MEDIA ADVISORY

August 28, 2026

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Wealth Building Through Business Ownership

How to Buy a Business…You Don't Have to be a Millionaire

What

This community program is designed to make business acquisition a real possibility for people who are ready to pursue it.

Business ownership stands as a direct route to lasting wealth, yet the knowledge needed to pursue it is often perceived as out of reach. The program, *How to Buy a Business*, changes that perception, giving participants a clear, practical introduction to what it takes to buy, run, grow and sell a business.

Points to Know…

- Engaging Experts.
- Dynamic sessions; mix of formats.
- Organizations are collaborating.
- Q&A from attendees.

Attendees grow their knowledge, gain confidence, and expand their networks. Presentations and panel discussion 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."

When

Saturday, October 3, 2026
12:30 – 6:30 PM

12:30 PM	Arrival and Networking
1 PM	Opening Remarks and Welcome
	Program Sessions plus
	Fireside Chat with Lauren O'Desky
4:50 PM	Closing Remarks
5 – 6:30 PM	Reception

Presenters and Panelists…

- Lisa Attonito, Women's Fund
- Steven DeVougas, JD, Buy Sell Edge Business Brokers
- LeAnne Foster, LF Advising
- Sarah Justin, CPA, Reve CFO Advisors
- Sheila Long, MalamaDoe
- Heather Nill, US Bank
- Heather Nelson, Spring Bank
- Lauren O'Desky, Oasis Senior Advisors, Milwaukee
- Kiley Peters, Rayne IX
- Liz Sumner, SHOP

Who

Approximately 50 attendees.

Collaborating Partners
Chicago Booth: Milwaukee Alumni
Women's Fund of Greater Milwaukee

Promotional Partner
BizStarts

Where

UWM Lubar Entrepreneur Center
Milwaukee, WI

Media: If possible, please confirm attendance in advance.

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