



Wisconsin Latino Economic Unsummit

The Power of **Pivot**: Business in a Fluid Economy

10TH LATINO ECONOMIC UNSUMMIT

PIVOT YOUR BUSINESS WITH US

SAVE THE DATE

September 25th
4:00 PM - 7:30 PM

&

September 26th
8:00 AM - 1:30 PM

Crowne Plaza
6401 South 13th St
Milwaukee, WI 53221

EMPOWER. CONNECT. GROW. LEARN

LCCSEW Small Business Members get one FREE Ticket! Call for more



Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Dr. Nelson Soler

CEO | LCCSEW

Dr. Nelson Soler is an innovative entrepreneur who has founded three for-profit and three non-profit organizations. Dr. Soler has utilized his educational and advocacy capacities to facilitate the formation of more than 6,187 enterprises and small businesses in the greater Milwaukee area. Thousands of individuals have benefited from Dr. Soler's expertise in entrepreneurship, accounting, nonprofit management, and marketing. Soler's accomplishments received recognition from the national and local media. He wrote a dissertation on the Individual and Contextual Factors Affecting the Success of Latino/Hispanic Entrepreneurs in Wisconsin. This mixed study explored the factors and perspectives of successful Latino/Hispanic Entrepreneurs that enhance or impair their success in Wisconsin using an asset-based approach. Success is more than access to financing.



Session:
Opening

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Wendy K. Baumann

Secretary of the Wisconsin Department of Financial Institutions

Governor Tony Evers appointed Wendy K. Baumann to serve as the secretary of the Wisconsin Department of Financial Institutions, effective February 17, 2025.

Prior to her appointment, Baumann was the president and chief visionary officer for the Wisconsin Women's Business Initiatives Corporation (WWBIC), a position she held since 1994. Baumann spent the past three decades leading WWBIC and uplifting Wisconsin businesses owned by women, people of color, and low-to-moderate-income individuals across the state.

Prior to her role at WWBIC, Baumann served as the director of small business development at the Milwaukee Enterprise Center, executive director of the Hispanic Chamber of Commerce in Wisconsin, director of development and research for the Council for the Spanish Speaking Inc., and as a program coordinator for Goodwill Industries of Greater Milwaukee. Baumann's knowledge of economic and financial institutions has allowed her to serve in notable positions on several local and national boards and commissions, including the Association for Enterprise Opportunity, the National SBA Advisory Board, the Federal Home Loan Bank of Chicago, the Consumer Federation of America – America Saves Initiative, and as chair of the Governor's Council on Financial Literacy and Capability.

Baumann earned a bachelor's degree from The George Washington University and the University of Wisconsin (UW)-Milwaukee and later earned a master's degree in Exceptional Education from UW-Milwaukee. Throughout her career, Baumann has been active in a variety of civic organizations



Reception
Keynote Speaker

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Sara Rodriguez

Lieutenant Governor of Wisconsin

Lt. Gov. Sara Rodriguez, MSN, MPH, RN, was sworn in as Wisconsin’s 46th Lieutenant Governor on January 3, 2023. A working mom, wife, and proud Wisconsinite, Lt. Gov. Rodriguez was elected on November 8, 2022. Before her election, she served in the Wisconsin State Assembly, representing Assembly District 13, comprised of a portion of Waukesha and Milwaukee Counties. While serving as a state representative, she worked on the Committees on Health, Insurance, Energy and Utilities, and Science, Technology and Broadband.

Lt. Gov. Rodriguez is an experienced healthcare executive who has worked in various leadership roles for over 20 years, including founding her own small business. Prior to serving in the Wisconsin State Assembly, Lt. Gov. Rodriguez was the vice president of Population Health and Integrated Care Management at one of the largest healthcare systems in the Midwest. In this role, she provided strategic direction to the teams that managed population health interventions for risk-based contracts and direct-to-employer products.

Before running for office, Lt. Gov. Rodriguez built a career in public health and population health management. She held positions with public health departments at the local, state, and federal levels, including serving as an epidemic intelligence service officer with the Centers for Disease Control and Prevention, the chronic disease director for the state of Colorado, a healthcare systems consultant, and a vice president at a Fortune 100 Company.

Lt. Gov. Rodriguez graduated from Brookfield East High School and earned master's degrees in public health and nursing from Johns Hopkins University. She is passionate about community service as a returned Peace Corps volunteer and Girl Scout Troop leader.



Reception

Keynote Speaker

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Sam Ridders

Deputy Secretary/COO at Wisconsin Economic Development
Corporation

Sam Ridders is deputy secretary and chief operating officer for WEDC. Prior to joining WEDC in November 2019, he served as strategic economic initiatives director at the Wisconsin Department of Administration.

Sam has an extensive background in rural development, both in the U.S. and internationally. He served in the White House from 2013 to 2014 as director on the energy and environment team in the Presidential Personnel Office, then was administrator of the U.S. Department of Agriculture's Rural Business-Cooperative Service. Before returning to Wisconsin in 2017, he launched and led the Rural Opportunity Initiative of the Georgetown University McDonough School of Business.

In Wisconsin, he served as executive director of Tiny Earth, a global initiative based at the University of Wisconsin-Madison, harnessing the research of undergraduate students to discover new antibiotics. A native of Stoughton, Ridders holds a juris doctor degree from the University of Wisconsin Law School, a master's degree in international affairs from Columbia University, and a bachelor's degree in political science and philosophy from Macalester College. He also served as a Peace Corps volunteer in Zambia.



Luncheon
Keynote Speaker

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Michael Kellman, MBA

Senior Vice President Lending | North Shore Bank

Michael Kellman has more than 27 years of leadership experience building lending results and guiding sales force success in the banking industry.

An accomplished banking professional and sales strategist, his vision and expertise in core lending performance have driven sales growth in the mortgage, home equity, credit card, consumer, business and indirect sectors.

Mike is an advocate for the bank's clients, and he has played a critical role in product development and innovative services to meet changing customer needs. His enthusiasm and passion for delivering service is highlighted by his many accomplishments at North Shore Bank, which has 43 offices throughout eastern Wisconsin and northern Illinois, and assets of 2.5 billion.

Mike received his Masters in Business Administration from the University of Maryland – University College, where he graduated with honors and has a Degree in Finance with a minor in economics from the University of Wisconsin - Whitewater. Mike served as President of the Wisconsin Mortgage Bankers Association and Chair of the Mortgage Committee for the Wisconsin Bankers Association. He also served as Chairman of the National Advisory Council of First Data. Mike is an avid member of the Milwaukee Rotary Club and served on the Finance Committee for the United Performing Arts Fund (UPAF).



Luncheon:
Keynote Speaker

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Robert Montemayor

CEO – Monterrey Market

Robert Montemayor is the co-founder of Monterrey Market, a family-owned grocery business in Milwaukee. Since opening the first store in 2010 with his wife, Leonor, Robert has grown the business to three locations and over 200 employees. He is committed to providing quality food, creating jobs, and supporting the community with ganas y corazon.



Luncheon:
Keynote Speaker

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Dr. Eugene Mazanet

Senior Director of Diverse
Business Development |
WEDC

Eugene Manzanet, after serving eight years in the United States Marine Corps Reserve has dedicated his time and energy to serving the Milwaukee area as resource of information for financial education, community, and economic development. As a current resident and homeowner of the near northwest side of Milwaukee, he was born in New York City and raised in the heart of the "South Bronx." He is currently the Senior Director of Diverse Business Development for the Wisconsin Economic Development Corporation. He is responsible for providing strategic leadership to the Diverse Business Development (DBD) team that supports diverse businesses and communities statewide. Primary roles s leading the DBD staff and being responsible for operations within the DBD unit. The Senior Director interacts with other state agencies, WEDC staff, and external partners to design strategies to positively impact the economic well-being of diverse businesses statewide.



Session:
**Unlocking Wisconsin's Economic
Ecosystem**



La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Dr. Eugene Mazanet

Director senior de Desarrollo
Empresarial Diversificado |
WEDC

Eugene Manzanet, tras servir durante ocho años en la Reserva del Cuerpo de Marines de los Estados Unidos, ha dedicado su tiempo y energía a servir a la zona de Milwaukee como fuente de información para la educación financiera, la comunidad y el desarrollo económico. Actualmente reside y es propietario de una vivienda en la zona noroeste de Milwaukee, aunque nació en la ciudad de Nueva York y se crió en el corazón del «South Bronx». Actualmente es director sénior de Desarrollo Empresarial Diversificado de la Corporación de Desarrollo Económico de Wisconsin. Es responsable de proporcionar liderazgo estratégico al equipo de Desarrollo Empresarial Diversificado (DBD), que apoya a empresas y comunidades diversas en todo el estado. Sus funciones principales consisten en dirigir al personal del DBD y ser responsable de las operaciones dentro de la unidad DBD. El director sénior interactúa con otras agencias estatales, el personal de la WEDC y socios externos para diseñar estrategias que tengan un impacto positivo en el bienestar económico de diversas empresas en todo el estado.



Sesión:

**Desbloqueando el ecosistema económico
de Wisconsin**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Susan Eick

Relationship Manager | MEDC

Susan “Sue” Eick is a Relationship Manager for MEDC Wisconsin, a financial organization that works in partnership with area banks and other non-profit lenders to provide low interest loans to Milwaukee 7 Region businesses that focus on job retention and creation. In her role at MEDC, she manages a diverse loan portfolio, and works with small- to medium-sized businesses and nonprofits to navigate the lending process, from loan origination through underwriting. Eick has more than 30 years of experience in commercial banking and non-profit leadership and has held board positions with a variety of community-based organizations. Her efforts have been recognized by Tempo International and the U.S. Small Business Administration, who named her a Women in Business Champion for the State of Wisconsin in 2006. Eick is a certified Economic Development Finance Professional.



