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‘Muster Across Wisconsin’ rallies entrepreneurs, vets at Lambeau, features West Point grad Bob Simmons

GREEN BAY, Wis. – The second in the statewide series of events designed to connect military veterans with entrepreneurial resources, experts and inspiration will be held Wednesday, May 24 at Lambeau Field in Green Bay.

“Muster Across Wisconsin” will be held from 3 to 7:30 p.m., including a reception, and will feature two “how-to” discussion sessions with area leaders as well as remarks by **Bob Simmons**, senior vice president and director of HR Applications at Associated Bank.

Simmons received a bachelor’s degree in computer science from the United States Military Academy at West Point and his Executive MBA from St. Joseph’s University before beginning his career in software and education.

A panel discussion led by **Tom Still**, president of the Wisconsin Technology Council, will focus on the investment capital landscape in Wisconsin. Panelists include **David Trotter**, managing director of the Winnebago Seed Fund, which is based in Neenah and was formed in 2016 as part of the Badger Fund of Funds. It targets entrepreneurs in Brown, Outagamie and Winnebago counties, as well as throughout the state.

The panel also includes **Michael Semmon**, executive vice president and chief operations officer for the Wisconsin Bankers Association, a community of bankers who actively advocates, educates and supports its members in the state. Semmon is also the president of nVestWisconsin, created to use the federal JOBS Act and the Wisconsin CASE Act to develop and advance intrastate crowdfunding platform operations and to provide financing and investment opportunities for Wisconsin companies and residents. In addition, Semmon is the executive director of the newly created Wisconsin Bankers Foundation, helping to promote financial education in the state.

Other business leaders from the Green Bay area will be featured, as well members of veterans’ and government agencies in the state. A professional networking happy hour will also be part of the program.

“Muster Across Wisconsin” aims to connect military veterans with an interest in starting or

growing their own business with resources through [Bunker Labs Wisconsin](#), the [UW Small Business Development Center](#), the [Wisconsin Technology Council](#) and others. The effort is supported in large part by the [Wisconsin Department of Veterans Affairs](#). Local sponsors include [Associated Bank](#), [Nicolet National Bank](#), [Bank of Luxemburg](#) and [Stephenson National Bank & Trust](#). **Click [here](#) to register for Muster Across Wisconsin-Green Bay.**

Bunker Labs Wisconsin is part of the national Bunker Labs network, which works with veteran entrepreneurs in 15 cities. Its mission is to inspire, educate and connect military veterans who may need mentors, access to investment capital and professional development resources.

“Professional networks are essential for returning veterans, especially aspiring entrepreneurs and those transitioning back to communities where they not lived for years,” said Michael Ertmer, a U.S. Army veteran and founder of Bunker Labs Wisconsin. “Local events that feature business networking and professional development are vital to helping veterans succeed.”

A schedule for future “Muster Across Wisconsin” events will be published soon at <https://bunkerlabs.org/madison/> and other partner sites.

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