UW-Madison Small Business Development Center Classes

September 2017 - January 2018

Start, Grow & Manage Your Business Successfully

Develop Strong Leadership Skills

For more information & to register visit: go.wisc.edu/sbdc or call 608-262-3909
A Letter from the Center Director

Welcome to the Wisconsin Small Business Development Center (SBDC) at the UW-Madison Wisconsin School of Business. We are here to assist you in growing 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 70 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. We can also create custom programs for your company.

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 $13.5 million in capital. We work with clients on creating operational efficiencies, understanding financial management, marketing concepts, business planning and more. We are proud to share some of our client's stories with you throughout this guide.

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

Sincerely,

Michelle Somes-Booher

For General Questions Contact The WI Business Answerline
sbdcanswerline@bus.wisc.edu or call 1-800-940-7232

Thank you to our partners for your support of the SBDC:
Register online at go.wisc.edu/sbdc-calendar

Digital Engagement Series
This series is all about what you need to engage your customers and prospects on the Internet in order to create trust and utilize your website, social media and other Internet tools to build and grow your business.

**Series of four —October 17, 24, 31 & November 14; 8:30 am-noon; $536**
- **Creating an Online Marketing Funnel for your Business**
  Tuesday, October 17; $149
  Adrienne Machina
- **Telling your Story through Created and Curated Content**
  Tuesday, October 24; $149
  Josh Klemens
- **Brand Story telling to Connect and Be Heard**
  Tuesday, October 31; $149
  Dave & Michael Neelsen
- **Social Media Strategy & Tactics: Designing Your Step-by-Step Plan**
  Tuesday, November 14; $149
  Spencer X Smith

8 Steps to Create your Brand DNA
Whether you are a new business creating your Brand or an existing business refreshing your brand, these two half day sessions will help you create the Brand DNA you need to identify with your target market. You will learn the 8 steps you need to put in place to create and refresh your brand to accelerate your growth and polish your brand to shine above the competition. Learn from a former American Girl branding expert.

Wednesdays, October 11 & 18; 8:30 am-4:30 pm; $259 Megan Boswell

Financial Management Series
This series—meant for anyone who needs to make better business decisions—will teach the basics of how to use and analyze financial statements and manage profitability, cash flow, and financial position.

**Series of four —October 25, November 1, 8, 15; 8:30 am-noon; $536**
- **Basics of Financial Management**
  Wednesday, October 25; $149
  Steve Pullara
- **Analyzing and Interpreting Financial Statements**
  Wednesday, November 1; $149
  Steve Pullara
- **Budgeting and Profit Planning**
  Wednesday, November 8; $149
  Steve Pullara
- **Managing Cash Flow**
  Wednesday, November 15; $149
  Steve Pullara

Parking Tip:
Don’t struggle to find a parking spot on campus; register for your class at least 2 weeks in advance and you can pre-order through Transportation Services for Grainger Hall’s Lot 7 (must be at least 2 weeks in advance to order parking).
For more information visit: go.wisc.edu/sbdc-parking

Human Resources (HR) Basics for the Non-HR Professional
Was HR added to your job description without any formal training? Then this class is perfect for you. Learn about the laws most often violated (unknowingly) according to the Small Business Administration and how to prevent these violations. Additional topics include: current updates to HR regulations, recruiting and hiring employees, on-boarding paperwork, discipline and documentation.

Tuesday, October 24; 8:30 am-4:30 pm
$259 Karen Bender, SPHR, SCP

SPECIALTY PROGRAMS

The Society of Human Resource Management

**SHRM Learning System® for CP/SCP® Certification Preparation Course**
Prepare for your HR certification: SHRM Certified Professional (SRM-CP”) or SHRM Senior Certified Professional (SHRM-SCP).

- $1195 for SHRM Nat’l & Local members,
- $1245 SHRM Nat’l members,
- $1295 for SHRM Local Members and
- $1345 for non-members

Wednesdays September 20 - November 29
(no class November 22); 6-9 pm
Jim Neustadt and Judy Peirick

NEW CLASS

**Minimize Risk- Protecting your business in the age of data breaches & hacks**
Business owners and employees have a vested interest in keeping company information safe. This comprehensive one day class will help you understand the problems related to cyber security and prepare proactively to take action against them. You will be informed by experts on existing circumstances, assess your needs, prioritize your actions and create a plan.

Wednesday, November 29; 8:30 am-4:30 pm
$259 Karen Bender, SPHR, SCP

For more information visit: go.wisc.edu/sbdc-calendar

or Call 262-3909

Urban Assets adds value to Madison’s vibrant community

Melissa Huggins, AICP, wanted to focus on projects in Madison after working as a principal at a consulting firm with all out-of-town clients. The idea for Urban Assets started with a mission: focus on projects that add value to the Madison community either through urban infrastructure or expanding community services.

With her wealth of experience as an urban planner, Melissa began to take on projects, anything from pre-development strategy to fundraising, later realizing she didn’t know how to build a business from scratch. Looking for a mentor, she reached out to Michelle Somes-Booher at the Small Business Development Center (SBDC).

“When you grow a business, if you’ve never done it before, everything is new,” Melissa said. “Michelle has been there the whole way advising what direction and sequence to take.”

