

# Solutions for Small Business: Fall 2010 & Spring 2011 Program Calendar



Programs are held at UW-La Crosse. To register, or for the most update program schedule and course descriptions, please visit [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/) or call 608.785.8783.

## Executive Education

### PeerSpectives

Confidential roundtable of business owners and senior executives discussing challenges and sharing experiences.

Next group starts September 2010 | 10 monthly sessions | 8 a.m. to noon | **\$1,500**

## Mid-Management Education

### University of Wisconsin Supervisory Management Certificate Program



Whether you're a supervisor, or hope to be one soon, our Supervisory Management Certificate Program can help you reach your goals — we've done it for more than 7,500 supervisors since 1979. Each two-day session is \$450, and one-day session is \$225, offered from 8:30 a.m. to 4 p.m. \* — denotes elective workshops.

#### Supervisory Management 1

Sept. 29-30, 2010 or Jan. 26-27, 2011

#### Supervisory Management 2

Oct. 13-14, 2010 or Feb. 23-24, 2011

#### Supervisory Management 3

Dec. 8-9, 2010 or April 27-28, 2011

#### Professional Communications\*

Oct. 1, 2010

#### Negotiation Skills\*

Oct. 21-22, 2010

#### Difficult Conversations\*

Oct. 26-27, 2010

#### Manage with Integrity\*

Nov. 2, 2010

#### Improving Managerial Efficiency\*

Nov. 10-11, 2010

#### Advanced Coaching\*

Nov. 19, 2010

#### From Manager to Leader\*

Feb. 4, 2011

#### Managing Relationships & Building Trust\*

Feb. 9-10, 2011

#### Making the Most of Conflict\*

March 2-3, 2011

#### Maximizing Performance\*

March 16-17, 2011

#### Recruit & Retain Employees\*

April 1, 2011

### UW-L Project Management Certificate Program

Each program is targeted and custom designed to fill specific skill gaps for the participant's planned future career needs. Complete 56 hours of learning activities and earn the certificate. Work individually with the course instructor to select learning activities in line with goals and learning style. Program is self-guided with a flexible schedule. No classroom sessions, continuous enrollment. | **\$1,500**

### Entrepreneurial Training Program (ETP)

Existing business owners and new entrepreneurs learn how to develop a comprehensive business plan that results in a thriving business. Course includes structured training, practical advice from business professionals, and support from SBDC business counselors. **Wednesdays, Sept. 15 to Nov. 17, 2010 | 6 to 9 p.m. | \$250** (with approved tuition assistance)

### Learning Community of Artists: Best Business Practices Program

Empowers visual artists from all disciplines to take the next step in building sustainable art businesses. Class content is geared toward discussion rather than lecture and teaches hands-on business skills with an emphasis on adult, interactive learning. The community of artists stays together through the year to support and learn from each other. **October 2010 to June 2011 | Session dates & times to be determined | \$195**

## International Business Education

### Certified Global Business Professional (CGBP) Series

You will gain valuable insight in four key areas: 1) global business management, 2) global marketing, 3) trade finance, and 4) supply chain management. This series also serves as a prep course for the CGBP exam. Series fee is \$695 or individual sessions are \$195. Includes course materials, lunches, and parking.

**Monday, May 9 to Thursday, May 12, 2011 | 8:30 a.m. to 4 p.m.**

**\$195 each or \$695 four-part series**

## 7 Rivers Region Economic Development

### Economic Indicators: An Update for the 7 Rivers Region

Tuesday, Sept. 21, 2010  
Breakfast at 7 a.m.

Program from 7:20 to 9 a.m. | **\$20**  
Location: UW-L Cartwright Center

sponsored by:



Visit [www.7riversregion.org](http://www.7riversregion.org)  
for event details and other  
regional news!

## Basic Management Education

### Business Basics

Includes five individual topics and are offered from 5:30 to 8:30 p.m. Session fee is \$35, or save 28% with the series for \$125.

