For more information & to register visit: go.wisc.edu/sbdc or call 608-262-3909
Welcome to the Wisconsin Small Business Development Center (SBDC) at the UW-Madison Wisconsin School of Business. We care deeply about helping you grow your business. The SBDC at UW-Madison provides three core services:

- Wisconsin Business Answerline for resources and quick answers
- Classes for you and your employees
- No-Cost Business Consulting

The SBDC offers over 75 classes annually that are attended by both entrepreneurs and employees of larger organizations. Our training content is actionable and relevant. Most classes are either half day or a single day for your convenience.

In 2016 the SBDC provided no-cost consulting to over 360 clients. We assisted in the start of 30 new businesses and our clients obtained over $13.3 million in capital. We work with clients on creating operations efficiencies, understanding financial management, marketing concepts, business planning and more. We are proud to share some of our client's stories with you.

Our team looks forward to helping you grow your business in 2017.

Sincerely,

Michelle Somes-Booher
Center Director

Register online at go.wisc.edu/sbdc-calendar

**First Steps to Starting a Business**
Learn the first steps to starting your business and whether starting a business is right for you.
- Tuesday, January 31, 6:30-9 pm; $35 Dee Relyea
- Monday, March 20, 6:30-9 pm; $35 Dee Relyea
- Tuesday, May 16, 6:30-9 pm; $35 Dee Relyea

**Biz Smart: Training for Entrepreneurs**
In this 8 session program you will develop your idea, create a business model canvas, learn business basics from experts in law, accounting, banking, management, human resources, and marketing. Then work on putting it all together to create a roadmap for your business.
- February 14 – April 4; Tuesdays, 6:30-9 pm; $299 SBDC Staff & Community Experts
- April 13 – June 1; Thursdays, 6:30-9 pm; $299 SBDC Staff & Community Experts

**Small Business Tax Expo**
Learn about federal and state taxes including payroll, unemployment compensation, and sales taxes; along with the pros and cons of legal entity choices.
- Wednesday, January 18; 8:30 am-4:30 pm; $95 CPAs, Attorney, WI DOR
- Wednesday, August 23; 8:30 am-4:30 pm; $95 CPAs, Attorney, WI DOR

**Entrepreneurial Training Program Grant**
Provides instruction, guest speakers and coaching for business idea testing and business model improvement. The program serves those who are considering starting a business and owners of existing businesses wanting to get a handle on the details or plan for future growth.

**Program Details:**
- Biz Smart: Training for Entrepreneurs
- One-on-one Consulting
- Expert Business Plan Review
- The program fee is $1,000. The Wisconsin Economic Development Corporation supports this program by providing a grant that covers 75% of the tuition to students who complete the program. Your cost is $250 due at registration. To Apply: go.wisc.edu/sbdc-etp

Thank you to our Small Business Partners for your support of the SBDC:
- BMO Harris Bank
- Dane County
- Neider & Boucher, SC
- Smith & Gesteland, LLP
- WEDC

Kyle LaFond always knew he wanted to own a business. But he never would have guessed it would be all-natural personal care products. In 2014, frustrated by the lack of natural deodorants, Kyle set out to make his own. Soon he was gifting homemade deodorant and aftershave to friends and family.

With encouragement, Kyle launched American Provenance in May 2015. Customers responded to American Provenance’s signature labels and scents, not to mention the short and simple ingredient lists. Soon, the business was employing eight people, stores and pharmacies across the state were carrying the products and the company appeared in Real Simple Magazine, Kyle says this wouldn’t be the case without the SBDC.

It was Kyle’s banker who first told him about the SBDC. “It might serve you some good to meet with someone at the SBDC to go over your business plan,” he’d suggested.

Kyle scheduled a meeting with business consultant Michelle Somes-Booher. “I met with her for an hour and she probably gave me about two weeks’ worth of homework,” he says of their first meeting. “She had some very good constructive criticism.” The biggest takeaway was that he needed to do more research.

Michelle suggested growing online business by finding a partner like Uncommon Goods, a curated online and catalog retailer. He did that, and his success with Uncommon Goods helped land a shout-out in Real Simple Magazine.

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SUCCESS STORY

TINGALLS GRAPHIC DESIGN STARTED AFTER A SBDC CLASS 17 YEARS AGO

Tara Ingall's firm, Tingalls Graphic Design, has been in business — and growing — for 16 years. Tingalls won a 2016 Dane County Small Business Award. And any day now, the firm will serve its 1000th client.

While Tara can't find a copy of the plan that started it all, she still feels its impact.

The class, Writing Your Business Plan, brought together people with a range of business ideas. Tara worked in a corporate graphic design department at the time but had a growing urge to run her own company.

"Each time we would meet we would go through each section, write it together and bounce ideas off of each other," she said. "One of the biggest things I got out of that exercise was to be very conscience of what money is coming in and what money is going out."

Having a plan is imperative for anyone serious about starting a business. The SBDC's Entrepreneurial Training Program has had 161 participants in the last 5 years. — Michelle Somes-Booher, director of the SBDC.

Not only do plans help business owners prioritize in the early days, they are often necessary to get financing or build a vendor or customer base. Tara shared her initial plan with potential clients to show she planned to sustain her business — and theirs — for years to come.
**Launch into Leadership – For NEW Supervisors**

In this one-day class you will learn fundamental skills and discuss ideas on how to start and continue your growth as a supervisor and leader.

