



We are excited to announce Dave Gee, the author of the Amazon Best Seller, *Restart-The Small Business Guide to Thriving During Chaos*, will be providing an overview of the insights from his new book at our Elkhorn Chamber of Commerce webinar on August 24th at 12pm. The sessions will be 30 minutes with 15 minutes for Q&A.

Restart was written to help small businesses shift their paradigm from simply surviving to **thriving** during times of chaos, like the Coronavirus pandemic. Scores of small business owners that were interviewed talked about selling their businesses, closing down, putting employees on furlough, reducing employee benefits, cutting customer service hours, or minimizing their marketing budgets. But, there was one group of businesses that chose a different path. These business owners had a completely different mindset. They chose “Thriving”(driving growth through innovative methods) over “Surviving”(cutting costs) or “Diving” (selling or closing their business).

Dave will share insights from some of the most innovative leaders and organizations in the country, including the SBDC(The Small Business Development Center); the CEO of Generac, SCORE; the Chief Business Development Officer from Invest Puerto Rico; the Director of Ecommerce and Merchandising from Levi Strauss and Company; the CEO of VJS Construction; the CEO of Prescient Wealth Management; the former owner of the Milwaukee Wave; and the CEO of Bolt, one of the fastest-growing financial technology firms of all time.

About the Author: Restart is written by Amazon Best Selling Author, Dave Gee. Dave’s previous books include The Corporate Refugee Startup Guide and The College Student Startup Guide. Dave taught in the MBA Program and Executive Education Program at the University of Wisconsin-Madison. He currently teaches entrepreneurship and is the director of the Launch Pad program at the University of Wisconsin-Whitewater. Gee spent 20 years at Fortune 500 firms including Motorola, TDS, U.S. Cellular, and Humana, and has founded three of his own businesses.

More details on Restart are here: <https://restartsmallbiz.com/>