

Independent Business Association of Wisconsin
960 Timber Pass
Brookfield, WI 53045
262.844.0333
HYPERLINK "http://www.ibaw.com/"
[www.IBAW.com](http://www.ibaw.com/)
HYPERLINK "http://www.ibaw.com/"
IBAWOffice@gmail.com

Media Release

Contact: Judi Murphy
Murphy Associates | Oak Hill Business Partners
P: 262-786-7424
E: judi@marketingwithmurphy.com

Independent Business Association of Wisconsin (IBAW) presents Advancing The Family Business

Milwaukee, Wis. – March 4, 2019 – The Independent Business Association of Wisconsin (IBAW) hosts “Advancing The Family Business” on Friday, March 15, 2019, 7:00 a.m. – 9:00 a.m. Event will be held at the Wisconsin Club, 900 W Wisconsin Avenue, Milwaukee, Wis. A plated breakfast will be served.

Speaker is Mark Knudsen, CEO of Pop’s Kettle Corn, Muskego, Wis., a proud family-owned business since 2009.

Steve Kohlmann, Executive Director of IBAW, said, “In 2016, Mark Knudsen took over the small family business from his father, upon his retirement. Previously, the business was simply a way for his father to keep busy and have fun. Mark wanted more and has been aggressively moving the business in an upward trajectory.

“Today, Pop’s Kettle Corn continues expansion opportunities with an aggressive marketing campaign opening two retail stores and advancing the business to include corporate and wholesale sales, expansion into the grocery and liquor store sector as well as new outside opportunities of sporting and charitable events and beyond. This is the entrepreneurial story of a family business rocketing toward success. But success doesn’t come without a few unpopped or burnt kernels, and those challenges have to be overcome as well,” continued Kohlmann.

Get the story. Get inspired. And, get a few tasty samples. To register, go to www.IBAW.com

Since 1973, the Independent Business Association of Wisconsin (IBAW) was formed for small business owners to engage in conversation relating to legislation impacting the bottom-line costs of businesses throughout Wisconsin. IBAW is a venue for high level CEOs, CFOs, COOs, other upper management and entrepreneurs to network, exchange business ideas, and become educated and involved on issues which impact their business. IBAW is time well spent!

For additional information, contact Steve Kohlmann, IBAW Executive Director, via email at IBAWOffice@gmail.com www.IBAW.com

###