Session:
**Unlocking Wisconsin's Economic
Ecosystem**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Juan Corpus

Executive Director - WLCC

Juan Corpus is the Executive Director for the Wisconsin Latino Chamber of Commerce, which exists to unlock the potential of Latino entrepreneurs and business owners across the state. As a trusted partner, advocate, and resource hub for small businesses, our mission is to champion the growth and success of Latino and non-Latino businesses across the state by fostering innovation, opportunity, and equitable participation in Wisconsin's economy.

Prior to this role, he served as Vice President of Cultural Engagement & Sustainability for New North Inc., the regional marketing and economic development organization for the 18 counties of Northeast Wisconsin. He has over 20 years of corporate experience in a variety of areas and progressively ascending roles. He co-founded the Latino Professionals Association of Northeast Wisconsin in January 2021, and is a board member of Casa ALBA Melanie, the Neville Public Museum Foundation, and the Greater Green Bay Community Foundation.

He holds a bachelor's degree in public administration from the University of Wisconsin-Green Bay.



Session:

Unlocking Wisconsin's Economic
Ecosystem



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.

EMPOWER. CONNECT. GROW. LEARN

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Juan Corpus

Executive Director - WLCC

Juan Corpus es el director ejecutivo de la Cámara de Comercio Latina de Wisconsin, cuya misión es liberar el potencial de los emprendedores y empresarios latinos en todo el estado. Como socio de confianza, defensor y centro de recursos para las pequeñas empresas, nuestra misión es promover el crecimiento y el éxito de las empresas latinas y no latinas en todo el estado, fomentando la innovación, las oportunidades y la participación equitativa en la economía de Wisconsin.

Antes de ocupar este cargo, fue vicepresidente de Compromiso Cultural y Sostenibilidad de New North Inc., la organización regional de marketing y desarrollo económico de los 18 condados del noreste de Wisconsin. Cuenta con más de 20 años de experiencia corporativa en diversas áreas y en puestos de responsabilidad cada vez mayor. En enero de 2021 cofundó la Asociación de Profesionales Latinos del Noreste de Wisconsin y es miembro de la junta directiva de Casa ALBA Melanie, la Fundación del Museo Público Neville y la Fundación Comunitaria Greater Green Bay.

Es licenciado en Administración Pública por la Universidad de Wisconsin-Green Bay.



Sesión:

Desbloqueando el ecosistema económico
de Wisconsin

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Jeff Musa

Regional President of SEW |
Peoples State Bank

Eugene Manzanet, after serving eight years in the United States Marine Corps Reserve has dedicated his time and energy to serving the Milwaukee area as resource of information for financial education, community, and economic development. As a current resident and homeowner of the near northwest side of Milwaukee, he was born in New York City and raised in the heart of the "South Bronx." He is currently the Senior Director of Diverse Business Development for the Wisconsin Economic Development Corporation. He is responsible for providing strategic leadership to the Diverse Business Development (DBD) team that supports diverse businesses and communities statewide. Primary roles s leading the DBD staff and being responsible for operations within the DBD unit. The Senior Director interacts with other state agencies, WEDC staff, and external partners to design strategies to positively impact the economic well-being of diverse businesses statewide.



Session:
**Unlocking Wisconsin's Economic
Ecosystem**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Erika Villafuerte

CEO | Salud First

Erika Villafuerte is the founder and director of Salud First. She's a consultant and speaker who helps raise awareness of how our emotional state affects our well-being and professional success. Erika also addresses healthcare barriers and social disparities and assists with understanding health insurance and wellness resources to help people feel more informed about their options to live healthier lives



Session:
**Prioritizing Mental Health in the
Workplace**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Erika Villafuerte

CEO | Salud First

Erika Vallafuerte es la fundadora y directora de Salud First. Es consultora y conferenciante y ayuda a concienciar sobre como Nuestro estado emocional afecta a Nuestro bienestar y exito profesional. Erika Tambien aborda las barreras sanitarias y las desigualdades sociales, y ayuda a comprender los segiros medicos y los recursos de bienestar para que las personas se sientan mas informadas sobre sus opciones para llevar una vida mas saludable.



Sesión:

Priorizar la salud mental en el lugar de trabajo

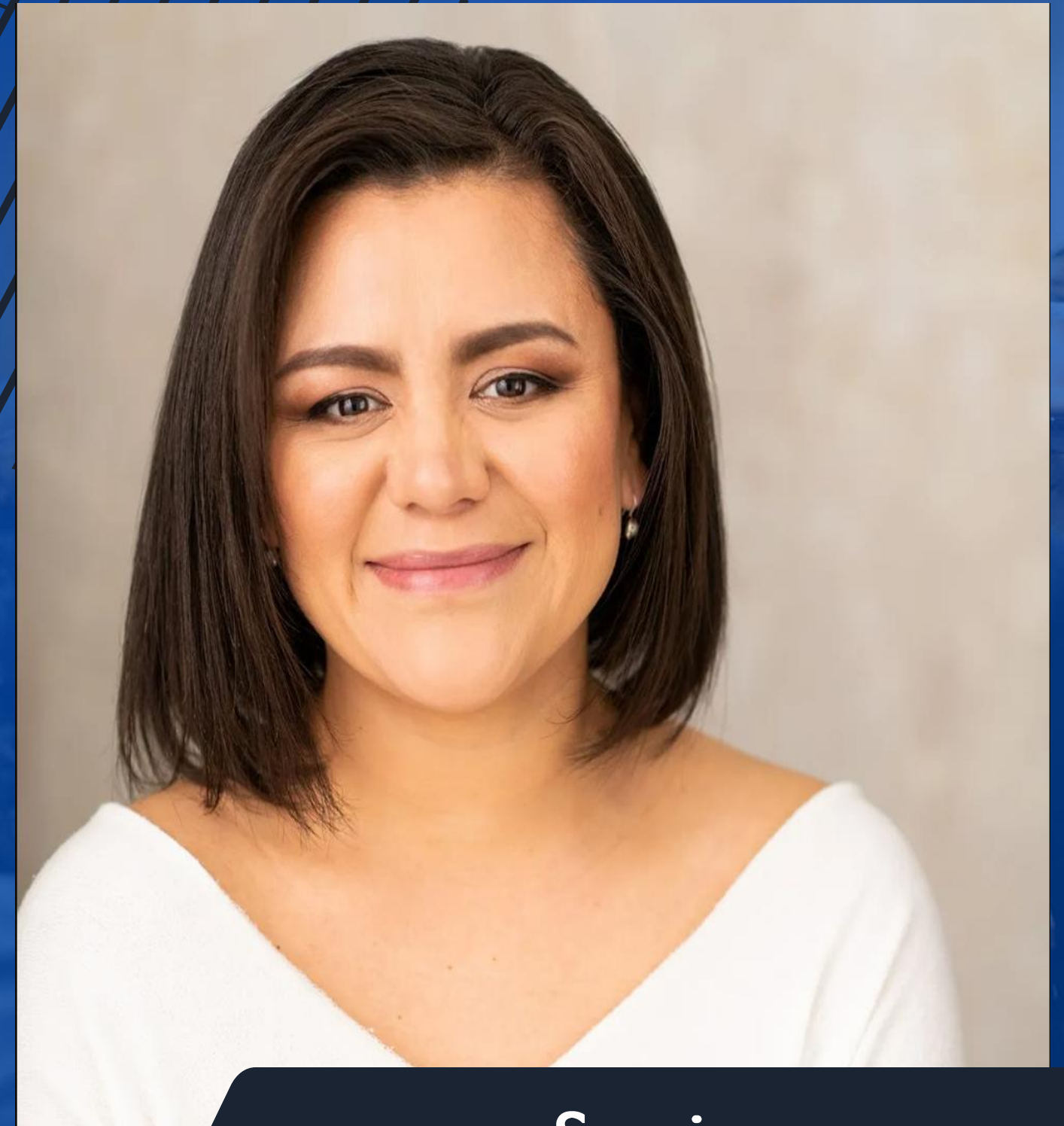
Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Cynthia Franzolin

CEO | Therayology

Cynthia Franzolin is a Bilingual Psychotherapist in Milwaukee with over Ten Years of Experience providing adult mental health services. At her clinic, Therayology, she specializes in anxiety disorders, trauma, and relationship concerns. She currently leads a team of eight therapists and offers training and supervision to new clinicians. Her approach to therapy is direct, open-minded, and culturally competent. Her team is trained in different modalities and techniques of therapy to better serve their clients.



Session:

