

## AGENDA

- 3:00 - 3:30 p.m. Registration
- 3:30 - 4:45 p.m. Power Networking: Creating a Power Networking Plan that Turns Contacts into Contracts, Gerry Foster
- 5:00 - 6:00 p.m. Concurrent Workshop Panels
- A. Professional Services: How to Choose and Work with the Best
  - B. Growing Your Business: Making Connections in the Business-to-Business and Business-to-Government World
- 6:00 - 6:45 p.m. Networking
- 6:45 - 7:00 p.m. Kathleen Falk
- 7:00 p.m. Keynote: "Branding: How to Stand Out in a 'Me, Too' World", Gerry Foster

Since 1997, Dane County Executive Kathleen M. Falk has served as the chief elected official for Dane County. She is devoted to balancing the budget and creating innovative ways to make government more efficient for taxpayers.



Known for her leadership and ability in bringing people together over important issues, Kathleen also is known for helping people succeed.

Kathleen is proud to support the region's small business community by sponsoring this year's Business Opportunity Forum.

## REGISTRATION

**Register Now! Call 608-262-3909**  
**For more information: 608-263-7680**

**Dates:** Thursday, November 29, 2007

**Location:** Alliant Energy Center (Exhibition Hall)

**Parking:** Free

**Fee:** The program fee is \$25 for Early Bird Registration by November 26, 2007. Late registration and at the door: \$30.

**Limited enrollment:** Class size is limited. Enroll early!

**Cancellation policy:** No-shows or cancellations made after the program begins are subject to the full fee. All cancellations are subject to a \$10 nonrefundable administrative fee.

**THURSDAY AFTER  
THANKSGIVING**

## ENROLLMENT FORM

**Dane County Business Opportunity Forum** #6813

November 29, 2007

- Please enroll me in this program.**  
Fees: One person: \$25 - Early Bird  
\$30 - Late Registration

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

street

city/state/zip

Phone (\_\_\_\_\_) \_\_\_\_\_

area code

daytime number/evening number

E-mail \_\_\_\_\_

### Payment Information

- Check/money order enclosed, payable to UW-Madison  
 Mastercard  Visa  AmEx

Credit card # \_\_\_\_\_ Exp. date \_\_\_\_\_

E-mail \_\_\_\_\_

**Mail:** The Pyle Center, UWEX Registrations  
702 Langdon St., Dept. 103  
Madison, WI 53706-1487

**Call:** 608-262-3909 (TDD 608-265-2370)

**Fax:** 608-265-3163 or toll-free 800-741-7416  
must include payment by credit card/purchase order

Voluntary information collected to enhance UW programming.

Male  Female

Heritage:

African American  Hispanic/Latino

Asian/Pacific Islander  White/Other

American Indian/Alaskan Native

Type of Business:

Technology  Manufacturing  Construction

Service  Retail  Wholesale

Area you currently in business?  Yes  No

If yes: Are you the business owner/partner?  Yes  No

Veteran?  Yes  No

## THE FORUM

### IN PERSON!



The goal of the 2007 Dane County Business Opportunity Forum is to increase the ability of small minority and women-owned businesses to connect, do business with government procurement officers, other businesses and grow in the Dane County business community.

As a well-established small business owner based in Southern California for over 20 years, Gerry Foster has dedicated his life to sharing the lessons of self-determination, empowerment, and branding to help individuals attain their highest potential and value in their business or career.

Early in his career, he was a brand strategist for the Procter and Gamble Company—home of the best and brightest marketing minds on the planet.

When he started Gerry Foster Marketing in 1985, he quickly discovered a marketplace filled to the brim with carbon-copy products and services.

*Gerry's Dare 2B Different™ advice has benefited thousands of entrepreneurs, executives and sales professionals.*

It was imperative that Gerry stand out as someone who possessed a blend of talents, knowledge and special gifts.

Today, the firm's primary focus is assisting client and students with creating, expanding, or revitalizing their brand names. Their services include consulting, coaching and program implementation to companies seeking to expand their customer base, sales and earnings.



DANE COUNTY  
OFFICE OF EQUAL OPPORTUNITY  
210 MARTIN LUTHER KING JR BLVD ROOM 421  
MADISON WI 53703

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WPS

# Dane County Business Opportunity Forum



A PERSONAL INVITATION

November 29, 2007

Alliant Energy Center