NEWS RELEASE

August 28, 2026

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Wealth Building Through Business Ownership

A Community Program

MILWAUKEE, Wis. — [August 28, 2026] — A community program designed to make business acquisition a real possibility for people who are ready to pursue it takes place on Saturday, October 3, 2026 from 12:30 – 6:30 PM at the UWM Lubar Entrepreneur Center and is the result of a collaboration between Chicago Booth: Milwaukee Alumni and the Women's Fund of Greater Milwaukee.

Business ownership stands as one of the most direct routes to lasting wealth, yet the knowledge needed to pursue it has often stayed out of reach for people without existing capital or connections. *How to Buy a Business* changes that equation, giving participants a clear, practical introduction to what it takes to buy, run, grow and sell a business.

Over a single afternoon, attendees grow their knowledge, gain confidence, and expand their networks. Presentations and panel discussion will focus on understanding how business acquisition works, insight into what lenders and sellers look for, and concrete first steps toward pursuing ownership. The program is built to create momentum, turning "I've thought about it" into "I know what I need to do next."

"This is the kind of program that reflects what the Women's Fund does, connecting people with knowledge that changes what feels possible," said Lisa Attonito, Executive Director of the Women's Fund of Greater Milwaukee. Sheila Long, Chicago Booth: Milwaukee Alumni says, "Business ownership builds wealth that lasts across generations, and we want that path open to everyone ready to walk it."

Sponsorship opportunities are available for individuals and organizations who want to support the program directly, with tiers ranging from Community Sponsor to Presenting Sponsor. Sponsorship benefits include event recognition, program advertising, and acknowledgment across websites and social media channels.

About the Chicago Booth: Milwaukee Alumni
The alumni community in Milwaukee works together with Booth Alumni Engagement and volunteers to foster engagement, strengthen Booth connections, and encourage purposeful networking. Connect with the community today! connect.chicagobooth.edu/topics/28857/feed

About the Women's Fund of Greater Milwaukee
With a mission of driving lasting change for gender equity, the Women's Fund inspires action through advocacy, curates vibrant programs, invests in initiatives that address root causes, and awards HER Scholarships to nontraditional women students age 35 and older. The organization celebrates 40 years in 2026, four decades of growth, learning, and leadership. womensfundmke.org

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