**Prioritizing Mental Health in the
Workplace**

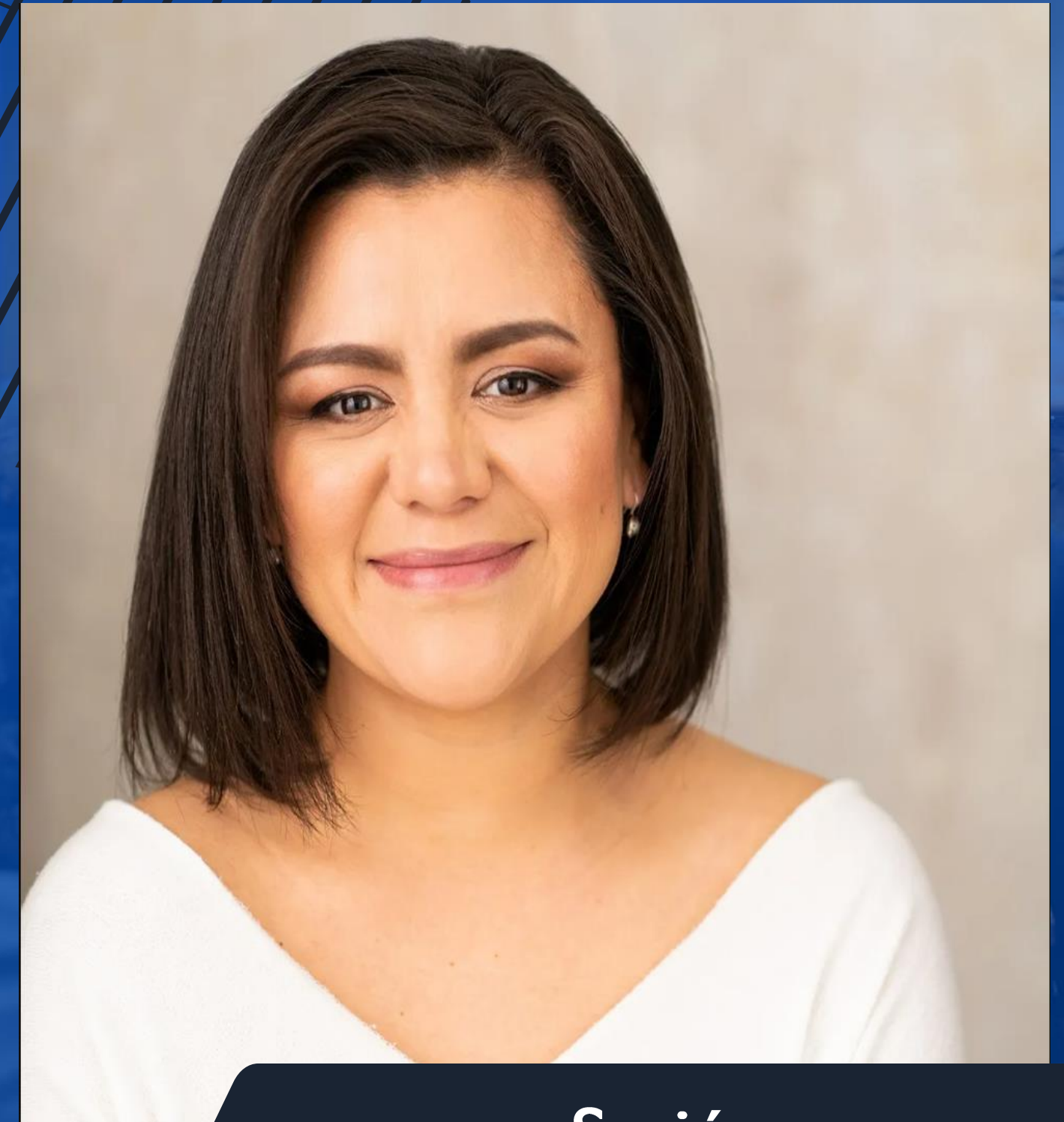
La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Cynthia Franzolin

CEO | Therayology

Cynthia Franzolin es una psicoterapeuta bilingue de Milwaukee con mas de diez anos de experiencia en la presentacion de servicios de salud mental para adultos. En su clinica, Therayology, se especializa en trastornos de ansiedad, traumas y problemas de pareja. Actualmente dirige un equipo de ocho terapeutas y ofrece formacion y supervision a nuevos clinicos. Su enfoque de la terapia es directo, Abierto y culturalmente competente. Su equipo esta formado en diferentes modalidades y tecnicas terapeuticas para atender mayor a sus clientes.



Sesión:

Priorizar la salud mental en el lugar de trabajo

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Aaliyah Alchaar

CEO | Core Connect Empowerment LLC

Elham (Aaliyah) Alchaar is an HR Consultant and founder of Core Connect Strategies. With 14+ years of experience working with industrial and high-volume employers, she puts ethical commitments into everyday practice. She is an advocate for health and wellness who believes in personalizing systems to lift the burden of fighting for foundational human needs. She creates simple, visible systems that protect dignity, stabilize families, and strengthen local hiring while improving retention, conflict resolution, engagement, and training participation. Aaliyah believes in being hands-on with building bridges that connect communities and resources for overall development.



Session:
**Prioritizing Mental Health in the
Workplace**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Erika Villafuerte

CEO | Salud First

Erika Villafuerte is the founder and director of Salud First. She's a consultant and speaker who helps raise awareness of how our emotional state affects our well-being and professional success. Erika also addresses healthcare barriers and social disparities and assists with understanding health insurance and wellness resources to help people feel more informed about their options to live healthier lives



Session:
**Wellness at Work: Building a Culture of
Health**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Erika Villafuerte

CEO | Salud First

Erika Villafuerte es la fundadora y directora de Salud First. Es consultora y conferenciante y ayuda a concienciar sobre como Nuestro estado emocional afecta a Nuestro bienestar y exito profesional. Erika Tambien aborda las barreras sanitarias y las desigualdades sociales, y ayuda a comprender los seguros medicos y los recursos de bienestar para que las personas se sientan mas informadas sobre sus opciones para llevar una vida mas saludable.



Sesión:

Bienestar en el Trabajo: Creando una Cultura de Salud.

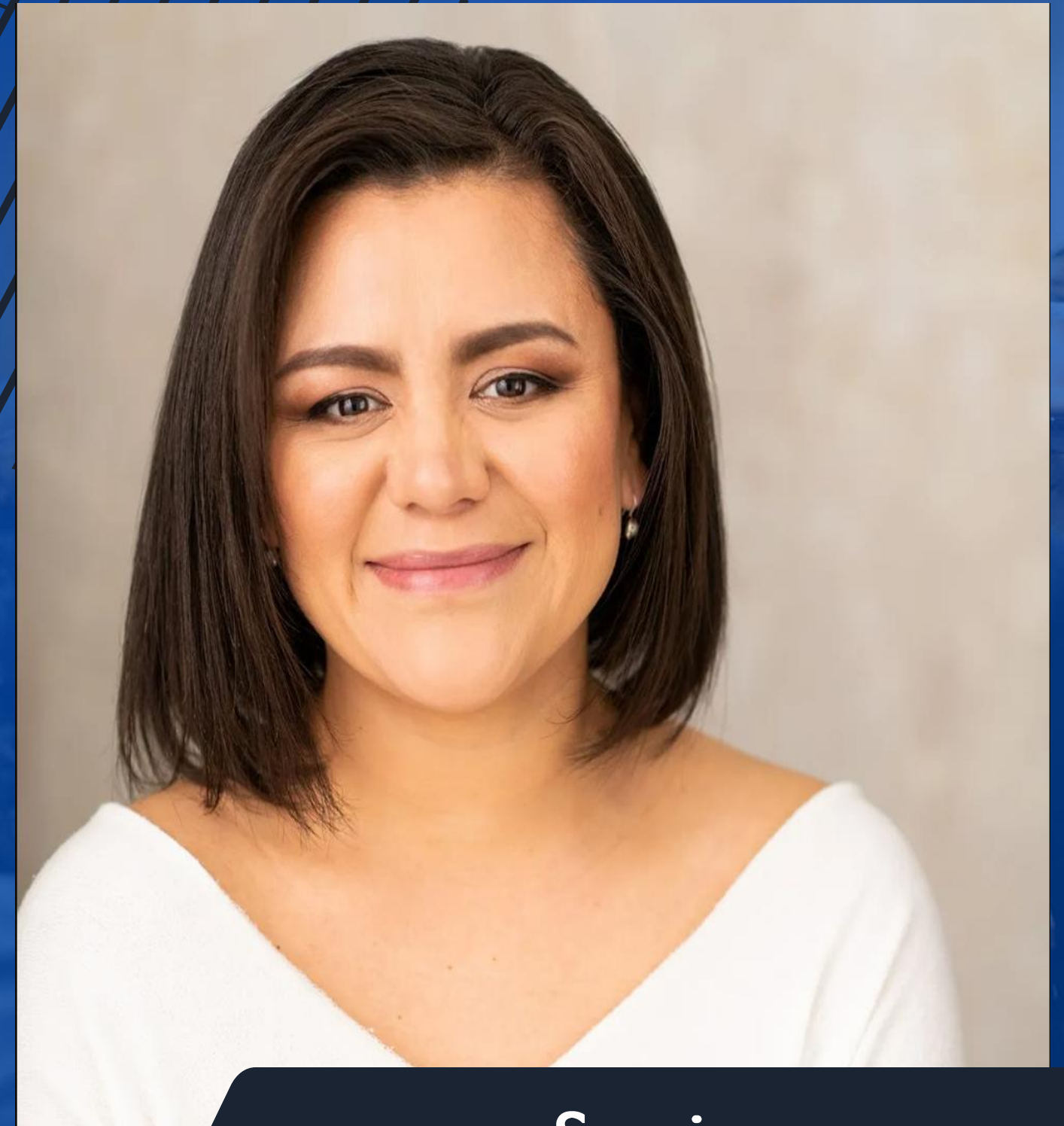
Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Cynthia Franzolin

CEO | Therayology

Cynthia Franzolin is a Bilingual Psychotherapist in Milwaukee with over Ten Years of Experience providing adult mental health services. At her clinic, Therayology, she specializes in anxiety disorders, trauma, and relationship concerns. She currently leads a team of eight therapists and offers training and supervision to new clinicians. Her approach to therapy is direct, open-minded, and culturally competent. Her team is trained in different modalities and techniques of therapy to better serve their clients.



