

**For Immediate Release**  
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**BIZSTARTS WILL OFFER SUMMER SERIES FOCUSED ON PUTTING CUSTOMERS FIRST LED BY  
MKE'S SMALL BUSINESS COACH AND CONNECT BUSINESS CONSULTING**

*The Summer Series is a 6-session virtual workshop focused on transforming small businesses to be more customer-centric*

**MILWAUKEE, WI – (June 10, 2022)** Bizstarts, a Milwaukee-based non-profit focused on empowerment through entrepreneurship, will offer a six-week small business workshop that will focus on re-envisioning how emerging and existing business owners understand and engage their customers in 2022. The workshops will be led by Brent Halfwassen, MKE's Small Business Coach and Kenge Adams, Founder of Connect Business.

The workshops will run from June 16, 2022 to July 21, 2022, every Thursday via Zoom from 12 p.m. to 12:50 p.m.

Registrants will workshop six fundamental areas that are needed to master relative to their customers to accelerate their success.

"When we can get Brent and Kenge, who are some of the best instructors in the region, we know the content will be amazing and the impact will be powerful," said Patrick Snyder, Executive Director of BizStarts. "Small business owners cannot afford to stop learning, especially as we come through the pandemic. This workshop, along with our other programming, are providing the tools necessary for passionate, empowered entrepreneurs to thrive and succeed."

The workshops are offered for FREE through BizStarts. Small business owners, entrepreneurs, and start-ups across industries and stages of growth are all welcome to attend. Each week, participants will work on one essential building block to best understand how to relate to and position their products and services to the ideal customers.

"The last two years have changed so much not only for small businesses but also their customers," said Halfwassen. "As small business owners, once we re-evaluate what we know about these critical questions, we can fine-tune our business to be even more relevant and successful by focusing on purposefully serving our customers."

Halfwassen & Adams have been making an impact in Milwaukee's community for several years. Halfwassen offers his extensive experience unlocking business owners' financial success by tying it directly back to their operational actions. He partnered with BizStarts in 2017, where he was a consulting team member that built and led the individual coaching system at BizStarts. He has since expanded his outreach to community partners, small business owners, and entrepreneurs throughout the Milwaukee region.

Adams has been a community partner with American Family Insurance since 2020. She is also a co-founder of STEAM & Dream, a collective of Milwaukee-based organizations dedicated to developing STEAM programming and amplifying the next generation of leaders in the STEAM communities. The 2022 STEAM & Dream National City Tour expands its STEAM & Dream programming in urban communities by aiding young people in fostering economic change and improving racial equity gaps to drive social and emotional wellbeing.

“Understanding your customer is essential for all businesses, especially small businesses and organizations. Customers have many options and communication channels vying to get their attention. Knowing how your customer is looking to solve their specific problem allows businesses and organizations to dial into the language they use, the methods and channels of communication they employ, and the audience they reach to make the most impact,” said Adams.

**To register and receive your free in-person tickets to the Summer Series, please visit [here](#). For all media inquiries, please contact [Brent Halfwassen](#) or [Patrick Snyder](#).**

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#### **About BizStarts**

BizStarts brings entrepreneurs together from all backgrounds, ethnicities, and beliefs to create a collaborative learning environment that embodies positivity, inspires confidence, and develops people’s capacity to achieve personal success and business growth. Working together, we are creating economic opportunity, communities with unique character and a vibrant city with prosperity for all.

#### **About Halfwassen & Associate, LLC – MKE’s Small Business Coach**

Founded by Brent Halfwassen in 2017, Halfwassen & Associates, LLC has worked with hundreds of business owners in ideation through scaling. He helps guide entrepreneurs to become more successful and profitable businesses by training owners on operational excellence and financial fitness, regardless of the size of business or background and experience of the owner. Brent is focused on the rebuilding, rehabilitating, rejuvenating MKE’s neighborhoods through thriving small businesses.

#### **About Connect Business Consulting**

Founded by Kenge Adams in 2019, Connect Business Consulting, LLC is the project management and relationship bridge between corporations and community organizations. Kenge utilizes her 20+ years of corporate program development, project management expertise, and community partnerships experience to assist corporations and non-profit organizations implement and sustain their work in communities.