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Small Business Development Center
University of Wisconsin-La Crosse
1725 State St.
La Crosse, WI 54601 USA



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BUSINESS BASICS

Your Starting Point for Smarter Decisions



Nine available sessions:
Sept. - Nov. 2009

SBDC
Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE

BUSINESS BASICS

This series includes five individual topics. Each is covered in a single three-hour workshop, with some offered on different days and times in order to accommodate your busy schedule.

First Steps to Starting Your Business

This workshop is designed for new entrepreneurs. In a small group setting, you will review the basics of going into business and identifying your next steps. The workshop allows time for questions and answers. Carol Jensen, business counselor at the UW-L SBDC is the instructor.

- Wednesday, Sept. 23 | 5:30 to 8:30 p.m.
- Tuesday, Nov. 17 | 5:30 to 8:30 p.m.

Planning Basics for Business

Writing a business plan is more than writing a document; it is a planning process that will help your business be more successful! Learn what goes into a business plan, what resources are available, and how to get started. The class includes worksheets and exercises, a discussion of software programs, and a look at sample plans. Carol Jensen, business counselor at the UW-L SBDC is the instructor.

- Thursday, Sept. 10 | 5:30 to 8:30 p.m.
- Thursday, Nov. 5 | 5:30 to 8:30 p.m.

Marketing Basics for Business

Understanding marketing is a crucial step in getting your business off the ground and running. Determine target markets, analyze the competition, build your promotion calendars, and evaluate your activities to keep your business on the right path. Begin to plan your marketing efforts. Instructor is Joe Chilsen, marketing faculty in the UW-L College of Business Administration.

- Thursday, Sept. 24 | 5:30 to 8:30 p.m.
- Thursday, Nov. 19 | 5:30 to 8:30 p.m.

Financial Basics for Business

Financial statements are a tool to help you make key decisions for your business. Learn to interpret three basic financial statements used by business owners: income statement, cash flow statements, and the balance sheet. Not only will you learn how to read these financial statements, but you will also begin to see how to use them for better management control. Ed Jaekel, CPA and partner at Johnson, Jaekel & Riutzel, Inc. is the instructor.

- Thursday, Sept. 17 | 5:30 to 8:30 p.m.
- Thursday, Nov. 12 | 5:30 to 8:30 p.m.

QuickBooks™ Essentials

In this program you will learn QuickBooks™ basic features. Topics include: entering transactions, producing invoices and checks, setting up vendors, customers, jobs and items, reconciling bank and credit card statements, and producing financial statements. This program is best suited for people who want to start using QuickBooks™ 2009 or have recently started using QuickBooks™ 2009.

This program is a hands-on workshop in a computer classroom. Required abilities: basic computer and keyboarding skills including familiarity with Microsoft Windows™.

- Thursday, Oct. 1 | 9 a.m. to noon



Tina Schumaker

Absolutely Edible
www.783yummm.com



Absolutely Edible creates bouquets and centerpieces of fruit, candy, and other edibles for the same kind of applications as flower bouquets. SBDC client Tina Schumaker opened her business with display units in a coffee shop, but expanded to her own storefront last November (six months later). Family owned and operated, Tina has quickly grown with corporate gift sales and large banquet arrangements.

Tina says, "The SBDC has been great. The business plan has been very valuable as a process, helping me think about things I would have missed." Tina's business plan was one of the winners in the La Crosse County business plan competition sponsored by the La Crosse Area Development Corporation (LADCO).

Comprehensive Business Planning

The Entrepreneurial Training Program (ETP) is the next step beyond Planning Basics. ETP is an efficient set of classes designed to help you evolve your idea, develop a comprehensive business plan and recognize what it takes to build a profitable business.



"I'm looking for funding and need help writing a business plan."



"I'm already a small business owner but want to learn more about accounting and the administrative side of running a business so my company can grow!"

Whether your business is brand-new or expanding, writing a business plan is essential. Your business plan will:

- serve as your objective decision guide
- reduce costly trial and error
- be required by lenders if seeking financing
- attract potential investors and increase your chance of success

The toughest parts are doing the research, organizing the information and taking the time to write the plan. When you finish the ten weekly ETP sessions and assignments, you will leave with the necessary tools and resources for a comprehensive business plan.

