

Entrepreneurial Training Program (ETP)

To register or for more information, please call 608.785.8783 or go to www.uwla.edu/sbdc/.



PROGRAM OVERVIEW

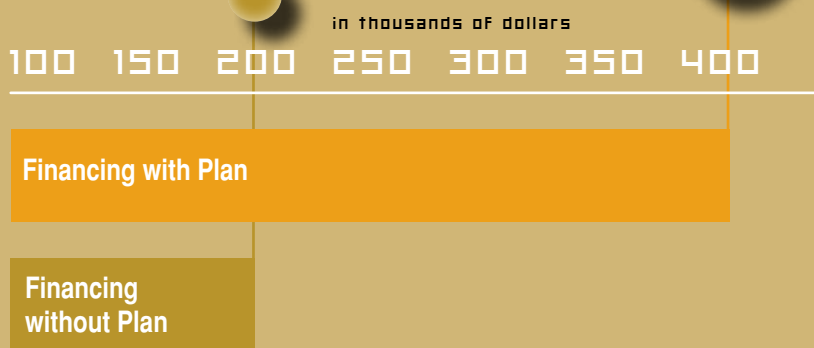
Our Entrepreneurial Training Program (ETP) is the perfect next step for business owners and managers who have already completed our Business Basics Series. ETP consists of 10 sessions that will efficiently guide you through the completion of a comprehensive business plan by following a practical and tactical process.

WHY DEVELOP A BUSINESS PLAN?

- Meets requirements of lenders and investors
- Greatly increases your chance of success
- Serves as your objective decision-making guide for the future
- Reduces expensive trial and error

Bottom Line: a study by Babson College evaluated 116 companies and concluded that those with business plans obtained nearly twice as much financing, generated 15.6 percent more sales, and earned 35.9 percent more profit than companies without plans.

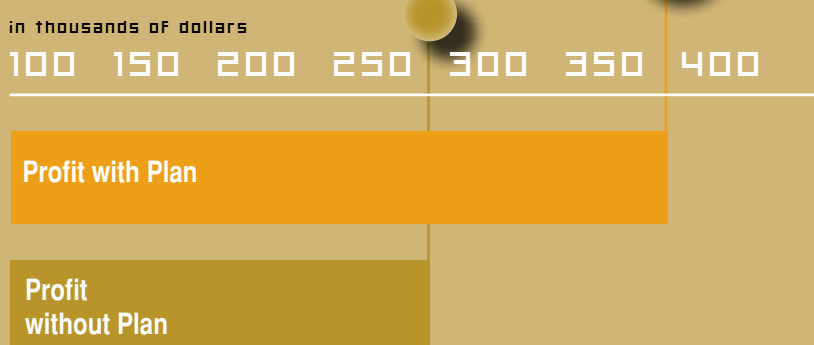
OBTAIN TWO TIMES MORE FINANCING!



DRIVE 15.6% MORE SALES!



EARN 35.9% MORE PROFIT!



ETP HIGHLIGHTS

Here is a sample of the key topics covered throughout ETP:

- Three components of market analysis
- Four components of the product/service offering
- Must-have ingredients in your marketing plan
- Necessary functions of management
- Connection between strong personnel plan and business success
- Financial statements and how to create them
- Cash flow forecasting to better manage your business
- Development and use of budgets to measure performance

Our structured training, real-world advice from business professionals, and free coaching sessions by SBDC advisors will provide all the tools and resources you need to complete your business plan.

Joe Chilsen, ETP Instructor



Joe is a member of UW-La Crosse's marketing faculty and also the instructor of the SBDC's very popular Marketing Basics workshop. Joe has an extensive business background. He has owned several businesses over the past 30 years. Joe has consulted with hundreds of clients ranging from sole proprietorships to Fortune 500 companies. Joe volunteers on numerous boards and committees for both public and private-sector organizations. He holds a bachelor of science in business administration from Viterbo University and an MBA from the UW-La Crosse.

