



## WIHEDC's 2nd Annual Housing & Economic Development Conference

Registration Link: <https://bit.ly/WIHEDC25ConfRegistration>

Hotel Reservation Link: (Block Closes Monday, 10/27/2025) <https://bit.ly/WIHEDC25HOTEL>

November 5-6, 2025

Lake of the Torches Resort Casino

510 Old Abe Road, Lac du Flambeau, WI 54538

### AGENDA:

Updated 10/24/2025

#### Wednesday, November 5th

- 1:00 PM Welcome and Opening Ceremony: President John Johnson, Lac du Flambeau Band of Lake Superior Chippewa Indians  
Lac du Flambeau Color Guard  
Medicine Rock Singers  
Welcome from Governor Evers (Video)
- 1:40 PM WIHEDC - Empowering Communities Through Native CDFIs: Becky Albert-Breed, Cedar Growth; Allyssa Verstoppen, Woodland Financial Partners; David Gouwens, Wisconsin Native Loan Fund; Christopher Cote, First American Capital Corp.
- 2:00 PM Native Small Business Hubs - Creating Pathways for Tribal Business Growth: Alexis Harris, Potawatomi Ventures; Philomena Kebec, Bad River Band of Lake Superior Chippewa; Rob Cypinski, Red Cliff Band of Lake Superior Chippewa; Crystal Chevalier, Wolf River Development Company; Sean Powless, Oneida Nation; Carley Eichman, St. Croix Chippewa Indians of Wisconsin
- 2:30 PM The State of Our Nations - Tribal Leaders Perspectives: Jon Greendeer, Ho-Chunk Nation; Nicole Boyd, Red Cliff Band of Lake Superior Chippewa; Alexandria McCorkle, Forest County Potawatomi Community; John Johnson, Lac du Flambeau Band of Lake Superior Chippewa  
Native Entrepreneurs Breakout Session- Side Hustle to Business: Stephanie Taylor and Robert Jahnke  
Native Entrepreneurs Breakout Session - QuickBooks: Christy Guy and Kelli Mitchell
- 3:20 PM Break
- 3:30 PM Wisconsin's Native Housing Coalition - A New Chapter in Collaboration and Growth: Cheryl Cloud, Red Cliff Housing Authority; Jeff Ackley Jr., Enterprise Community Partners; Erica Steele, WHEDA  
Native Entrepreneurs Breakout Session - Marketing: David Gouwens and Ava Belisle  
Native Entrepreneurs Breakout Session - Financials For Entrepreneurs: Becky Albert-Breed and Christy Guy
- 4:15 PM Native Business Pitch Contest - Main Stage
- 5:00 PM Community Connections: Networking Reception
- 6:00 PM Dinner and Awards Ceremony
- 8:00 PM Voices of Our People: A Karaoke Celebration

#### Thursday, November 6th

- 8:30 AM Breakfast and Open Registration
- 9:30 AM WRDC and Mavid Construction Housing Project: Crystal Chevalier, Wolf River Development Company; Zoar Fulwilder, Mavid Construction
- 10:00 AM Empowering Wisconsin Tribes Through Clean Energy Opportunities: Florence Ludka, Oweesta; Isaiah Ness, Sun Bear Industries; Rob Dicke, Baker Tilly
- 10:30 AM Break



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#### Thursday, November 6th

- 10:45 AM Deepening Awareness and Understanding of Tribal Economies: Heather Sobrepena, Center for Indian Country Development
- 11:15 AM Strengthening Economies - Tribal Project Financing Opportunities: Florence Ludka, Oweesta; Pete Upton, Native CDFI Network; David Gouwens, Wisconsin Native Loan Fund; Allyssa Verstoppen, Woodland Financial Partners
- 12:00 PM Native Food Trucks in Hotel's Southwest Parking Lot
- The Hog & Herring
  - The Frybread Shack
  - Ike's Place
  - Jake's Mobile Cafe Menu
- 1:15 PM Navigating the Federal Shutdown - How Indian Country and CDFIs are Being Affected: Pete Upton, Native CDFI Network; Fern Orié, Wisconsin Indigenous Housing & Economic Development Corporation
- 1:45 PM Green Horizons - Advancing Tribal Opportunities in Cannabis and Hemp: Rob Pero, ICIA; Michael Decorah, ICIA
- 2:30 PM Break
- 2:45 PM Freddie Mac: Heritage One and Developer Program: Erin Persons, Freddie Mac
- 3:15 PM WIHEDC - Continuing the Journey Toward Progress and Partnership: Becky Albert-Breed, Cedar Growth; Allyssa Verstoppen, Woodland Financial Partners; David Gouwens, Wisconsin Native Loan Fund; Christopher Cote, First American Capital Corp.
- 4:00 PM Wrap Up. Conference Evaluations. ***Thank You For Attending!***