



**News release**

November 7, 2012

Media contact: Lee Colony 262.564.2512

262.359.0798 (cell)

**Veterans entrepreneurial expert to kick off  
Global Entrepreneurship Week events at Gateway**

New business development resource opportunities for veterans are important to Wisconsin's economy – and available to those who seek it. The importance and the ways veterans can tap into these resources will be a core message of Greg Meier's keynote speech at Gateway Technical College's kickoff celebration event of Global Entrepreneurship Week, 9 a.m. to 10 a.m. Nov. 12.

The event will be held in the Madrigano Auditorium of the Conference Center on Gateway's Kenosha Campus, 3520-30<sup>th</sup> Ave. It is free and the public is encouraged to attend.

Meier is a director of the Milwaukee-based Veteran Entrepreneurial Transfer Inc. – also known as VETransfer – which helps veterans in starting their own businesses as well as helping existing veteran-owned businesses. Meier has spoken to groups across the state on the importance of veterans becoming entrepreneurs, including colleges and business groups as well as testifying to legislative workforce committees. He also co-founded 94labs.com, a business startup incubator and accelerator program.

Kate Walker, Gateway Workforce and Economic Development Division Business Services director, said Meier's presentation holds even more

importance Nov. 12 as the nation recognizes Veteran's Day and the ability and innovation veterans can wield in the marketplace and economy through business startups.

"We know a lot of our students are veterans, and we want to share with them, and the public, the resources available to them," said Walker. "This week represents a great time to highlight those resources."

Meier will take questions from the audience following his presentation.

Other Global Entrepreneurship Week events hosted at Gateway include:

- Nov. 12, 10:30 a.m. to noon, Racine Campus, Technical Building Room 506, 1001 S. Main St. Gateway Technical College Cosmetology graduates will talk about how to successfully operate a salon.
- Nov. 14, 10 a.m. to 11 a.m., Racine Campus, Racine Building, Great Lakes Room, 1001 S. Main St. Local minority business owners will provide insight, resources and direction to a successful business start-up.
- Nov. 17, 10 a.m. to 2 p.m. Racine Campus SC Johnson Student Life Center, 1001 S. Main St., Racine. An entrepreneurship resource fair will be held for those interested in starting a business, including informational booths, prizes and the Gateway Shark Tank business idea competition.

For more information, contact Kate Walker, (262) 898-7410.

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.

XXX