Session:

**Wellness at Work: Building a Culture of
Health**

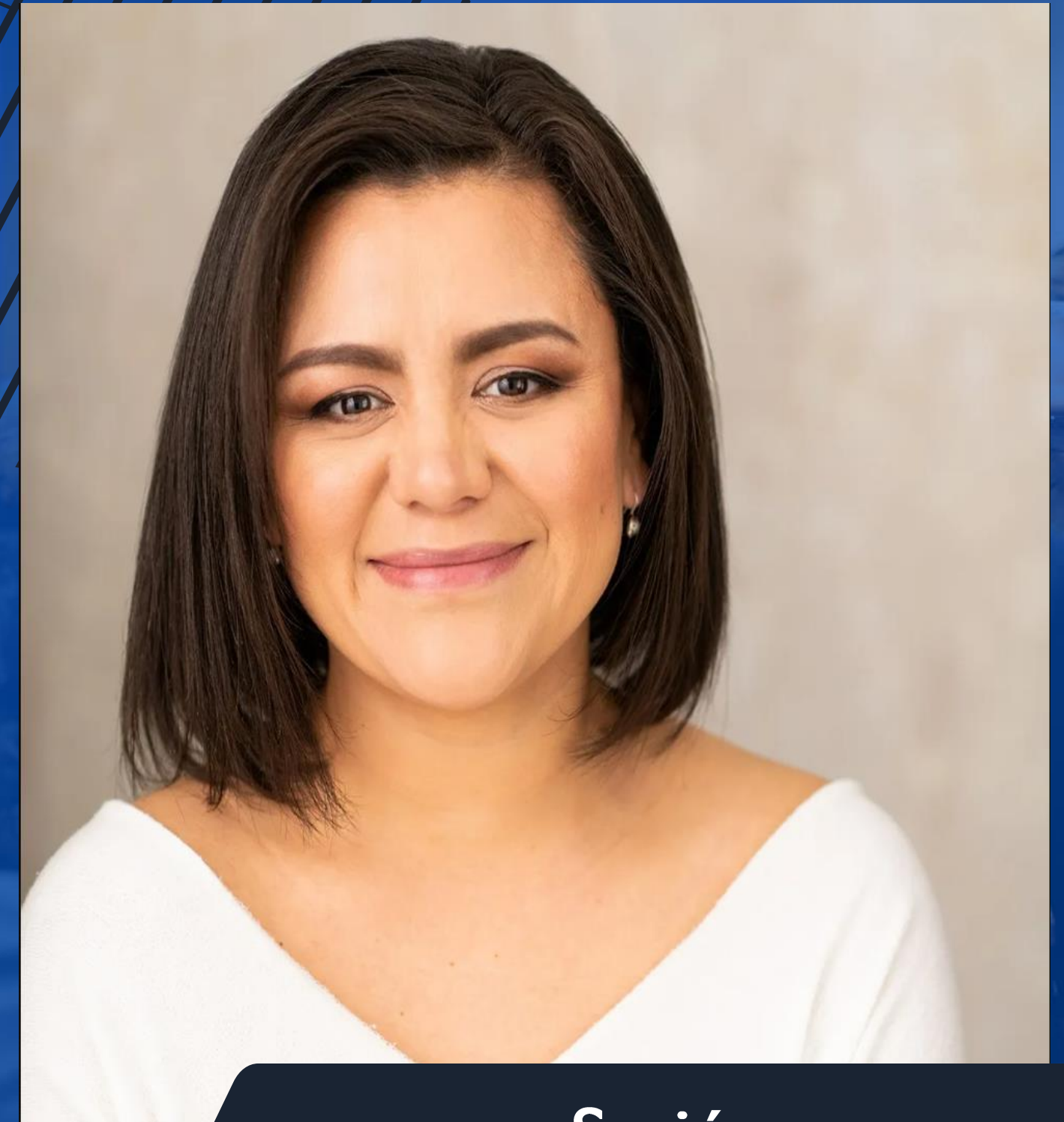
La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Cynthia Franzolin

CEO | Therayology

Cynthia Franzolin es una psicoterapeuta bilingue de Milwaukee con mas de diez anos de experiencia en la presentacion de servicios de salud mental para adultos. En su clinica, Therayology, se especializa en trastornos de ansiedad, traumas y problemas de pareja. Actualmente dirige un equipo de ocho terapeutas y ofrece formacion y supervision a nuevos clinicos. Su enfoque de la terapia es directo, Abierto y culturalmente competente. Su equipo esta formado en diferentes modalidades y tecnicas terapeuticas para atender mayor a sus clientes.



Sesión:

Bienestar en el Trabajo: Creando una Cultura de Salud.

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Elizabeth Perdomo

CEO | Beacon of Hope Support Services LLC

Elizabeth Perdomo is the passionate founder of **Beacon of Hope Support Services**, a community-driven organization dedicated to supporting survivors of domestic violence through trauma-informed and faith-rooted care. A survivor herself, Elizabeth brings deep empathy, resilience, and spiritual strength to her mission of helping others heal, grow, and rebuild their lives. She holds a Bachelor's in Human Services and certifications in Domestic Violence, Trauma-Informed Supervision, and Business Coaching. As the founder of **Esencia Latina** and a proud member of the Latino Chamber of Commerce, Elizabeth continues to uplift her community with culturally responsive support and unwavering compassion.



Session:
**Wellness at Work: Building a Culture of
Health**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Elizabeth Perdomo

CEO | Beacon of Hope Support Services LLC

Elizabeth Perdomo es la apasionada fundadora de **Beacon of Hope Support Services**, una organizacion impulsada por la comunidad dedicada a apoyar a las sobrevivientes de violencia domestica a traves de una atencion basada en el trauma y arraigada en la fe. Como sobreviviente ella misma, Elizabeth aporta una profunda empatia, resiliencia y fuerza espiritual a su mission de ayudar a otros a sanar, crecer y reconstruir sus vidas. Es licenciada en Servicios Humanos y cuenta con certificaciones en Violencia Domestica, Supervision Informada sobre el Trauma y Coaching Empresarial. Como fundadora de **Esencia Latina** y orgullosa miembro de la Camara de Comercio Latina, Elizabeth sigue elevando a su comunidad con un apoyo culturalmente sensible y una compassion inquebrantable.



Sesión:

Bienestar en el Trabajo: Creando una Cultura de Salud.

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Amber Miller

Sr. Assoc. State Director, Outreach |
AARP

In her current position as the Sr. Associate State Director of Community Outreach at AARP Wisconsin, Miss Miller plays a pivotal role in advancing the AARP Livable Communities initiative, focusing on creating age-friendly environments and promoting vibrant, inclusive communities for individuals aged 50 and older. As the primary point of contact and advocate for the 50+ public, she serves as the frontline voice of AARP in Wisconsin, working tirelessly to strengthen partnerships and foster community development across the state.

A recognized leader, Miss Miller was honored as one of the "40 Under 40" winners by the Milwaukee Business Journal in 2019, a testament to her outstanding contributions to the community. Since 2020, she has served as a Commissioner for the Milwaukee County Department of Health and Human Services (DHHS) Division on Aging, where she provides strategic guidance on initiatives impacting older adults. Additionally, Miss Miller is a dedicated Board Member for the Dominican Center, where she supports its mission to empower individuals and strengthen communities. She holds a BA from Alverno College and an MBA from Upper Iowa University.



Session:

**Wellness at Work: Building a Culture of
Health**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Amber Miller

Sr. Assoc. State Director, Outreach |
AARP

En su cargo actual como directora Estatal adjunta senior de divulgacion comunitaria en AARP Wisconsin, la Srta. Miller desempeña un papel fundamental en el avance de la iniciativa Comunidades Habitables de AARP, centrandose en la creacion de entornos adaptados a las personas mayores y en la promocion de comunidades dinamicas e inclusivas para las personas de 50 años o mas. Como principal punto de contacto y defensora de publico mayor de 50 años, es la voz de primera linea de AARP en Wisconsin y trabaja incansablemente para fortalecer las alianzas y fomentar el Desarrollo comunitario en todo el estado.

Como lider reconocida, la Srta. Miller fue galardonada como una de las ganadoras del premio «40 Under 40» por el Milwaukee Business Journal en 2019, lo que da testimonio de sus destacadas contribuciones a la comunidad. Desde 2020, se desempeña como comisionada de la Division de Envejecimiento del Departamento de Salud y Servicios Humanos (DHHS) del Condado de Milwaukee, donde Brinda orientacion estrategica sobre iniciativas que afectan a los adultos mayores. Ademias, la Srta. Miller es miembro dedicado de la junta directiva del Dominican Center, donde apoya su mision de empoderar a las personas y fortalecer las comunidades. Tiene una licenciatura de Alverno College y un MBA de Upper Iowa University.



Session:

**Bienestar en el Trabajo: Creando una
Cultura de Salud.**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Cari Badger

Co-Founder | J C On-Site Testing LLC

Cari Badger is the founder of J C On-Site Testing LLC, a mobile drug, alcohol, and DNA testing company with a deeply rooted mission: to not only meet compliance needs but to help break cycles of addiction and prevent substance abuse across generations. With a background in HR, safety management, and military service, Cari brings precision, compassion, and resilience to every aspect of her work.

Cari's vision for the future is bold—she aims to establish fully staffed mobile units in regions throughout every state in the U.S., equipped not only with certified collectors but also substance abuse professionals, nurses, doctors, pastors, and mentors. Her goal is to provide accessible support at every level—from employer compliance to faith-based care—creating meaningful interventions before addiction takes hold. Recognized for her leadership, Cari was named *Woman of the Month* by POWER in 2018 and was honored as a *2025 Notable Entrepreneur* by BizTimes. She's been a featured speaker at Pastor & Christian Worker Appreciation Day in 2024 and was a finalist speaker at the 2025 Business & Leadership Conference in Illinois. Through her business and advocacy, she represents a rare blend of operational excellence and heart-led purpose, offering practical solutions that tap into overlooked potential within the workforce.

Cari believes that no one is too far gone to be reached, and no community is too small to be served. Her work is a testimony of healing, second chances, and hope for a drug-free future.



Session:

**Tapping Untapped Talent: Alternative
Workforce Solutions**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Cari Badger

Co-Founder | J C On-Site Testing LLC

Cari Badger es la fundadora de J C On-Site Testing LLC, una empresa móvil dedicada a la realización de pruebas de drogas, alcohol y ADN con una misión profundamente arraigada: no solo cumplir con los requisitos normativos, sino también ayudar a romper los ciclos de adicción y prevenir el abuso de sustancias entre generaciones. Con experiencia en recursos humanos, gestión de la seguridad y servicio militar, Cari aporta precisión, compasión y resiliencia a todos los aspectos de su trabajo. La visión de futuro de Cari es audaz: su objetivo es establecer unidades móviles con personal completo en todas las regiones de todos los estados de EE. UU., equipadas no solo con recolectores certificados, sino también con profesionales en abuso de sustancias, enfermeras, médicos, pastores y mentores. Su objetivo es proporcionar apoyo accesible a todos los niveles, desde el cumplimiento normativo de los empleadores hasta la atención basada en la fe, creando intervenciones significativas antes de que la adicción se afiance. Reconocida por su liderazgo, Cari fue nombrada Mujer del Mes por POWER en 2018 y fue honrada como Emprendedora Notable de 2025 por BizTimes. Ha sido ponente destacada en el Día de Agradecimiento al Pastor y al Trabajador Cristiano en 2024 y fue ponente finalista en la Conferencia de Negocios y Liderazgo de 2025 en Illinois. A través de su negocio y su labor de defensa, representa una rara combinación de excelencia operativa y propósito impulsado por el corazón, ofreciendo soluciones prácticas que aprovechan el potencial ignorado dentro de la fuerza laboral. Cari cree que nadie está demasiado lejos para ser alcanzado y que ninguna comunidad es demasiado pequeña para ser atendida. Su trabajo es un testimonio de sanación, segundas oportunidades y esperanza para un futuro libre de drogas.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Session:

Tapping Untapped Talent: Alternative
Workforce Solutions

EMPOWER. CONNECT. GROW. LEARN

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Yusuf A. Buckley Sr.

Program Coordinator | Racine County Jail

Rev. Yusuf Buckley is a dedicated community leader, ordained minister, and Program Coordinator at the Racine County Jail. With over 15 years of experience in reentry services, program development, and faith-based outreach, he has spearheaded initiatives addressing education, workforce readiness, and personal transformation for justice-involved individuals. A passionate advocate for restorative justice, Rev. Buckley combines his background in business management with a heart for ministry, inspiring others to embrace second chances and pursue purpose-driven lives.



Session:

Tapping Untapped Talent: Alternative
Workforce Solutions

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Mrs. Tina Buckley

Tina Buckley is a compassionate advocate for families and vulnerable populations, with extensive experience in housing services, case management, and crisis intervention. As a Certified Housing Specialist, she has worked to ensure safe, stable housing for individuals in need while guiding them toward self-sufficiency. Known for her strong organizational skills, deep empathy, and commitment to community engagement, Tina brings a unique blend of professional expertise and heartfelt service to every project she undertakes.



Session:

**Tapping Untapped Talent: Alternative
Workforce Solutions**

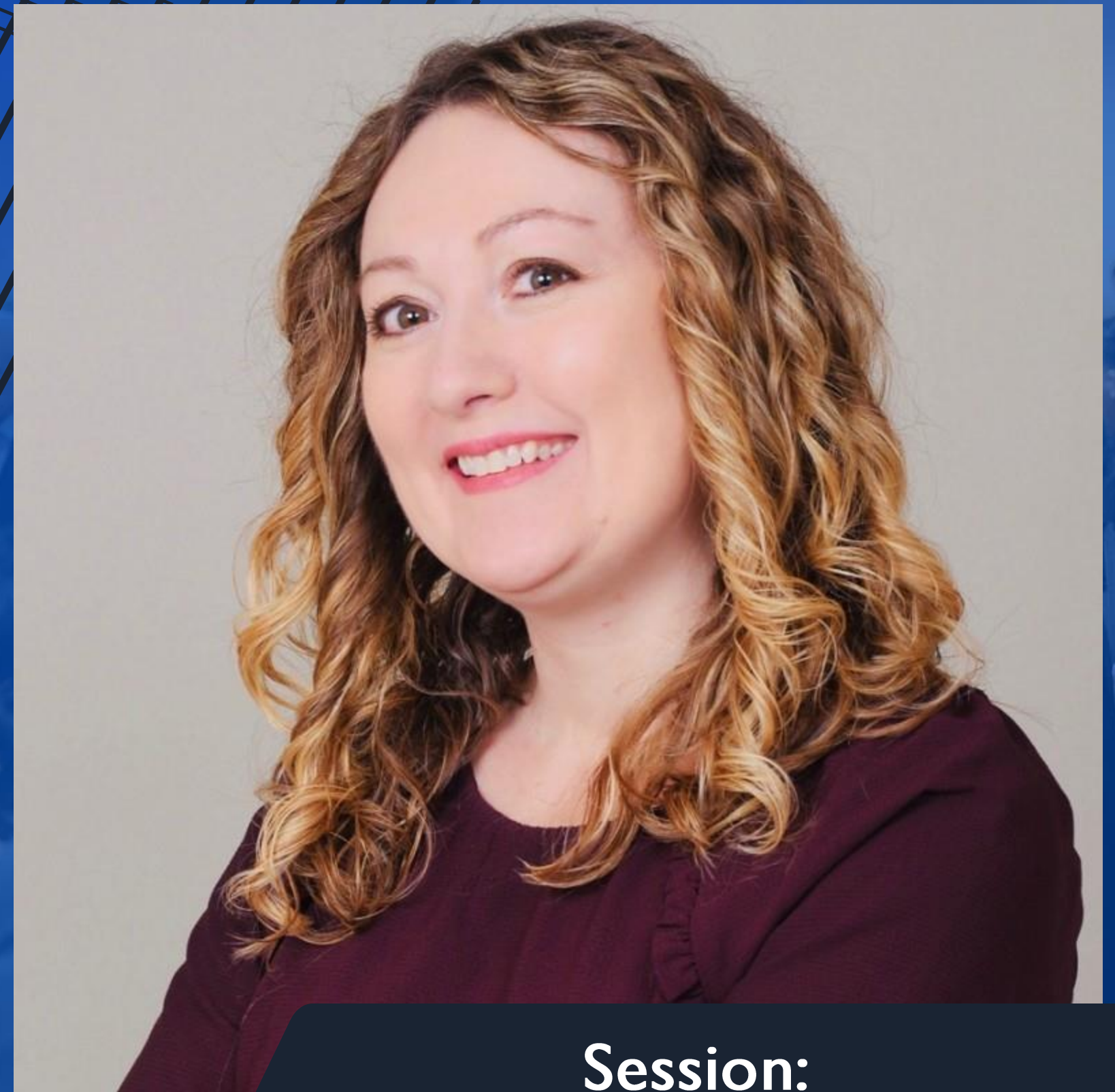
Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Julie Cayo

President and CEO | Employ Milwaukee

Julie Cayo is the President and CEO for Employ Milwaukee, Inc., the largest workforce development board in Wisconsin, serving Milwaukee County. Julie has over 25 years of experience in urban planning, economic development, and workforce development. Julie's areas of expertise include data-driven program design, project management, and developing neighborhood-based initiatives. Julie has a Bachelor's degree in Urban Studies from the University of Wisconsin-Green Bay and a Master's degree in Urban Planning from the University of Wisconsin-Milwaukee School of Architecture and Urban Planning (SARUP).



Session:

**Tapping Untapped Talent: Alternative
Workforce Solutions**



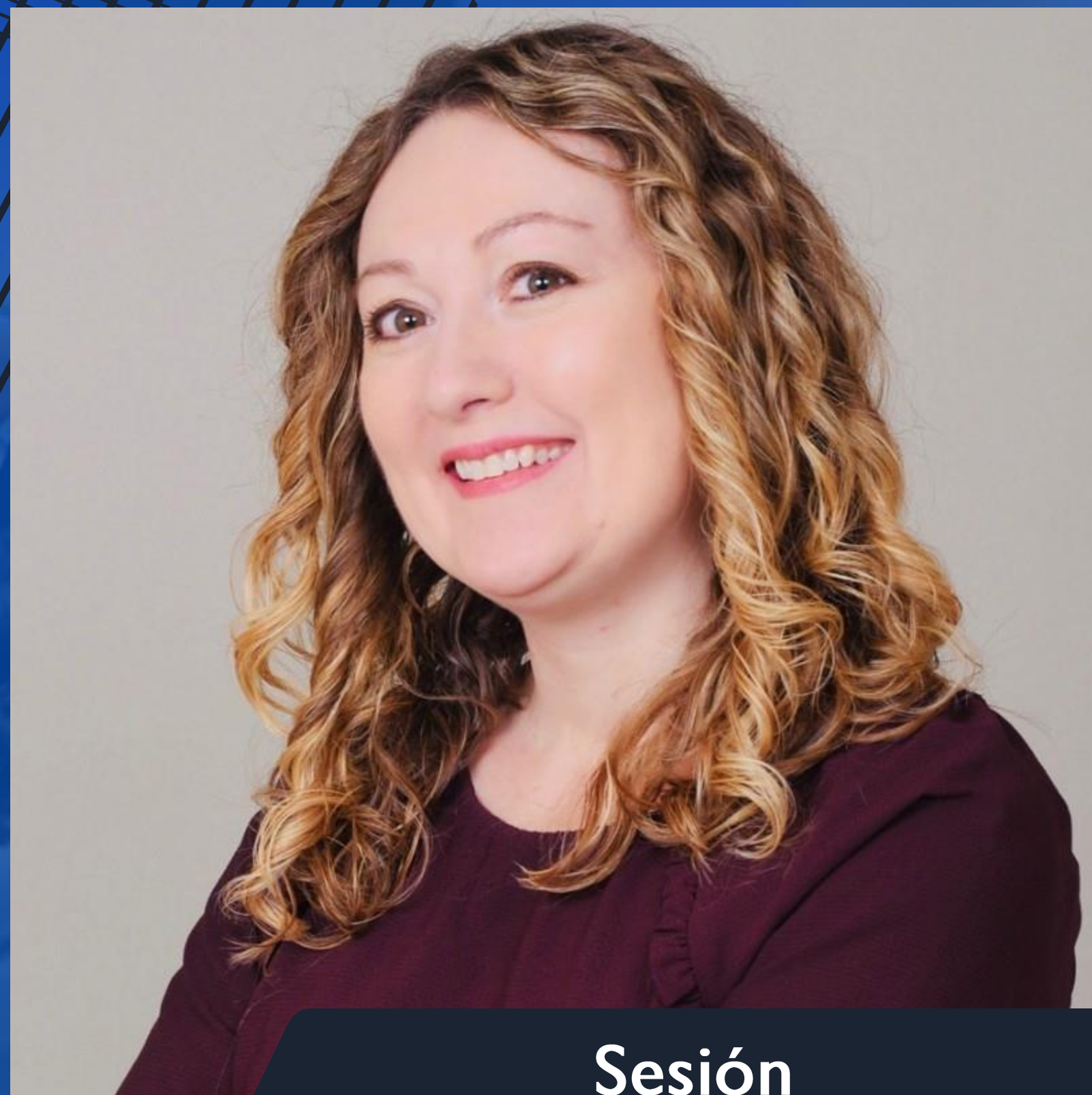
La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Julie Cayo

Presidente y CEO| Employ Milwaukee

Julie Cayo es la presidenta y directora ejecutiva de Employ Milwaukee, Inc., la mayor junta de desarrollo de la fuerza laboral de Wisconsin, que presta servicios al condado de Milwaukee. Julie cuenta con más de 25 años de experiencia en planificación urbana, desarrollo económico y desarrollo de la fuerza laboral. Sus áreas de especialización incluyen el diseño de programas basados en datos, la gestión de proyectos y el desarrollo de iniciativas basadas en los barrios. Julie es licenciada en Estudios Urbanos por la Universidad de Wisconsin-Green Bay y tiene un máster en Planificación Urbana por la Facultad de Arquitectura y Planificación Urbana (SARUP) de la Universidad de Wisconsin-Milwaukee.



