

Micro Entrepreneur Conference

SMALL BUSINESS CENTER

Celebrate the power of micro entrepreneurship in this fun, entertaining and educational networking event held annually to honor micro entrepreneurs everywhere. Rub elbows with fellow micros, hear from inspirational speakers, meet expert sponsors and discover strategies to grow your business...all while enjoying a full buffet dinner! Together, let's rekindle the micro spirit and revel in all-things micro!

Join us for the first annual Micro Entrepreneur Conference where you'll discover "What's Your WOW?" and how to create your compelling business story. Business success is all about being different in ways that provide greater value to customers. That's why you need to know your WOW. You'll learn how to...

- Discover your personal and business WOW.
- Differentiate yourself and identify your unique selling proposition (USP).
- Craft a story that positions you as the expert in your field.
- Create a truly meaningful, memorable 30-second commercial.

Wednesday, December 6, 2017

4:00 p.m. – 9:00 p.m.

Waukesha County Technical College
Richard T. Anderson Education Center
800 Main Street, Pewaukee WI 53072

Map: www.wctc.edu/maps

AGENDA

- 4:00 p.m. Sponsor Booth Set-up
- 4:45 p.m. Sponsor Booths Open: Walk-in registration, Networking
- 5:15 p.m. **Welcome & Sponsor Introductions**
[Paul L. Decker](#), MSM, CDF, Renegade Thinking Group
- 5:30 p.m. **How to Discover Your Personal and Business WOW**
- 6:00 p.m. Buffet Dinner, Sponsor Booths Open, Networking
- 7:00 p.m. **What's Your WOW?**
[Debra J. Schmidt](#), MS, APR, LoyaltyLeader
- 8:15 p.m. Conference Wrap-up
- 8:30 p.m. Sponsor Booths Open, Networking

FEE Attendee: \$25 (Dinner included)
Sponsor: \$500 (Dinner included, see information on page 2)

REGISTER Online only: www.wctcmec.eventbrite.com
Registration deadline: Monday, December 4, at noon

FUTURE EVENTS

- March 7, 2018 11:30 a.m. – 1:30 p.m. Women Entrepreneurs' Speaker Series
- June 6, 2018 6:00 p.m. – 9:00 p.m. Small Business Connections

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Debra J. Schmidt is known as the Loyalty Leader®. She is a consultant, corporate trainer and professional speaker. She is also the author of Building Customer Loyalty from the Inside Out. Debra is one of the

nation's top customer loyalty experts—helping companies keep customers, retain employees, get referrals and sell products.

As owner of Loyalty Leader Inc, Debra provides training, consulting and keynote addresses for Fortune 500 companies, small businesses, professional organizations and trade associations throughout the United States. She has developed customer service standards and delivered training for companies such as Northwestern Mutual, Miller Brewing Co, Wells Fargo, Roundy's, Kohler and the Green Bay Packers.



Paul L. Decker Known for his enthusiasm, vision and leadership qualities, Paul worked throughout North America, Europe and Asia, before overcoming late stage cancer.

He currently serves as Chairman of the Waukesha County Board of Supervisors, and is incoming Chair of the Wisconsin Workforce Development Association.

Paul does business consulting and facilitating, utilizing his professional and leadership skills combined with "Design Thinking" methods, stimulating organizations, and individuals to work more effectively.

Paul instructs in the Small Business Center at WCTC. He also served in 2010-11 as Rotary International District Governor, working with community leaders building stronger local communities and connectivity.

Motto: "Lead by Doing."



WAUKESHA COUNTY TECHNICAL COLLEGE

Small Business Center

800 Main Street, Pewaukee, WI 53072
Russ Roberts, Roberts@wctc.edu, 262.695.3468
Courtney Davis, cdavis50@wctc.edu, 262.695.3420

Micro Entrepreneur Conference

SMALL BUSINESS CENTER

The 2017 WCTC Micro Entrepreneur Conference will be held on Wednesday, December 6, 2017, from 4:00 – 9:00 p.m. in the WCTC Richard T. Anderson (RTA) Education Center. Each year we look forward to welcoming altruistic sponsors who embrace the community-service mission of the WCTC Small Business Center. Please see page one for the full conference agenda.

MEC Sponsorship Opportunities

Net Proceeds All net proceeds from the conference benefit WCTC Small Business Center clients and students through educational scholarships. These scholarships help micro entrepreneurs build a strong educational foundation as they follow a defined pathway to success. The key to making these scholarships possible is the support of our generous conference sponsors!

Sponsor Benefits

Sponsors receive the following conference benefits:

Recognition – Sponsors receive individual recognition from the podium and are featured on individual PowerPoint slides (listing company logo and contact info) that rotate on four screens during all networking segments of the conference. Attendees receive handouts that include sponsor contact info. Prior to the event, confirmed sponsors will also be featured (no logo) in multiple conference e-mail invitations.

Table Booth* – Sponsors receive a table booth located inside the RTA Education Center to maximize visibility and provide ample opportunities for attendees to visit and connect. Our goal is to help sponsors build meaningful connections...so it's always quality over quantity!

Gratitude – Sponsors receive the gratitude of the WCTC Small Business Center staff and clients in supporting the Center's community-service mission to make a difference in the lives of micro entrepreneurs everywhere!

Sponsor Fee \$500

**Table Booth Note – A Table Booth includes a 2'x6' table located inside the main conference center with black tablecloth and standard table booth company sign. You may bring your own logo tablecloth if desired. Please no elaborate trade show displays. A limited number of electrical outlets are available by e-mail request, but please bring your own extension cord. Wireless internet is available inside the RTA Education Center.*

MEC Sponsor Registration Form

1. Legibly complete your sponsor information below.
2. Mail this form (along with a \$500 check payable to **WCTC Foundation**) to:
Russ Roberts
WCTC Small Business Center; room Q-315
800 Main Street, Pewaukee, WI 53072
3. You will receive an e-mail confirmation that also serves as your paid receipt.
4. Reply to the e-mail confirmation with your logo attached (high resolution jpeg).
5. Questions? Contact Russ Roberts at **rroberts@wctc.edu** or **262.695.3468**.

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Daytime Phone: _____



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