Plus, receive practical and tactical advice from eight business professionals:



Adam Etrheim
Founder,
eContractorBids.com

Topic: How a business plan helps obtain financing



Stefan Smith
Associate Professor,
UW-La Crosse Murphy Library

Topic: How to gather the right market research and strengthen your plan



Steven Doyle
Attorney,
Doyle Law Office

Topic: What business legal structures you should consider



Ed Wais
President and General Manager, The AVS Group

Topic: How to prepare an outstanding marketing strategy



Stephanie Elsen
Certified Google AdWords Expert

Topic: How Google Adwords can increase your sales



Ed Jaekel
CPA,
Johnson, Jaekel & Riutzel

Topic: How to prepare great financial statements



Dustin Hundt
Assistant Vice President – Commercial Lending,
Citizens State Bank

Topic: How to obtain commercial financing



Mark Etrheim
President,
MasterCraft Homes

Topic: What angel investors look for when determining whether to invest



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UNIVERSITY OF WISCONSIN-LA CROSSE

Entrepreneurial Training Program (ETP)



Build, expand or accelerate your business ... we'll help you plan for profit!

Sept. 16 - Nov. 18

Save money with \$750 in tuition assistance!

See details inside.

SBDC
 Small Business Development Center
 UNIVERSITY OF WISCONSIN-LA CROSSE

Entrepreneurial Training Program

Program Details

How to Apply

- Visiting www.uwlax.edu/sbdc/etp.htm is the fastest way to apply for the Entrepreneurial Training Program and your \$750 in tuition assistance all at the same time! Here are the steps:
1. Complete your online application and an SBDC representative will contact you to review the details.
 2. Following approval, you will receive a confirmation e-mail with a link to our tuition payment Web site so you can pay the \$250 portion of your tuition.
 3. The \$750 in tuition assistance will be provided directly to the SBDC by the Wisconsin Department of Commerce after you complete ETP and your business plan.
- All for-profit Wisconsin businesses are eligible for the \$750 in tuition assistance.
- Please call 608.785.8783 if you have any questions or concerns regarding the application process. We would be happy to help.



Two Participants, Just One Fee: There is no additional cost if two people from the same company attend ETP. The initial \$250 tuition fee will cover both participants.

Days, time, and location: 10 consecutive evening sessions from Wed., Sept. 16 through Wed., Nov. 18. Each session is scheduled from 6 to 9 p.m. at the UW-La Crosse Cleary Alumni & Friends Center.

Included: Light dinner and refreshments at each session, all course materials, and business advising services. Parking permit is not needed since ETP is held after 5 p.m.

Entrepreneurial Training Program

Program Details

Success Stories



Adam Ertheim
 Founder,
 eContractorBids.com

Adam founded eContractorBids.com in early 2008. The business has already had some significant successes. Ertheim won the 2008 LADCO Business Plan Competition. Ertheim worked with the UW-La Crosse Small Business Development Center as he prepared the company's business plan. "I couldn't have done it without the SBDC," said Ertheim. "ETP and the business advising were very helpful." Adam also successfully obtained early stage equity investment from six local Angel investors, members of the Origin Investment Group in the La Crosse area.



Charlie Smith
 Owner,
 King Furniture

Charlie owns King Furniture in Holmen, Wisconsin and successfully completed ETP in 2006. "We used ETP and the UW-La Crosse Small Business Development Center's free business advising services to develop a business plan for our expansion. The \$50,000 project was funded by owner equity and a bank loan. We were really happy with ETP, and we still use the materials and spreadsheets for decision making."

Free Business Advising

The UW-La Crosse SBDC has experienced business advisors who will coach you through the process of developing your business plan ... every step of the way. These productive and individualized sessions are free and confidential. We are dedicated to providing you with all the resources you need to complete your plan. We want you to succeed, just like Adam Ertheim and Charlie Smith did.



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, product, or service 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, SBDC programs are nondiscriminatory and available to individuals with disabilities. AA/EDE.

Save money with \$750 in tuition assistance!

Tuition Assistance

Your cost to attend the 10 sessions of ETP is only \$250 if you complete your business plan by Feb. 26, 2010. The Wisconsin Department of Commerce will provide the remaining \$750 in tuition assistance directly to the SBDC after your plan is completed. That's \$1,000 worth of business education and expert advice for just \$250! **Please note:** you will receive an invoice for the \$750 in tuition assistance if you do not complete your plan by Feb. 26, 2010.