- **Tuesday, February 28; 8:30 am-4:30 pm; $259**  Sarah Smyrk

**Supervisory Leadership Series**

(Save 10% when you register for the series)

This series focuses on the essential skills and knowledge for all levels of supervision and management.

- **Series of three—March 1, 8 & 14; 8:30 am-4:30 pm; $735**
- **Series of three—May 4, 11 & 18; 8:30 am-4:30 pm; $735**
- **Series of three—July 26, August 2 & 9; 8:30 am-4:30 pm; $735**

**Communication and Delegation Skills**

- **Wednesday, March 8; $299 (includes DiSC Profile)**  Jeff Russell
- **Thursday, May 4; $299 (includes DiSC Profile)**  Jeff Russell
- **Wednesday, July 26; $299 (includes DiSC Profile)**  Jeff Russell

**Positive Power Plays: Skills for Conflict and Negotiation**

- **Wednesday, March 1; $259**  Patricia Clason
- **Thursday, May 18; $259**  Patricia Clason
- **Wednesday, August 2; $259**  Patricia Clason

**Leadership Essentials and Coaching**

- **Tuesday, March 14; $259**  Scott Savage
- **Thursday, May 11; $259**  Scott Savage
- **Wednesday, August 9; $259**  Scott Savage

**High Performance Leadership Series**

(Save 10% when you register for the series)

Your next step in leadership development. This series will help you sharpen the tough skills of influencing and motivating people to perform, grow, and thrive during the ever-present change we all live with.

- **Series of three—March 22, 29 & April 5; 8:30 am-4:30 pm; $740**
- **Leading for Performance and Accountability**
  - **Wednesday, March 22; $274 (includes book)**  Jeff Russell
- **Secrets of Successfully Engaging Others**
  - **Wednesday, March 29; $289 (includes assessment)**  Patricia Clason
- **Leader: Coach or Critic**
  - **Wednesday, April 5; $259**  Scott Savage

**People and Communication Series**

(Save 10% when you register for the series)

You need to know yourself before you can build on your communication skills with others and clear communication is essential for effective leaders. This series will provide you with tools to know and use your strengths, strategies to deal with difficult conversations and increase your emotional intelligence.

- **Series of three—April 11, 18 & 25; 8:30 am-4:30 pm; $740**
  - **Emotional Intelligence:**
    - **The Foundation for Effective Communication**
      - **Tuesday, April 11; $289 (includes EI Profile)**  Patricia Clason
  - **Surviving Difficult Conversations: Techniques for Conversations When the Stakes Are High**
    - **Tuesday, April 18; $259**  Jeff Russell
  - **Strength Finder: Using your Strengths to Lead**
    - **Tuesday, April 25; $274** (includes Strength Assessment)  Amanda Earle

**INSPIRE Leadership – In Yourself and Others**

In this one-day class you will learn the INSPIRE model of communication and apply it to yourself and your team. You will also review leadership styles and create your own leadership philosophy and vision. You will present to the class and gain valuable feedback from your instructor and peers.

- **Tuesday, May 2; 8:30 am – 4:30 pm; $259**  Jim Walker

**Leadership Development Certificate**

The Leadership Development Certificate is a comprehensive training option for emerging leaders in your organization.

Those who complete the Supervisory Leadership Series, High Performance Leadership Series, 12 hours or more of electives and the INSPIRE Capstone Class within two years are eligible for a leadership development certificate. Apply on our website (or inquire about it at one of our classes) and receive a beautifully framed certificate.

**Email:** julie.wood@wisc.edu with questions

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**Franklin Covey Programs**

Increase your professional effectiveness in work and life by effectively leading yourself and others, managing your priorities and communicating and presenting information clearly. These classes are based on proven Covey principles and include high quality Covey materials.

- **Effective Presentation Skills**
  - **Thursday, April 6; 8:30 am-4:30 pm; $289 Julie Wood**

- **Seven Habits to Increase your Professional Effectiveness**
  - **Thursday, April 13; 8:30 am-4:30 pm; $289 Julie Wood**

**Assessing & Developing Your Leadership Effectiveness – 360 Leadership Feedback**

In this intense one-day workshop, you will explore the eight core dimensions of an effective leader and receive feedback from your boss, peers, direct reports, and others on how well you are meeting their expectations on these eight dimensions. Pre-work includes the 360 Leadership Feedback tool.

- **Wednesday, March 1; 8:30 am-4:30 pm; $449 Jeff Russell**

**Business Succession & Retention: Employee Ownership Solutions**

Business owners, econ dev professionals, and policy makers are invited to attend this workshop that will cover employee ownership structures, converting a business to employee ownership, and the resources available when selling to employees.

- **Thursday, April 20, 9 a.m. - 3 p.m. $75 thru 3/1/17, $99 after**
  - **Landmark Services Cooperative, 1401 Landmark Drive, Cottage Grove, WI 53527**
  - **For info. or to register:**
    - **Contact Lili Tangwall at (608) 262-9751 or ltangwall@wisc.edu**

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**Register online at go.wisc.edu/sbdc-calendar**
Small Business Development Center
975 University Avenue, Suite 3260
Madison, WI 53706-1323

Start • Manage • Grow—Working to support your success

For More Information & to register visit go.wisc.edu/sbdc
or call 608-263-7680

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The SBDC is funded in part through a cooperative agreement with the U.S. SBA. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Contact: Program Coordinator, SBDC, 975 University Ave., Suite 3260, Madison, WI 53706, 608-263-9675. The SBDC program does not deny admission or participation in programs or services because of a person’s race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, maternal or parental status. This program is offered by UW-Madison in cooperation with: