



News release

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**Seminar focused on helping business
leaders grow their business**

Gateway Technical College's Workforce and Economic Development Division will offer a GrowthWheel seminar, focused on providing area entrepreneurs and small business leaders the tools to start and grow their business.

The event will be held 8 a.m. to 12:30 p.m. June 12 at Gateway's SC Johnson integrated Manufacturing and Engineering Technology Center, 2320 Renaissance Blvd., Sturtevant. Cost is \$20, which includes continental breakfast and lunch.

Event keynote speaker Gary Krause, founder and CEO of EKG Concepts LLC, will detail how he launched his business using resources available to him locally.

This event will provide direction on the first steps an entrepreneur or small business leader should take to identify and prioritize areas of business growth.

The main event of the day will give them an opportunity to meet with GrowthWheel advisers and consult with experts in a speed consulting format.

After the advising and consulting session, the event will conclude with lunch and a panel discussion.

Business areas to be represented at the workshop include:

- Customer Relations: Networking, marketing, sales and service, communications and public relations and branding.
- Operations: Financials, funding, IT systems, facilities, as well as production and deliveries.
- Organization: Ownership and board, employees, partnerships, business processes and legal issues.
- Business Concept: Business idea, product portfolio, revenue model, customer portfolio and market position.

Full information and registration -- which closes June 6 -- can be found at <http://conta.cc/QGlzpn>.

Inquiries should be directed to Kristin Niemiec at niemieck@gtc.edu or (262) 898-7404.

Gateway is hosting the seminar in partnership with Educators Credit Union, University of Wisconsin-Parkside, the Racine County Economic Development Corporation, the Wisconsin Business Incubation Association and the Women's Business Initiative Corporation.

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

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