



CDA Agenda Item

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| Meeting Date: | December 19, 2024 |
| Agenda Item: | 2025 Wind Up Teachers and Coaches |
| Staff Contact (name, email, phone): | Taylor Zeinert tzeinert@whitewater-wi.gov 262-473-0148 |

BACKGROUND

(Enter the who, what when, where, why)

Below is the proposed list of teachers to lead the workshops:

- Marketing 101 - Kristina Czarnecki
Kristina is the CEO and Founder of Kreative Solutions. Kreative Solutions provides consulting services working with companies regarding marketing related needs. Kristina does all things from web design, graphic design, and other marketing-based needs. Kristina is a true Warhawk who received her Bachelors of Business and Masters in Business Administration from UW- Whitewater.
- Finance 101 – 1st Citizen Bank
1st Citizen Bank has agreed to send staff to help walk contestants through the basics of banking for a small business, banking 101 and other related matters.
- Best Business Practices – Ron Chisholm
Ron received his Master in Business Administration from UW-Whitewater and currently services as the Director of the Small Business Development Center (SBDC) on campus. Ron has worked for SBDC for almost five years and has the been the Director for over three years. Ron talks to young businesses everyday about the right moves for them as an entrepreneur.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommendation is to approve the list of teachers and coaches.

Suggested Motion: I approve the list of 2025 Wind Up teachers and coaches as presented.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

N/A