Michelle’s first piece of advice: hire someone to help you. That’s when Quinn Heneghan, now the business manager and partner, joined. Now, they’re thinking about what’s next: a larger office and hiring another urban planner, beyond the four full-time employees currently on board.

“As we grow as an organization, we recognize our gaps,” Melissa said. “So we’ve taken advantage of the expertise and classes (at SBDC) so we remain a strong organization that’s attractive to employees.”

With larger projects and a new addition to the team to be hired soon, Urban Assets holds its deeply rooted mission of community understanding and advancement as a strong focus for what it can, and should, tackle next.
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.
Wednesday, September 20; 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 basic skills and knowledge necessary to become an effective supervisor.
Series of three—September 26, Oct 3 & 10 8:30 am-4:30 pm; $735  OR
Series of three—Nov 7, 14 & 21; 8:30 am-4:30 pm; $735
Communication and Delegation Skills
Tuesday, October 3; $299 (includes DiSC Profile)  Jeff Russell
Tuesday, November 7; $299  (includes DiSC Profile)  Jeff Russell
Positive Power Plays: Skills for Negotiation and Conflict
Tuesday, October 10; $259  Patricia Clason
Tuesday, November 14; $259  Patricia Clason
Leadership Essentials and Coaching
Tuesday, September 26; $259  Scott Savage
Tuesday, November 21; $259  Scott Savage

High Performance Leadership Series  (Save 10% when you register for the series)
This series is perfect for those who have completed the Supervisory Leadership Series or looking to take their leadership skills to the next level including influencing and motivating people to perform, grow and thrive.
Series of three—November 28, December 5 & 12; 8:30 am-4:30 pm; $740
Secrets of Successfully Engaging Others
Tuesday, November 28; $289  (includes assessment)  Patricia Clason
Leader: Coach or Critic
Tuesday, December 5; $259  Scott Savage
Leading for Performance and Accountability
Tuesday, December 12; $274  (includes book)  Jeff Russell

People and Communication Series  (Save 10% when you register for the series)
This series will help you improve your communication with others by providing you with tools to assess yourself and then leveraging that knowledge to create the strategy necessary to work more effectively with your team.
Series of three—October 26, November 2 & 9; 8:30 am-4:30 pm; $740
Surviving Difficult Conversations: Techniques for Conversations When the Stakes Are High
Thursday, October 26; $259  Jeff Russell
Strength Finder: Using your Strengths to Lead
Tuesday, November 2; $274  (includes Strength Assessment)  Amanda Earle
Emotional Intelligence: The Foundation for Effective Communication
Thursday, November 9; $289  (includes Emotional Intelligence Profile)  Patricia Clason

INSPIRE Leadership—in Yourself and Others
For experienced supervisors this workshop is an opportunity for you to take an introspective journey into your own unique leadership style. This one-day class will guide you through a thought provoking day of leadership and employee engagement discussions. You will create your own INSPIRE Leadership model and present your vision to the group for feedback. Join us for a day of leadership discussions, and get INSPIRED!
Tuesday, November 16; 8:30 am-4:30 pm; $259  Jim Walker

Beyond Black and White: Small Business Diversity
Diversity can increase creativity, synergy and ultimately make your business more profitable. Learn how to create a diverse team.
Thursday, November 30; 8:30 am - Noon; $149  Deborah Biddle

Food Tip:
Beverages are provided at each class. The Capital Cafe, located on the first floor in Grainger Hall for lunch and dinner (for night classes) options. The restaurant specializes in high-quality ingredients and also offers a wide variety of sandwiches, snacks, coffee, and tea.
For more information visit: go.wisc.edu/wsb-capitalcafe
Small Business Development Center
975 University Avenue, Suite 3260
Madison, WI 53706-1323

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ADDITIONAL SERVICES

Business Consulting
Experienced consultants guide you through the challenge of business operations to meet your goals. All meetings are confidential, conducted on a one-on-one basis and customized for each client. SBDC business consulting is funded by the Small Business Administration and is provided at no cost to you.

Wisconsin Business Answerline; 1-800-940-7232, answers.inwisconsin.com
Answerline counselors are experienced entrepreneurs available to talk with you on the phone Monday-Thursday 9am-4pm. They answer questions related to business planning, business permits or licenses, insurance, obtaining financing, start-up tips, and more. The Answerline is also available via email at: sbdcanswerline@bus.wisc.edu (or feel free to leave a voicemail).

CLASS DETAILS

It’s easy to Register for Classes:
Online at the SBDC website on the specific program page at go.wisc.edu/sbdc or Phone 608-262-3909

Location and Parking:
Programs are held at Grainger Hall, 975 University Ave. unless otherwise noted. The Grainger Hall, Lot 7 parking entrance is on Brooks St. between University Ave. and Johnson St.

Parking Tip: To order parking in advance (must be done 2 weeks ahead of time) visit: go.wisc.edu/sbdc-parking

Cancellation policy:
When you register, you are committing to taking the class. However, if you cancel before the program begins, you will only be charged a $25 cancellation fee. If you cancel after the program begins you will be charged for the full program fee. To cancel, call registration at 608-262-3909.

If there is inclement weather,
Please call 608-263-2221 for a recorded message, after 6:30am for day classes or after 3pm for evening classes.

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: