



Tom Barrett
Mayor, City of Milwaukee

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Growing, Sustaining Emerging Businesses Topic of City Conference *Keynote Offers Tips on Borrowing During Down Economy*

MILWAUKEE - During uncertain economic times, there are still successful business models for growth that emerging businesses should follow to sustain and remain in business. The City of Milwaukee's Emerging Business Enterprise program is holding a one-day conference on Thursday, July 16th to prepare small businesses for growth in a challenging economy. The conference features advice from representatives in both the public and private sector on such topics as borrowing during an uncertain economy, accessing city government contracts, insights into project estimating & bidding, marketing strategies in a new economy, and building business for sustainability.

More than 100 representatives from certified and non-certified emerging business enterprises are expected to attend the conference. Conference doors will open at 7:30 a.m., and the event will run from 8 a.m. until 4:30 p.m. at Manpower International Inc's World Headquarters 100 Manpower Place.

Milwaukee Mayor Tom Barrett will welcome attendees and the morning's keynote address 'Economic & Market Update: Sustaining the Green Shoots' will be offered by Sara Walker, Senior Vice President and Investment Officer for Associated Bank Wealth Management. The luncheon keynote, "Borrowing During Uncertain Economic Times" will be presented by Kerry Barlow, Associated Bank Senior Vice President and Director of Small Business. She will discuss how businesses should prepare before applying for Small Business Administration loan programs, and provide an overview on provisions in the American Recovery and Reinvestment Act.

The event is sponsored by The City of Milwaukee, Associated Bank, Manpower Inc. and the Wisconsin Women's Business Initiative Corporation.

Workshops Include:

- Joint Venturing for Large Projects, Business Expansion/Mentor Proteges
- Accessing Business: City Government & Large Corporations
- Business Survival “Real Talk”
- Insights into Project Estimating & Bidding
- Marketing Strategies in a New Economy: Identifying Gaps & Opportunities

Luncheon Presentation: “Borrowing during uncertain economic times”

- Kerry Barlow, Senior VP, Director of Small Business Banking/Associated Bank
- Rebecca Schneider, Program Specialist, Government Guaranteed Lending

Afternoon Session: “Various Perspectives/Building your Business for Future Sustainability”

The media is invited to attend the ‘Emerging Business Sustainability Conference’ including workshop sessions and keynote speeches. For interviews with the keynote speakers, contact: John Gillespie, Associated Bank 920-491-7035.