelists:** Tom Mahoney – Market President, State Bank of The Lakes; Sam Wahlen – VP Senior Relationship Manager, Chase Bank; Tim Casey – Director of City Development, City of Kenosha

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.

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**Option B:** Creating Your Business Plan: A Practical Guide Using the Business Model Canvas | Co-Lab 2

**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. 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.

**10:20 - 10:30 AM | Break**

**10:30 – 11:20 AM | SESSION 2**

**Option A:** Small Business Tax Basics for Wisconsin Entrepreneurs | Launch Pad

**Presented by:** Sara Brian – Revenue Auditor 6, Wisconsin Department of Revenue

Understand the key tax responsibilities that come with running a small business in Wisconsin. Presented by the Wisconsin Department of Revenue, this session covers common filing requirements, basic sales and use tax information, and recent updates that may impact your business. Walk away with practical tips to stay compliant and avoid common tax pitfalls.

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**Option B:** Discover SBA Resources for Your Small Business | Co-Lab 2

**Presented by:** Tammie Clendenning – Lead Economic Development Specialist & Cindy Gardner – Outreach & Marketing 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.

**11:20 - 11:30 AM | Break**

**11:30 – 12:20 PM | SESSION 3**

**Option A:** Navigating International Trade: Strategies, Resources, and Opportunities | Launch Pad

**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.

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**Option B:** Overview of SBIR/STTR Funding Programs to Grow Your Business | Co-Lab 2

**Presented by:** Todd Strother – 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.

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**Option C:** Selling and Pricing Your Food Product: Farmers Markets, Cottage Food, Retail, & Wholesale Basics | Co-Lab 1

**Presented by:** Anna Thomas – Farm Finance Manager, Food Finance Institute (FFI)

You've developed a delicious product; how do you decide where to sell it and how much to charge? Learn how to choose the right sales channels for your product and determine a pricing structure that allows you to harness the power of selling through multiple sales channels (e.g., your local farmers market, the food coop, restaurants, or e-commerce). This session covers key differences between farmers markets, retail, and wholesale, along with tips for pricing, packaging, and meeting buyer expectations. This is a great session for new or expanding food brands or farms

**12:30 – 1:30 PM | Lunch | Skyline Terrace – 3<sup>rd</sup> Floor**

**1:30 – 2:20 PM | SESSION 4**

**Option A:** Getting Funded: How to Prepare and Secure Capital for Your Business | Launch Pad

**Presented by:** Greg Martin – Center Director & Kathryn Jackson – Associate Center Director, Small Business Development Center (SBDC) at UW Milwaukee

Securing funding can be one of the biggest challenges for entrepreneurs. In this session, you'll learn how to evaluate your funding options, understand what lenders expect, and prepare your business to confidently pursue financing.

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**Option B:** Understanding the Basics of Small Business Law | Co-Lab 2

**Presented by:** Jeff Glazer – 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.

**2:20 – 2:30 PM | Break**

**2:30 – 3:20 PM | SESSION 5**

**Option A:** AI for Small Business: Practical Strategies for Growth | Launch Pad

**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.

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**Option B: From Clicks to Customers: The Digital Basics Small Businesses Actually Need | Co-Lab 2**  
**Presented by:** Jocelyn Kopac – Owner, Jocelyn J. Kopac Consulting

Many small businesses are spending time or money on digital marketing before the fundamentals are in place. This session covers the building blocks that help businesses get found online and turn interest into real leads and sales, including website basics, SEO, landing pages, lead capture, and follow-up systems. Attendees will leave with a clearer understanding of what matters most before investing more in ads, content, or additional software.

**3:20 – 3:30 PM | Closing Remarks & Wrap-Up | Launch Pad**

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

#### 1:1 General Small Business | Engine Works Startup Space (2<sup>nd</sup> Floor)

- Jason Schleip – SBDC Consultant, Wisconsin SBDC Network at UW Whitewater
- Jonathan Klein – SBDC Consultant, Wisconsin SBDC Network at UW Whitewater

#### 1:1 General Small Business (Spanish) | Suite 200 (2<sup>nd</sup> Floor)

- Jesus Nanez – SBDC Consultant, Wisconsin SBDC Network

#### 1:1 SSBCI Small Business Services | Engine Works Startup Space (2<sup>nd</sup> Floor)

- Nora Roughen-Schmidt – SSBCI Specialist, Office of Business & Entrepreneurship (OBE); SBDC Consultant, Wisconsin SBDC Network

#### 1:1 Marketing, Social Media, and E-Commerce | Innovation Rm 300 (3<sup>rd</sup> Floor)

- Jocelyn Kopac – Owner, Jocelyn J. Kopac Consulting

#### 1:1 International Trade | Innovation Rm 302 (3<sup>rd</sup> Floor)

- Chris Wojtowicz – Export Trade Consultant, Wisconsin SBDC Network

#### 1:1 Legal Services | Meeting Room 1 (2<sup>nd</sup> Floor)

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

#### 1:1 Accounting and Finance | Meeting Room 2 (2<sup>nd</sup> Floor)

- Alia Carroll – SBDC Consultant, Wisconsin SBDC Network at UW Eau Claire

#### 1:1 Artificial Intelligence (AI) | Conference/Board Room (1<sup>st</sup> Floor)

- John Muraski – Managing Director, UW-OBE Small Business AI Clinic (SBAIC)
- Student Consultants x2 – UW-OBE Small Business AI Clinic (SBAIC)

#### 1:1 Food, Farm, or Ag Businesses | Co-Lab 1 (2<sup>nd</sup> Floor)

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

#### 1:1 Commercialization & SBIR/STTR Funding Programs | Meeting Room 4 (2<sup>nd</sup> Floor)

- Todd Strother – Consultant, Center for Technology Commercialization (CTC)

#### 1:1 Taxes w/ Dept. of Revenue | Meeting Room 3 (2<sup>nd</sup> Floor)

- Sara Brian – Revenue Auditor 6, Wisconsin Department of Revenue

## **Additional Offerings:**

### **9:00 – 3:30 PM | Resource Provider Tables | 2<sup>nd</sup> Floor**

1. UW Office of Business & Entrepreneurship (OBE)
2. Wisconsin SBDC Network (SBDC) at UW Milwaukee
3. Food Finance Institute (FFI)
4. Center for Technology Commercialization (CTC)
5. Kenosha Area Chamber of Commerce
6. Wisconsin SBA District Office
7. Dept. of Workforce Development
8. Wintrust Bank
9. UW Extension
10. SCORE