

Langlade County Women in Business Program Overview

Langlade County Women in Business Program

The Langlade County Women in Business Program is a no-cost opportunity designed to support, connect, and celebrate women entrepreneurs throughout Langlade County.

Through educational workshops, networking opportunities, one-on-one business consulting, trade show, and a pitch competition, participants will gain valuable knowledge, connections, and resources to help grow their businesses.

The program is made possible through funding provided by the Wisconsin Economic Development Corporation (WEDC).

Program Benefits

Participants will have access to:

- **Educational workshops** focused on business planning, legal structures, financial management, and pitching.
- **Networking opportunities** with fellow entrepreneurs, business leaders, and community partners.
- Confidential one-on-one business **consulting and technical assistance**.
- **Trade show entry** to showcase products and services.
- **Opportunity to compete for \$10,000** in business growth awards if eligibility requirements are met.

All program activities are offered at no cost to participants.

Program Events & Eligibility Requirements

Participants may attend any or all program events. Events are open to all business owners in Langlade County, not just Women-Owned businesses. However, to be eligible for the Women in Business Pitch Competition, participants must complete:

- One Educational Workshop
- One Networking Event
- One Technical Assistance Consultation
- Participate as a vendor at the November 7 Langlade County Women in Business Trade Show

Date	Event	Category	Time	Location
July 13, 2026	Program Overview & LLC Basics	Educational Workshop	5:30–6:30 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
July 13, 2026	Technical Assistance Office Hours (By Appointment)	Technical Assistance	1:00–4:30 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
July 30, 2026	BNLC: Women in Business Coffee & Connection <i>(Registration Required – Includes one coffee and one bakery item)</i>	Networking Event	8:00–9:00 AM	Wolf River Roots W1702 WI-64, White Lake, WI 54491
July 30, 2026	Technical Assistance Office Hours (By Appointment)	Technical Assistance	9:30 AM–12:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
August 10, 2026	Business Model Canvas Workshop: Design a stronger business startup or plan your existing business expansion <i>(Presented by Lisa Taylor, UW-Extension)</i>	Educational Workshop	5:30–7:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491

Date	Event	Category	Time	Location
August 10, 2026	Technical Assistance Office Hours (By Appointment)	Technical Assistance	1:00–4:30 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
August 27, 2026	BNLC: Women in Business Coffee & Connection <i>(Registration Required – Includes one coffee and one bakery item)</i>	Networking Event	8:00–9:00 AM	Trina's Diner N11204 Antigo St., Elcho, WI 54428
August 27, 2026	Technical Assistance Office Hours	Technical Assistance	10:00 AM–12:00 PM	Virtual or In Person (Elcho, WI – Location TBD)
September 12, 2026	Women In Business Networking Brunch <i>(Registration Required, Brunch Included)</i>	Networking Event	9:00 – 11:00 AM	Northstar Lanes, 400 Prosser Pl, Antigo WI 54409
September 14, 2026	Understanding Your Business Financials: Profit & Loss Statements, Key Metrics, and Funding Readiness <i>(Presented by Trevor Szutkowski, CoVantage Credit Union)</i>	Educational Workshop	5:30–7:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
September 24, 2026	BNLC: Women in Business Coffee & Connection <i>(Registration Required – Includes one coffee and one bakery item)</i>	Networking Event	8:00–9:00 AM	White Lake Market 633 Bissell St., White Lake, WI 54491

Date	Event	Category	Time	Location
September 24, 2026	Technical Assistance Office Hours	Technical Assistance	9:30 AM–12:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
October 12, 2026	Pitching with Purpose: Elements of a Successful Pitch <i>(Presented by Alan Toliver, SCORE Mentor)</i>	Educational Workshop	5:30–7:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
October 24, 2026	BNLC: Women in Business Coffee & Connection <i>(Registration Required – Includes one coffee and one bakery item)</i>	Networking Event	8:00–9:00 AM	White Lake Business Incubator Featuring Brewed Awakening Mobile Coffee Shop 604 Bissell St., White Lake, WI 54491
October 24, 2026	Technical Assistance Office Hours	Technical Assistance	9:30 AM–12:00 PM	White Lake Business Incubator 604 Bissell St., White Lake, WI 54491
November 7, 2026	Women in Business Trade Show	Vendor Participation	Vendor Setup: 7:00 AM Public Event: 9:00 AM–2:00 PM	White Lake School Gym 405 Bissell St., White Lake, WI 54491
November 7, 2026	Women in Business Pitch Competition	Pitch Competition	Competition Begins: 10:00 AM	White Lake School Gym 405 Bissell St., White Lake, WI 54491

Pitch Competition Awards

Eligible participants may compete for:

 First Place: \$5,000

 Second Place: \$3,000

 Third Place: \$2,000

Award funds are provided as matching funds for eligible business expenses and are intended to support business growth and development.

Who Can Participate?

Educational Workshops, Networking Events, and Technical Assistance

All businesses located in Langlade County are welcome to participate in educational workshops, networking events, and technical assistance opportunities.

Vendor & Trade Show

All businesses located in Langlade County are welcome to apply as vendors.

