



NEWS RELEASE

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SBA Honors Emerging 200 Initiative (e200) Class of 2010

MILWAUKEE, WI: The U.S. Small Business Administration honored the participants in its *Emerging 200 Initiative (e200)* at a graduation ceremony held on Thursday, November 4, 2010 at the Potawatomi Casino in Milwaukee. Earlier this year, SBA's *e200* program identified 200 small businesses across the nation that demonstrated high potential for growth. This year's *e200* program focused on Native American small businesses.

Milwaukee was just one of the *e200* participating cities. Others included Albuquerque, Denver, Gallup, New Orleans, Oklahoma City, Phoenix, Portland, Santa Ana, Seattle, Tucson, and Tulsa.

"We were very happy, along with our co-sponsors, to bring the Emerging 200 Initiative and its MBA-style environment and program to Wisconsin small businesses," said Eric Ness, director of the SBA's Wisconsin District Office. "The Class of 2010 brought dedication, commitment and enthusiasm to the program. We feel that upon completion of the class, each participant takes with them the tools and knowledge to take their businesses to the next level."

The cornerstone of the *e200* was an in-depth executive level MBA-like training, networking, and other resources necessary for success. Participants were provided with the network and resources to develop long-term growth strategies to achieve size and scale. The 2010 program utilized the 'Streetwise' MBA program developed by Inner-city Entrepreneurs of Boston. The instructor was Gene Wright, owner of Wright Innovation. Gene is an adjunct professor at the Milwaukee School of Engineering and recently appointed the Managing Director of UW's Executive MBA Program.

The graduates of the program are:

- *Kingman Carpentry, LLC, Howard Kingman*
- *True North Resources, Kathryn Turenske*
- *J.W. Johnson & Associates, Jeffery Johnson*
- *5 Star Construction & Renovation Services, Homer Key*
- *The Nisha Group, Manisha Dotson*
- *S. A. F. E., Inc., Craig Murdock*
- *Turtle Island Resources, Robert Fischer*
- *Global Refractory Installers and Suppliers, Lynn Piwonski*
- *iOffice Services, Inc., Anne Gardner*
- *Ho-Chunk Distribution Center, Rebecca Zittlow*

Some of the participants comments on the 2010 *e200* class:

- “Participation in the *e200* class has given our company an opportunity to solidify what our future goals are as these will drive all of our decisions; take an in-depth look at how to view our financials and which metrics we need to focus on; what kind of infrastructure we need to have in place as our company grows; and how to access capital and government programs,” from Lynn Piwonski, Global Refractory Installers and Suppliers.
- “I thought the curriculum was excellent, but it was the instructor’s ability to relate the business theory to real life applications that made the lessons indispensable by adding value to my business development effort. I would overwhelmingly recommend this course to other small business owners who want to further develop their arsenal of tools for practical business decision-making,” from Jeffery W. Johnson, JW Johnson & Associates, Inc.
- “The Native *e200* course has helped me to better understand my company’s finances, focus my goals, and solidify my marketing plan so I have a clear path to grow my business,” from Kathryn Turenske, True North Resources.

Cosponsors for Milwaukee’s 2010 *e200* program were:

- American Indian Chamber of Commerce
- City of Milwaukee
- Forest County Potawatomi
- Greater Milwaukee Committee
- Manpower, Inc.
- Metropolitan Milwaukee Sewerage District
- Small Business Development Center, UW-Milwaukee
- SCORE Chapter Southeast Wisconsin
- WI Women’s Business Initiative Corporation
- Wisconsin Department of Commerce

For more information on the *e200* Program or any of the SBA programs and services, visit www.sba.gov/e200/index.html. To contact SBA in Milwaukee, call (414) 297-3941 or visit our website at www.sba.gov/wi.

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