



**Latino Chamber of Commerce
of Southeastern Wisconsin Inc.**

3419A West Foresthome Ave
Milwaukee, WI 53215
www.latinochambersew.org
414 - 509 - 6179

Unsummit Agenda

Day I September 25th

Main Room

4:00 PM – 5:00 PM | Public Sector Track

Unlocking Wisconsin's Economic Ecosystem

Prioritizing Mental Health in the Workplace

5:00 PM – 6:00 PM | Workforce & Wellness Strategies

Wellness at Work: Building a Culture of Health

Tapping Untapped Talent: Alternative Workforce
Solutions

6:30 PM | President's Economic Empowerment Awards

Celebrating champions of inclusive growth and Latino
entrepreneurship



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Day 2 September 26th

**7:30 AM - Registration & Continental
Breakfast**

**8:00 AM - Welcome by Nelson Soler,
CEO, Latino Chamber of Commerce
of SEW - State of the Chamber**

8:20 AM - Opening Remarks

9:20 AM - Meet the Chamber Hosts

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

Advanced Entrepreneur Track

Designed for experienced business owners ready to scale and innovate.

- Mastering Pricing in an Inflationary Economy Matthew Hughes (Peoples State Bank)
- AI & Team Productivity: Boosting Business Efficiency
Leverage the latest AI tools to streamline operations, enhance collaboration, and increase team performance.
- Cracking the Code: Accessing Supplier Inclusion Opportunities Tru Mwololo (WI Procurement Institute)
Demystify supplier diversity. Learn how to position your business for contracts with corporate and government buyers.

10:30 AM - 10:40 AM - Break

10:40 AM - 11:40 AM - Second set of Breakout Sessions



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Foundational Entrepreneur Track

Built for early-stage entrepreneurs looking to strengthen their business foundation.

- Funding Your Future: Business Financing Options - Susan Eick (MEDC), Matthew Hughes (Peoples State Bank)

Explore loans, grants, alternative lenders, and guarantee programs to fuel your growth.

- Digital Marketing for Sustainable Growth - Brillit Herrera (Nail Studio Aesthetic), Neal Linkon (SCORE)

Discover tools and strategies to build your brand, reach new customers, and generate consistent leads.

- Hiring and Keeping Great Talent

Learn best practices for attracting, developing, and retaining the right people to grow your business

11:40 AM - 12:00 PM - Break & Networking

Main Room

12:00 PM - 12:30 PM - Luncheon Presenter

12:30 - 1 PM - Event Final & Closing Remarks - Eliana Williams, Unsummit Chair, Board Recognition