Sesión

Aprovechar el talento: soluciones alternativas
para la fuerza laboral

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Matthew Hughes

Commercial Lender | Peoples State Bank

Matt has spent the past 9 years assisting business owners with lending and banking needs, currently he is a commercial banker for Peoples State Bank. Peoples State Bank was founded in Wausau, WI in the 1960's by business owners to help other business owners, with less bureaucracy, better credit policy and rates, growing to over \$1.5 billion in assets. Prior to banking, Matt spent 16 years in commercial real estate, development, and franchise sales. Personally, he resides in Muskego with his wife, children, two dogs and one cat.



Session:

**Mastering Pricing in an Inflationary
Economy**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Matthew Hughes

Commercial Lender | Peoples State Bank

Matt has spent the past 9 years assisting business owners with lending and banking needs, currently he is a commercial banker for Peoples State Bank. Peoples State Bank was founded in Wausau, WI in the 1960's by business owners to help other business owners, with less bureaucracy, better credit policy and rates, growing to over \$1.5 billion in assets. Prior to banking, Matt spent 16 years in commercial real estate, development, and franchise sales. Personally, he resides in Muskego with his wife, children, two dogs and one cat.



Session:

**Funding Your Future: Business Financing
Options**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Krystle Rogers

Co-owner | Best Ed Business

Krystle Rogers, ACC, M.Ed is a dual entrepreneur, a leadership coach, and a co-owner of Best Ed Business, a million-dollar enterprise specializing in strategic sourcing and commercial solutions. With experience scaling businesses in shifting markets, she brings practical insight into pricing strategies that balance competitiveness and profitability. Through her consulting and coaching practice, she helps entrepreneurs and leaders navigate economic uncertainty, pivot effectively, and build capacity to sustain growth. At the Unsummit, Krystle will share effective strategies to help businesses reframe their approach to pricing in today's inflationary economy, ensuring they remain resilient and positioned to win.



Session:
Mastering Pricing in an Inflationary Economy

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Krystle Rogers

Co-owner | Best Ed Business

Krystle Rogers, ACC, M.Ed, es una doble emprendedora, coach de liderazgo y copropietaria de Best Ed Business, una empresa millonaria especializada en abastecimiento estratégico y soluciones comerciales. Con experiencia en la expansión de negocios en mercados cambiantes, aporta una visión práctica sobre estrategias de precios que equilibran la competitividad y la rentabilidad. A través de su práctica de consultoría y coaching, ayuda a emprendedores y líderes a navegar por la incertidumbre económica, pivotar de manera efectiva y desarrollar la capacidad para sostener el crecimiento. En la Unsummit, Krystle compartirá estrategias eficaces para ayudar a las empresas a replantearse su enfoque de los precios en la economía inflacionista actual, garantizando que sigan siendo resilientes y estén en condiciones de triunfar.



Sesión:

Dominar la fijación de precios en una economía inflacionaria

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Amanda Roman

CEO | Domina Consulting Inc

Amanda Roman is the CEO of Domina Consulting Inc., an MBE/WBE-certified firm she founded in 2021 to drive business growth and strengthen community inclusion. With over eight years of banking experience and corporate consulting expertise at Paychex Inc., Amanda has built a career helping small businesses access critical resources and opportunities. She has played a key role in multi-million-dollar construction projects across Southeast Wisconsin, focusing on contractor and workforce inclusion, and is recognized for bridging the gap between businesses, non-profits, government, and community members. A proud Racine native, Amanda continues to champion community impact through her leadership, board service, and dedication to building more inclusive pathways for business and workforce success.



Session:
Mastering Pricing in an Inflationary Economy

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Amanda Roman

CEO | Domina Consulting Inc

Amanda Roman es la directora ejecutiva de Domina Consulting Inc., una empresa con certificación MBE/WBE que fundó en 2021 para impulsar el crecimiento empresarial y fortalecer la inclusión comunitaria. Con más de ocho años de experiencia en banca y consultoría corporativa en Paychex Inc., Amanda ha desarrollado su carrera ayudando a las pequeñas empresas a acceder a recursos y oportunidades fundamentales. Ha desempeñado un papel clave en proyectos de construcción multimillonarios en todo el sureste de Wisconsin, centrándose en la inclusión de contratistas y mano de obra, y es reconocida por tender puentes entre empresas, organizaciones sin ánimo de lucro, gobiernos y miembros de la comunidad. Orgullosa de ser originaria de Racine, Amanda sigue defendiendo el impacto en la comunidad a través de su liderazgo, su servicio en juntas directivas y su dedicación a la creación de vías más inclusivas para el éxito empresarial y laboral.



Sesión:

Dominar la fijación de precios en una economía inflacionaria

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Eric Vallee

Commercial Lender | Silver Fox MKE

Eric Vallee is owner of Silver Fox MKE, a consulting firm specializing in Search Engine Optimization, Website Management and Hosting. He has more than 16 years of experience working in digital marketing and has managed SEO for numerous companies from small start-ups to large, established corporations. Eric uses AI on a regular basis to help improve his marketing and communication as well as streamline processes for his clients.



Session:

**AI & Team Productivity: Boosting
Business Efficiency**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Eric Vallee

Entidad Crediticia Comercial| Silver Fox MKE

Eric Vallee es propietario de Silver Fox MKE, una empresa consultora especializada en optimización de motores de búsqueda, gestión de sitios web y alojamiento web. Cuenta con más de 16 años de experiencia en marketing digital y ha gestionado el SEO de numerosas empresas, desde pequeñas start-ups hasta grandes corporaciones consolidadas. Eric utiliza la inteligencia artificial de forma habitual para mejorar su marketing y comunicación, así como para optimizar los procesos de sus clientes.



Sesión :

**IA y productividad del equipo:
impulsando la eficiencia empresarial**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Raul Arredondo

SCORE Mentor | SCORE SEW

As a customer-obsessed global Strategy & Marketing leader, I have a proven track record of accelerating growth and fostering innovation within Fortune 500 companies over two decades. My expertise spans the Automotive, Battery, and Manufacturing sectors, with additional experience in Renewables, Industrial Automation, Digital Transformation, and SaaS. I am fluent in six languages, enabling effective communication across diverse international markets.

My functional strengths include comprehensive strategy development, expert execution of global Go-To-Market plans, and dynamic marketing leadership. I have successfully managed product lines exceeding \$1.47 billion in revenue and driven annual revenue growth of over \$0.41 billion. I am adept at leading cross-functional teams, having managed up to 15 professionals across multiple regions.

My experience includes defining, developing, and marketing holistic solutions encompassing hardware, software, and services, consistently delivering significant customer value. I possess extensive international work experience, including living in Italy and France, with significant engagement in China, India, Brazil, Mexico, Argentina, and across Europe.

I am passionate about leveraging continuous improvement, artificial intelligence, and diversity to achieve strategic objectives.



Session:

**AI & Team Productivity: Boosting
Business Efficiency**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Raul Arredondo

Mentor de SCORE | SCORE SEW

Como líder global en estrategia y marketing obsesionado con el cliente, cuento con una trayectoria probada de más de dos décadas acelerando el crecimiento y fomentando la innovación en empresas de la lista Fortune 500. Mi experiencia abarca los sectores de la automoción, las baterías y la fabricación, con experiencia adicional en energías renovables, automatización industrial, transformación digital y SaaS. Hablo seis idiomas con fluidez, lo que me permite comunicarme de forma eficaz en diversos mercados internacionales.

Mis puntos fuertes funcionales incluyen el desarrollo de estrategias integrales, la ejecución experta de planes globales de comercialización y el liderazgo dinámico en marketing. He gestionado con éxito líneas de productos que superan los 1470 millones de dólares en ingresos y he impulsado un crecimiento anual de los ingresos de más de 410 millones de dólares. Soy experto en dirigir equipos multifuncionales, habiendo gestionado hasta 15 profesionales en múltiples regiones.

Mi experiencia incluye la definición, el desarrollo y la comercialización de soluciones holísticas que abarcan hardware, software y servicios, proporcionando constantemente un valor significativo al cliente. Poseo una amplia experiencia laboral internacional, incluyendo estancias en Italia y Francia, con una importante participación en China, India, Brasil, México, Argentina y toda Europa.

Me apasiona aprovechar la mejora continua, la inteligencia artificial y la diversidad para alcanzar objetivos estratégicos.



Sesión :

**IA y productividad del equipo:
impulsando la eficiencia empresarial**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Tru Mwololo

Manager - Small Business Program

WI Procurement Institute

WPI Assists businesses in creating, developing and growing their sales, revenue and jobs through Federal, State and Local Government contracts. WPI offers: Individual Counseling at our offices, at client's facilities or via telephone/GoToMeeting; Small Group Training through workshops and webinars; Conferences to include one-on-one or roundtable sessions. Last year WPI provided training at over 100 events and provided service to over 1,200 companies.



Session:

**Cracking the Code: Accessing Supplier
Opportunity Programs**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Tru Mwololo

Manager - Programa para pequeñas empresas

WI Procurement Institute

WPI ayuda a las empresas a crear, desarrollar y aumentar sus ventas, ingresos y puestos de trabajo a través de contratos con el gobierno federal, estatal y local. WPI ofrece: asesoramiento individual en nuestras oficinas, en las instalaciones del cliente o por teléfono/GoToMeeting; formación en grupos reducidos a través de talleres y seminarios web; conferencias que incluyen sesiones individuales o mesas redondas. El año pasado, WPI impartió formación en más de 100 eventos y prestó servicios a más de 1200 empresas.



Sesión :

**Acceso a los programas de oportunidades
para proveedores**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Alex S. Ysquierdo, MSc

Director Department of Administration –
Supplier Diversity Program

Alex S. Ysquierdo, MSc, is the Director of the Wisconsin Supplier Diversity Program, leading statewide efforts to expand economic opportunities for diverse businesses. With over 25 years of experience in community development, outreach, and banking, he has dedicated his career to fostering business growth and strengthening business communities across Wisconsin.

Before joining the Wisconsin Department of Administration, Alex worked in the financial industry, mentoring teams, building client relationships, and helping businesses navigate complex challenges. In his current role, he focuses on increasing access to state contracting opportunities for minority-, women-, and disabled veteran-owned businesses.

He serves on the boards of Downtown Madison Inc., Goodwill of South-Central Wisconsin, the Wisconsin Latino Chamber of Commerce, and the Wisconsin Early Childhood Association. A proud Wisconsinite, Alex holds a Master of Science in Organizational Leadership & Change from Edgewood College. His leadership is driven by a commitment to economic mobility, stronger local economies, and thriving business networks statewide.



Session:

**Cracking the Code: Accessing Supplier
Opportunity Programs**

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Alex S. Ysquierdo, MSc

Director Department of Administration –
Supplier Diversity Program

Alex S. Ysquierdo, MSc, es el director del Programa de Diversidad de Proveedores de Wisconsin, que lidera los esfuerzos estatales para ampliar las oportunidades económicas de las empresas diversas. Con más de 25 años de experiencia en desarrollo comunitario, divulgación y banca, ha dedicado su carrera a fomentar el crecimiento empresarial y fortalecer las comunidades empresariales en todo Wisconsin.

Antes de incorporarse al Departamento de Administración de Wisconsin, Alex trabajó en el sector financiero, asesorando a equipos, estableciendo relaciones con clientes y ayudando a las empresas a superar retos complejos. En su cargo actual, se centra en aumentar el acceso a las oportunidades de contratación estatal para las empresas propiedad de minorías, mujeres y veteranos discapacitados. Es miembro de las juntas directivas de Downtown Madison Inc., Goodwill of South-Central Wisconsin, la Cámara de Comercio Latina de Wisconsin y la Asociación de la Primera Infancia de Wisconsin. Orgulloso de ser de Wisconsin, Alex tiene un máster en Liderazgo Organizacional y Cambio por el Edgewood College. Su liderazgo está impulsado por su compromiso con la movilidad económica, el fortalecimiento de las economías locales y la prosperidad de las redes empresariales en todo el estado.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Sesión :
Acceso a los programas de oportunidades
para proveedores

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Shane Mahaffy

Lead Business Opportunity Specialist |
SBA

Shane Mahaffy is the Lead Business Opportunity Specialist (LBOS) for the U.S. Small Business Administration (SBA) Wisconsin District Office, with locations in Madison and Milwaukee. As the LBOS, he is responsible for the day-to-day management of SBA government contracting and business development programs throughout the state.

Mr. Mahaffy joined the SBA in July 2015 and has a federal government contracting background. Prior to coming to the SBA, he worked for the U.S. Department of Veteran Affairs as Warranted Level III Contracting Officer and as a Contract Administrator for the Defense Contract Management Agency. He also served in the U.S. Navy. Mr. Mahaffy graduated from the Milwaukee School of Engineering, with a Degree in Business Management.



Session:

**Cracking the Code: Accessing Supplier
Inclusion Opportunities**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Tammie Clendenning

Lead Economic Development Specialist |
SBA

Tammie Clendenning is the Lead Economic Development Specialist for the Wisconsin District of the U.S. Small Business Administration. Tammie is responsible for providing training on BA's programs and services including capital access, procurement and business advising. She enjoys talking to entrepreneurs about the many resources available to them at exhibits and networking events. She is the district office technical representative for the Women's Business Centers in the state. Prior to joining BA, she held business development and leadership positions in commercial finance. She earned a Bachelor's degree in Business Management and is a small business owner.



Session:

**Funding Your Future: Business Financing
Options**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Susan Eick

Relationship Manager | MEDC

Susan “Sue” Eick is a Relationship Manager for MEDC Wisconsin, a financial organization that works in partnership with area banks and other non-profit lenders to provide low interest loans to Milwaukee 7 Region businesses that focus on job retention and creation. In her role at MEDC, she manages a diverse loan portfolio, and works with small- to medium-sized businesses and nonprofits to navigate the lending process, from loan origination through underwriting. Eick has more than 30 years of experience in commercial banking and non-profit leadership and has held board positions with a variety of community-based organizations. Her efforts have been recognized by Tempo International and the U.S. Small Business Administration, who named her a Women in Business Champion for the State of Wisconsin in 2006. Eick is a certified Economic Development Finance Professional.



Session:

**Funding Your Future: Business Financing
Options**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Kermiath McClendon

Relationship Manager | Greater Milwaukee Foundation

With a vision to help his community achieve economic prosperity, Kermiath McClendon strives to advocate for communities. As the Impact Investment Manager, he joins the Greater Milwaukee Foundation's strategy to reimagine Philanthropy by executing priority-related social, environmental, and economic investments. Kermiath first GMF role as a Program Officer for the Greater Milwaukee Foundation was actively involved in affordable housing, small business and entrepreneur, workforce development grant investments, ThriveOn King, Milwaukee youth program, and CDFI committees. As an Economic Development Specialist for the City of Milwaukee, Kermiath worked as a compliance officer for eight Business Improvement Districts and three Neighborhood Improvement Districts. As an Access to Capital Manager for the African American Chamber of Commerce of Wisconsin, Kermiath helped entrepreneurs stabilize and grow their businesses and dreams. Kermiath believes creating a functional ecosystem is possible through partnership, financial lending, and collaboration. He genuinely believes it takes a village to enhance the quality of life for all.



Session:

Funding Your Future: Business Financing
Options

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Fernando Rojas

CEO | DaBoost Digital Marketing

Fernando Rojas is a visionary entrepreneur, a creative force, and a strategic thinker with a solid foundation in communications, marketing, and public relations. His expertise spans commercial, political, and crisis communications, with a proven track record serving clients across the U.S., Europe, and Mexico.

Beyond his entrepreneurial ventures, Fernando's influence extends to creative and thought leadership platforms. He is an **award-winning author**, radio host, speaker, and media contributor whose talent for storytelling and insightful content has positioned him as a respected voice in the field.

His deep commitment to progress and societal development is not just professional—it's personal. Fernando actively serves on the boards of chambers of commerce, associations, and NGOs, contributing to initiatives that empower entrepreneurs and foster community growth. A catalyst for change, **Fernando Rojas is helping shape the future of digital marketing** through entrepreneurial vision, strategic impact, and creative leadership.



Session:
Digital Marketing for Sustainable Growth

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Fernando Rojas

CEO | DaBoost Digital Marketing

Fernando Rojas es un emprendedor visionario, una fuerza creativa y un pensador estratégico con una sólida base en comunicaciones, marketing y relaciones públicas. Su experiencia abarca las comunicaciones comerciales, políticas y de crisis, con una trayectoria probada al servicio de clientes en Estados Unidos, Europa y México.

Más allá de sus iniciativas empresariales, la influencia de Fernando se extiende a plataformas creativas y de liderazgo intelectual. **Es un autor galardonado**, locutor de radio, conferenciante y colaborador en medios de comunicación cuyo talento para contar historias y crear contenidos perspicaces le ha posicionado como una voz respetada en el sector.

Su profundo compromiso con el progreso y el desarrollo social no es solo profesional, sino también personal. Fernando participa activamente en las juntas directivas de cámaras de comercio, asociaciones y ONG, contribuyendo a iniciativas que empoderan a los emprendedores y fomentan el crecimiento de la comunidad. Como catalizador del cambio, **Fernando Rojas está ayudando a dar forma al futuro del marketing digital** a través de su visión empresarial, su impacto estratégico y su liderazgo creativo.



Sesión:
Marketing digital para un crecimiento sostenible

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Neal Linkon

| SCORE

Neal Linkon retired as the Director of Marketing Operations for Children's Wisconsin. His career included work for several Fortune 500 companies, with responsibilities ranging from public relations to internal communications to marketing, with a focus on digital marketing over the latter half of his career. Neal was inducted into the Healthcare Internet Hall of Fame in 2016 and was named the winner of the John A. Eudes Vision and Excellence Award in 2021. He is now a certified SCORE mentor.



Session:

**Digital Marketing for Sustainable
Growth**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Brillit A. Herrera

CEO| Nail Studio Aesthetics LLC

Brillit A. Herrera,(*Brih*) is a Licensed beauty technician, Instructor, and the founder of **Nail Studio Aesthetics**, a growing salon and training hub in Milwaukee WI. With years of hands on expertise in beauty services and a strong vision for elevating industry standards, she has built her business around quality, innovation, and mentorship. Very driven by her commitment to community and women's advancement. She has successfully expanded her brand by cultivating partnerships in the industry.



