



Wisconsin Business Innovator's Support Association

AGENDA

WBISA Membership Meeting

Friday July 13, 2018

Forage, [930 Galloway St.](#)

Building 13, Suite 212 <http://forageeauclaire.com/>

Eau Claire, WI.

Friday Morning:

- 8:00 am - Scones and morning treats provided by one of Forage's incubator clients.
- 8:30 am - Membership Meeting
- 9:00 am - "Collaborations within Economic Development: Brian Doudna, Executive Director of WEDA."
 - Brian will share information about resources available through the Wisconsin Economic Development Association (WEDA) <http://www.weda.org/> and the new CRA Network.
- 9:30 am - "Market Research Tools & Techniques to assist Entrepreneurs and Small Business Owners" Kelly Berry, Resourceability. <http://www.resourceability.com/>
 - Kelly Berry is the owner of ResourceAbility, LLC and has been working with entrepreneurs and small business owners for over 12 years. She specializes in using market research to connect businesses to new customers. Kelly is approved as a Service Provider for the Wisconsin Center for Technology Commercialization and is a certified Market Research Specialist through the National Center for Economic Gardening. She works with small businesses across Wisconsin through the Center for Business Intelligence and teaches a class in Developing New Products and Services through the UW MBA Online Consortium.
- 11:30 am - Tour of Forage provided by Kristen Dexter, incubator manager/owner.
- Noon - Lunch & Adjourn
 - Before everyone leaves, enjoy a quinoa bowl and chilled soup (also produced at Forage) for a light summer lunch.