Next session: Sept. 16 to Nov. 18.

You can apply online at www.wisconsinsbdc.org.

Cost: \$250 if you complete the program. The Wisconsin Department of Commerce will provide the remaining \$750 in tuition assistance to qualified applicants. That's \$1,000 worth of concise business training for just \$250!

Learn more at www.uwlax.edu/sbdc/ or call **608.785.8783**.

About the SBDC

Small Business Development Center — champions of entrepreneurial growth in the 7 Rivers Region

SBDC

Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE

The SBDC provides clients within Buffalo, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties with free, one-on-one business counseling services. These sessions typically focus on how to develop a business plan, marketing and promotion strategies, preparing a financial statement, and so on.

The SBDC also offers 80 business education programs a year on a variety of executive, mid-management, basic management and international business topics. Clients can also offer their employees the opportunity to expand skills through Customized Development Programs delivered on-site at their location. We deliver high-quality business education in:

- Strategic planning
- Strategic finance and decision making
- Managerial accounting and forecasting
- Recruiting, retaining, and coaching employees
- Negotiation skills
- Communication and presentation skills
- Other relevant topics for today's executives and managers

Curriculum is customized for each company.
Learn more at www.uwlax.edu/sbdc.



The SBDC is located in room 120 of Wimberly Hall on the UW-La Crosse campus.

General Information

Location: Workshops will be held on the UW-La Crosse campus.

Free Parking: Convenient parking is available at Cleary Alumni & Friends Center, parking lot C-12. A parking permit is not required if the workshop you are attending takes place after 5 p.m.

Fees: Individual sessions are \$35 each. Register for all five sessions in advance and pay just \$125, a savings of more than 25%. The fee includes instruction, materials and refreshments.

How to Register: Please complete the adjacent form and return to the Small Business Development Center via mail or fax. You can also register by calling 608.785.8783 or online at www.uwlax.edu/sbdc.

Cancellation Policy: You must cancel your registration no later than five (5) business days prior to the start of the program to receive a full refund. Cancellations after this time will receive a refund less a \$10 administrative fee. Please note that if you "no show" or cancel the day of the program, you are responsible for the full program fee. Substitutes are welcome and may attend in your absence.

Fall 2009 Workshop Schedule

This series includes five individual topics. Each is covered in a single three-hour workshop offered on a variety of days and times. Choose the session that best fits your busy schedule.

First Steps to Starting Your Business (FS)

- Wednesday, Sept. 23 · 5:30 to 8:30 p.m.
- Tuesday, Nov. 17 · 5:30 to 8:30 p.m.

Planning Basics for Business (PB)

- Thursday, Sept. 10 | 5:30 to 8:30 p.m.
- Thursday, Nov. 5 | 5:30 to 8:30 p.m.

Marketing Basics for Business (MB)

- Thursday, Sept. 24 · 5:30 to 8:30 p.m.
- Thursday, Nov. 19 · 5:30 to 8:30 p.m.

Financial Basics for Business (FB)

- Thursday, Sept. 17 | 5:30 to 8:30 p.m.
- Thursday, Nov. 12 | 5:30 to 8:30 p.m.

QuickBooks™ Essentials (QE)

- Thursday, Oct. 1 | 9 a.m. to noon



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the Center. The Small Business Development Center is part of the UW-La Crosse College of Business Administration. We are also a partner in education with the University of Wisconsin-Extension. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at 608.785.8783 to make arrangements. AA/EOE.

Registration Form Fall 2009

\$125 for all five sessions *(save more than 28%)*

\$35 per individual session

(please check one session for each workshop)

(FS) Sept. 23 Nov. 17

(PB) Sept. 10 Nov. 5

(MB) Sept. 24 Nov. 19

(FB) Sept. 17 Nov. 12

(QE) Oct. 1

name _____

employer/organization _____

mailing address _____

city _____ state _____ ZIP _____

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1725 State Street | La Crosse, WI 54601 USA

Or register with your credit card information:

By phone: **608.785.8783**

By fax: **608.785.6919**

Online: **www.uwlax.edu/sbdc** (follow program links)