

Main Room

7:30 AM - Registration & Continental Breakfast

8:05 AM - Welcome by Nelson Soler, CEO, *Latino Chamber of Commerce of SEW – State of the Chamber*

8:20 AM - Opening Remarks by Keynote Exec Director Moore and

8:40 AM Secretary Missy Hughes WEDC

9:20 AM - Meet the Chamber Hosts - Chamber Team

9:30 AM - 10:20 AM - First set of Breakout Sessions

Access to Capital to Scale Up Your Business

Margaret Capper | *SVP - Commercial Banking Manager* | North Shore Bank

Susan Eick | *Relationship Manager* | MEDC

Denise Pachuca | *Sr. Regional Manager, Zero Barriers to Business* | BMO Harris Bank

Tammie Clendenning | *Lead Economic Development Specialist* | SBA

Ivan Cicla | *Relationship Manager* | CIBC

Latino Mental Health & Wellness in the Workplace (Room: Concourse)

Erika Villafuerte | *Founder & Director* | Salud First

Cesilia González-Esparza, MS, LPC, NCC. | *Psychotherapist* | Growing Mindful Psychotherapy

Cynthia Franzolin | *Professional Counselor* | Therayology

10:20 AM - 10:30 PM - Break

10:30 AM - 11:20 PM - Second set of Breakout Sessions

Strategies to Market & Brand Your Business in an Inflationary Period

Patrick Snyder | *President* | BizStarts

Isell Mancipe | *Marketer & Business Strategist* | Telestreaming

Raul Arrendondo | *Score Mentor* | Score

Neal Linkon | *Score Mentor* | Score

Johanna Jimenez | *Real Estate Broker* | Vineyard Real Estate

Leveraging Technology to Innovate and Elevate Small Business Processes (Room: Concourse)

Carmo Martella | *Chief Technology Officer* | Froedtert Health

Milena Dlugi | *Score Mentor* | Score

Kola Alayande, PH. D | *Score Mentor* | Score

Fernando Rojas | *Chief Marketing Officer* | Daboost Marketing

Dr. Xochitl Yadira Gonzalez, Ph. D | *Sr. Director in Business Operations & Strategy* | Northwestern Mutual

11:20 AM - 11:30 PM - Break

11:30 AM - 12:20 PM - Third set of Breakout Sessions

Strategies for Small Businesses to Navigate and Secure Government Contracts

Alex Ysquierdo, MSc | *Director* | WI Supplier Diversity Program

Darryl "Shane" Mahaffy | *Lead Business Opportunity Specialist* | SBA

Amanda Roman | *CEO* | Domina Consulting

Tru Mwololo | *Manager Small Business Program* | WI Procurement Institute

Jack Koczela | *Director of Sourcing & Transformation* | Froedtert Health Supply Chain

Dontreal Teague | *Program Coordinator* | City of Milwaukee Office of Equity and Inclusion's

Sustaining Diversity, Equity, and Inclusion (DEI) in Your Organization (Room: Concourse)

Dessa Johnson | *Director, Emerging Markets & Inclusion* | Froedtert Health

Eugene Manzanet, PH.D. | *Senior Director Diverse Business Development* | WEDC

Maricruz Sanchez | *Diversity Program Coordinator* | Froedtert Health

Juan Corpus | *VP DEI* | New North, Inc

12:20 AM - 12:30 PM - Break

Main Room

12:30 AM - 1:00 PM – Luncheon

Froedtert Representative: Carmo Martella, Chief Technology Officer

Welcome to the Ballroom by Keynote by Lt Governor S. Rodriguez

1:15 PM - 1:30 PM - Event Final & Closing Remarks - Eliana Williams, Unsummit Chair, Board Recognition