Pitch Competition

To be eligible for the Pitch Competition, applicants must:

- Be located in Langlade County
- Be at least 51% woman-owned
- Attend one educational workshop
- Attend one networking event
- Complete one technical assistance consultation
- Apply for, be accepted, and participate as a vendor at the November 7, 2026 Trade Show

Technical Assistance

Participants may schedule confidential one-on-one business consulting to receive assistance with:

- Business planning

- Financial projections
- Marketing strategies
- Funding preparation
- Growth planning
- Business operations
- Pitch Training

Technical assistance is available at no cost through partnership with the Small Business Development Center. Services not included in technical assistance include legal, tax or insurance advice. Consultants can assist in preparation for meetings with professionals in these topics.

Get Involved

Interested in Participating?

Download the following resources:

- [Program Eligibility Checklist](#)
- [Vendor Application](#)
- [Pitch Competition Application](#)
- [Program Calendar](#)

Completed applications may be submitted by email, mail, or in person.

For questions or assistance, please contact:

Andi Gretzinger, Langlade County Women in Business Program Manager
Business Consultant, Wisconsin Small Business Development Center

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Langlade County Economic Development Corporation

[715-623-2085](tel:715-623-2085)

312 Forrest Avenue

Antigo, WI 54409

Melissa Kieper, Executive Director: mkieper@co.lanlade.wi.us

Keri Beck, Assistant Director: kebck@co.lanlade.wi.us

Stronger Businesses. Stronger Communities.

Join us as we support and celebrate entrepreneurs across Langlade County.

Additional Event Details:

July 13, 2026

Starting Strong: Program Overview & LLC Basics

5:30 p.m. - 7:00 p.m.

White Lake Business Incubator

604 Bissell St., White Lake, WI 54491

Presented By: Andi Gretzinger, WIB Program Manager and SBDC Business Consultant

Kick off the Langlade County Women in Business Program by learning what to expect throughout the series while building a strong foundation for your business. This session will cover program requirements, available resources, and the basics of choosing and forming a Limited Liability Company (LLC), helping you understand whether an LLC is the right fit for your business.

August 10, 2026

Business Model Canvas Workshop: Design a stronger business startup or plan your existing business expansion

5:30 p.m. - 7:00 p.m.

White Lake Business Incubator

604 Bissell St., White Lake, WI 54491

Presented By: Lisa Taylor, UW-Extension

Whether you're launching a new business or planning your next stage of growth, this interactive workshop will help you map out the key components of your business using the Business Model Canvas. Gain clarity on your value proposition, customers, revenue streams, operations, and more while creating a practical roadmap for success.

September 12, 2026

Langlade County Women in Business Networking Brunch

Join us for the Langlade County Women in Business Networking Brunch, an inspiring morning designed to connect, encourage, and celebrate women entrepreneurs from across Langlade County.

Enjoy a complimentary brunch while networking with fellow business owners, aspiring entrepreneurs, and community leaders. Participants will hear a welcome from the Langlade County Economic Development Corporation, receive updates on the Langlade County Women in Business Program, and gain valuable insight from the Schroeder family as they share the story of building and growing their family business from the 1960s to today. Their presentation will offer inspiration, lessons learned, and practical advice for women navigating entrepreneurship and business ownership.

Whether you're just starting your business or looking to grow an established one, this event provides an opportunity to build meaningful connections, learn from local business leaders, and become part of a supportive entrepreneurial community.

This event fulfills the Networking Event requirement for participants pursuing eligibility for the Langlade County Women in Business Pitch Competition. Registration is required, seats are limited.

AGENDA:

8:30 – 9:00 a.m. | Networking & Coffee

Check in, enjoy coffee, and connect with fellow entrepreneurs and community leaders before the program begins.

9:00 – 11:00 a.m. | Brunch & Featured Speakers

Enjoy brunch while hearing from local business leaders and program partners. The morning will include a welcome from the Langlade County Economic Development Corporation, an overview of the Women in Business Program, and an inspiring presentation from the Schroeder family sharing their business journey and advice for women entrepreneurs.

11:00 – 11:30 a.m. | Networking & Connections

Continue conversations, build new relationships, and connect with fellow attendees and resource partners.

September 14, 2026

Understanding Your Business Financials: Profit & Loss Statements, Key Metrics, and Funding Readiness

5:30 p.m. - 7:00 p.m.

White Lake Business Incubator

604 Bissell St., White Lake, WI 54491

Presented By: Trevor Szutkowski, CoVantage Credit Union

Strong financial knowledge is essential for making informed business decisions and preparing for future growth. In this workshop, you'll learn how to read and understand your Profit & Loss statement, identify key financial metrics that measure business performance, and discover what lenders look for when evaluating funding opportunities. Whether you're just starting out or preparing to seek financing, you'll leave with practical tools to better understand your numbers and build confidence in your business's financial future.

October 12, 2026

Pitching with Purpose: Elements of a Successful Pitch

5:30 p.m. - 7:00 p.m.

White Lake Business Incubator

604 Bissell St., White Lake, WI 54491

Presented By: Alan Toliver, SCORE Mentor

A great pitch is more than a presentation—it's an opportunity to tell your story, communicate your vision, and inspire confidence in your business. In this interactive workshop, you'll learn the essential elements of an effective business pitch, including how to clearly define your value proposition, highlight your impact, and confidently present your business to judges, lenders, customers, or investors. Whether you're preparing for the Langlade County Women in Business Pitch Competition or simply want to become a more confident communicator, you'll leave with practical tips to craft and deliver a compelling pitch.

