

Small Business Growth: Key to Economic Success



Thursday, March 22, 2007
8:00 – 12:30 p.m.
Monona Terrace Community and
Convention Center



Schedule

7:30 a.m. Registration/Coffee, Juice, refreshments
8:00 a.m. Introduction

Track I – Start Up Business Session

8:35 – 9:05 Business Plans
9:05 - 9:35 Access to Capital & Financing
9:35 – 10:05 Commercial Office Space Issues
10:05 – 10:20 Break
10:20 – 10:50 Marketing 101
10:50 – 11:20 – Basic Issues/Insurance & Accounting

Track II – Growth Phase Business Session

8:35 – 9:10 Marketing/Public Relations
9:10 – 9:50 Employment Law/Top 3 Issues
9:50 – 10:05 Break
10:05 – 10:45 Growth Capital
10:45 - 11:20 Commercial Office Space Issues

General Assembly

11:30 – 12:30 p.m. – Roundtable discussion on health care issues

Registration Form

Name: _____
Title: _____
Company Name: _____
Address: _____
Phone: _____ E-Mail: _____
Sessions Attending: Track 1: ____ Track 2: ____
If interpretation/translation needed, please specify: _____

Registration deadline is Monday, March 9, 2007

To register: Call Lisa Olmsted at 266-4442, fax registration form to 267-8671, email to lolmsted@cityofmadison.com or mail to Office of the Mayor, City-County Building, Room 403, 210 MLK, Jr. Blvd., Madison, WI 53703



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