Session:

Digital Marketing for Sustainable
Growth

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Brillit A. Herrera

CEO| Nail Studio Aesthetics LLC

Brillit A. Herrera (*Brih*) es técnica de belleza titulada, instructora y fundadora de **Nail Studio Aesthetics**, un salón y centro de formación en expansión situado en Milwaukee, Wisconsin. Con años de experiencia práctica en servicios de belleza y una sólida visión para elevar los estándares del sector, ha construido su negocio en torno a la calidad, la innovación y la tutoría. Muy motivada por su compromiso con la comunidad y el avance de las mujeres, ha expandido con éxito su marca cultivando asociaciones en el sector.



Sesión:

**Marketing digital para un crecimiento
sostenible**

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Jonathan Gonzalez

| Gonzalez Agency & Association LLC

Jonathan “Jon” Gonzalez is the proud owner of *Gonzalez Agency & Associates, LLC*, a growing insurance agency committed to building community through trust, service, and opportunity. Born in Mexico City and raised in Milwaukee, Jon brings a unique blend of cultural awareness, professional versatility, and people-centered leadership to his work as a business owner.

Jon’s professional journey began in education, where he spent over a decade advocating for marginalized communities and helping students and families access higher education. His most recent role at Marquette University combined outreach and policy work while he pursued a Master of Education degree—an experience that deepened his commitment to equity and development.

Now, as an agency owner, Jon is channeling that same passion into building a business grounded in integrity, responsiveness, and meaningful relationships. He is focused on cultivating a workplace culture where employees are seen, supported, and challenged to grow—recognizing that great talent thrives in environments that invest in people.

Outside of work, Jon is a proud husband and father to two daughters, Lena and Lucia, who are constant sources of motivation and joy. He is also an avid triathlete, cycling coach, and lover of all things fitness, food, and history.

Whether in the office or the community, Jon’s approach to leadership centers on authenticity, purpose, and the belief that when you take care of people, they take care of business.



Session:

Hiring and Keeping Great Talent

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Jonathan Gonzalez

| Gonzalez Agency & Association LLC

Jonathan “Jon” Gonzalez es el orgulloso propietario de Gonzalez Agency & Associates, LLC, una agencia de seguros en crecimiento comprometida con la construccion de una comunidad basada en la confianza, el servicio y las oportunidades. Nacido en la Ciudad de Mexico y Criado en Milwaukee, Jon aporta una combinacion unica de conciencia cultural, versatilidad professional y liderazgo centrado en las personas a su trabajo como empresario.

La trayectoria professional de Jon comenzo en el ambito de la educacion, donde paso mas de una decada defendiendo a las comunidades marginadas y ayudando a los estudiantes y sus familias a acceder a la educacion superior. Su ultimo puesto en la Universidad de Marquette combinada el trabajo de divulgacion y el trabajo politico, al tiempo que cursaba un master en Educacion, una experiencia que profundizo su compromiso con la equidad y el Desarrollo.

Ahora, como propietario de una agencia, Jon canalize esa misma pasion en la creacion de un negocio basado en la integridad, la capacidad de respuesta y las relaciones significativas. Se centra en cultivar una cultura laboral en la que los empleados sean vistos, apoyados y desafiados a crecer, reconociendo que el gran talent prospera en entornos que invierten en las personas.

Fuera del trabajo, Jon es un orgulloso esposo y padre de dos hijas, Lena y Lucia, que son una Fuente constante de motivacion y alegria. Tambien es un avido-triatleta, entrenador de ciclismo y amante de todo lo relacionado con el fitness, la comida y la historia. Ya sea en la oficina o en la comunidad, el enfoque de Jon hacia el liderazgo se centra en la autenticidad, el proposito y la creencia de que cuando se cuida a las personas, ellas se ocupan de los Negocios.



Sesión:

Contratación y retención de grandes talentos

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Corissa Daines

HR Strategic Partner| Easy Button

Corissa Daines is the founder of Easy Button Employee Relations, an HR consulting firm dedicated to supporting ESOPs, family-owned, and growth-minded businesses. With 19 years of experience in human resources, Corissa is known for her practical, solutions-focused approach to compliance, onboarding, and employee relations. She excels in helping businesses create strong onboarding experiences, resolve workplace concerns, and navigate complex regulations with confidence. Corissa acts as an extension of her clients' teams—empowering even the smallest organizations to build positive, compliant, and people-centered workplaces that support long-term growth.



Session:

Hiring and Keeping Great Talent

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Corissa Daines

Socio estratégico de RR. HH | Easy Button

Corissa Daines es la fundadora de Easy Button Employee Relations, una consultora de recursos humanos dedicada a apoyar a empresas con planes de participación accionarial para empleados (ESOP), empresas familiares y empresas con vocación de crecimiento. Con 19 años de experiencia en recursos humanos, Corissa es conocida por su enfoque práctico y centrado en las soluciones en materia de cumplimiento normativo, incorporación de nuevos empleados y relaciones laborales. Destaca por ayudar a las empresas a crear experiencias de incorporación sólidas, resolver problemas en el lugar de trabajo y navegar con confianza por normativas complejas. Corissa actúa como una extensión de los equipos de sus clientes, empoderando incluso a las organizaciones más pequeñas para que construyan lugares de trabajo positivos, conformes con la normativa y centrados en las personas que apoyen el crecimiento a largo plazo.



Sesión:

Contratación y retención de grandes talentos

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Kate Nitschke

Executive Director – Froedtert ThedaCare Health

Kate brings more than 15 years of experience as a successful, national C-suite leader where her people-centric and purpose-driven leadership advances effective business solutions and service delivery. In her career roles as President/CEO and COO, she brings an integrated, cross-functional approach with a multidisciplinary care teams to enhance organizational culture and cultivate client success. Her background demonstrates success in leading complex projects for cost optimization, total health improvement, and increasing value and overall growth.

Kate speaks on Mental and Physical Health and Well-Being Globally and is known for her attention to care for the whole person and people-centric approach fostering a culture of well-being. In addition, she services as an active member of the Board of Directors for the Wellness Council of Wisconsin (WCWI) working to advance well-being in the workplace throughout the state.

Kate is a graduate of the University of Milwaukee-Wisconsin with a Bachelor of Science degree in Kinesiology and has enjoyed being a collegiate volleyball player, Wisconsin Rowing Association rower, cyclist, and triathlete. Today, she is a most dedicated soccer Mom supporting her two children toward advancement in both school and sport. Kate currently serves on the Froedtert & MCW Workforce Health Leadership Team connecting a holistic wellness approach to the traditional health care model to promote overall quality of life and care for the whole person.



Session:

Wellness at Work:

Building a Culture of Health

La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economía Fluida

Kate Nitschke

Director Ejecutivo – Froedtert ThedaCare Health

Kate cuenta con más de 15 años de experiencia como líder ejecutiva de éxito a nivel nacional, donde su liderazgo centrado en las personas y orientado a objetivos promueve soluciones empresariales eficaces y la prestación de servicios. En sus funciones profesionales como presidenta/directora ejecutiva y directora de operaciones, aporta un enfoque integrado y multifuncional con equipos de atención multidisciplinarios para mejorar la cultura organizativa y fomentar el éxito de los clientes. Su trayectoria demuestra su éxito en la dirección de proyectos complejos para la optimización de costes, la mejora total de la salud y el aumento del valor y el crecimiento general.

Kate habla sobre salud mental y física y bienestar a nivel mundial, y es conocida por su atención al cuidado integral de la persona y su enfoque centrado en las personas, que fomenta una cultura de bienestar. Además, es miembro activo de la junta directiva del Consejo de Bienestar de Wisconsin (WCWI), donde trabaja para promover el bienestar en el lugar de trabajo en todo el estado.

Kate se graduó en la Universidad de Milwaukee-Wisconsin con una licenciatura en Kinesiología y ha disfrutado siendo jugadora universitaria de voleibol, remera de la Asociación de Remo de Wisconsin, ciclista y triatleta. Hoy en día, es una madre muy dedicada que apoya a sus dos hijos para que progresen tanto en los estudios como en el deporte. Kate forma parte actualmente del equipo de liderazgo en salud laboral de Froedtert & MCW, que combina un enfoque holístico del bienestar con el modelo tradicional de atención sanitaria para promover la calidad de vida y el cuidado integral de la persona.



Sesión:

Bienestar en el Trabajo: Creando una Cultura de Salud.

Wisconsin Latino Economic Unsummit

The Power of Pivot: Business in a Fluid Economy

Dr. Bethany LoPresti

Executive Director – Froedtert ThedaCare Health

Dr. Lopresti has served as Executive Director of Behavior Health at Froedtert ThedaCare Health for the past seven years, where she's been a passionate advocate for expanding access to mental and behavioral health services for our patients and community. A clinical psychologist by training, Bethany also works with the Medical College of Wisconsin to integrate behavioral health into patient care and collaborates with community organizations to advance the health system's mission of meeting critical mental health needs. Her work is grounded in a deep commitment to building sustainable, compassionate systems of care that truly serve the whole person



Session:
**Prioritizing Mental Health
in the Workplace**



La Cumbre Economica Latina

El Poder de Pivote: Los negocios en una Economia Fluida

Dr. Bethany LoPresti

Executive Director – Froedtert ThedaCare Health

La Dra. Lopresti ha ocupado el cargo de directora ejecutiva de Salud Conductual en Froedtert ThedaCare Health durante los ultimos siete anos, donde ha sido una apasionada defensora de la ampliacion del acceso a los servicios de salud mental y conductual para nuestros pacientes y la comunidad. Psicologa clinica de formacion, Bethany Tambien colabora con la Facultad de Medicina de Wisconsin para integrar la salud conductual en la atencion al paciente y colabora con organizaciones comunitarias para moreover la mission del Sistema sanitario de satisfacer las necesidades criticas de salud mental. Su trabajo se basa em un profundo compromise con la creacion de sistemas de atencion sostenibles y compasivos que realmente sirvan a la persona en su totalidad.



Session:

Priorizar la Salud Mental

En el lugar de Trabajo