#### First Steps to Starting Your Business

- Wednesday, Aug. 11, 2010
- Tuesday, Oct. 12, 2010
- Wednesday, Dec. 1, 2010
- Wednesday, Feb. 2, 2011
- Tuesday, April 5, 2011

#### Financial Basics for Business

- Tuesday, Oct. 5, 2010
- Wednesday, Dec. 8, 2010
- Wednesday, Feb. 9, 2011
- Tuesday, April 19, 2011

#### Marketing Basics for Business

- Tuesday, Oct. 26, 2010
- Thursday, Dec. 16, 2010
- Thursday, Feb. 24, 2011
- Wednesday, April 27, 2011

#### Planning Basics for Business

- Tuesday, Oct. 19, 2010
- Tuesday, Dec. 14, 2010
- Wednesday, Feb. 16, 2011
- Thursday, April 14, 2011

#### Website Basics: Getting Your Business Online

- Thursday, Oct. 7, 2010
- Thursday, Dec. 2, 2010
- Tuesday, Feb. 22, 2011
- Wednesday, April 13, 2011

## QuickBooks Series

Register for the sessions individually (\$69 each) or both topics for \$110. Fee includes materials, refreshments, and parking. Sessions run 8:30 to noon.

### QuickBooks Essentials

Thursday, Nov. 4, 2010 or Tuesday, April 26, 2011

### Advanced QuickBooks

Tuesday, Dec. 7, 2010 or Thursday, May 12, 2011

## Success on eBay Series

Register for the sessions individually (\$99 each) or both topics for \$159. Fee includes materials, lunch, and parking. Sessions run 8:30 to 4 p.m.



### Basics of Selling on eBay

Wednesday, Nov. 3, 2010

### Building an eBay Store

Wednesday, Nov. 17, 2010

## Best Tactics for Online Marketing

Register for the sessions individually (\$99 each) or for both and save 20%. Series fee is just \$158.40. Sessions run from 8:30 a.m. to noon, unless otherwise noted.



### Efficient and Effective Search Engine Optimization (SEO)

Wednesday, Oct. 6, 2010 or Wednesday, March 9, 2011

### Create & Measure Effective Google AdWords Campaigns

Wednesday, Oct. 20, 2010 or Tuesday, March 23, 2011

### Increase Online Sales with Viral Social Networking

Thursday, Oct. 28, 2010 or Wednesday, April 6, 2011

### Introduction to Google Analytics

Tuesday, Nov. 9, 2010 or Wednesday, April 14, 2011

### Advanced Google Analytics (1 to 4:30 p.m.)

Tuesday, Nov. 9, 2010 or Wednesday, April 14, 2011

## Sales: PowerTools

Designed for business owners, managers, and salespeople looking for a set of practical and tactical tools to close more sales. Fee is \$199. Sessions run 8:30 to noon.

### Understand Your Buyer's Behavior

Tuesday, Feb. 1, 2011

### Open Doors with Decision Makers

Tuesday, Feb. 8, 2011

### Close More Sales with Decision Makers

Tuesday, Feb. 15, 2011



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

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## Solutions for Small Business

# Solutions for Small Business

**SBDC**  
 Small Business Development Center  
 UNIVERSITY OF WISCONSIN-LA CROSSE

## Fall 2010 & Spring 2011 Program Calendar

- Education programs from business planning to supervisory management training
- How to start a business successfully
- Sales training for business owners and managers
- Networking with other business owners and senior executives
- Project management certificate program
- Learn the best tactics for promoting your business online



The UW-La Crosse Small Business Development Center (SBDC) is your business resource. We have helped thousands of entrepreneurs in the 7 Rivers Region successfully start or grow their businesses. Our services include:

### SBDC Business

**AnswerLine | 800.940.7232**

Have a specific business-related question?

Need to know resources that are available to assist you? Our business counselors answer questions from 8:30 a.m. to 4:30 p.m., Monday through Friday, free of charge.

### Business Education

**Programs | 608.785.8783**

The SBDC offers a full range of business management programs and seminars year-round for both established businesses and start-up companies. Our programs and seminars offer excellent value. Details can be found inside this program calendar or on our Web site at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

### Business Advising

**608.785.8782**

The SBDC offers confidential one-on-one business advising for owners, managers, and prospective entrepreneurs located within Buffalo, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties. Advising sessions typically focus on topics such as business plans, exports and imports, cash flow management, record keeping, bank financing, personnel, inventory, sales and marketing, production, product innovation, etc. The sessions are provided at no cost.

### Register | 608.785.8783

Please complete the adjacent form and return to the SBDC via mail or fax. You can also register by calling 608.785.8783 or online at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

**Cancellation Policy**  
 Registrations may be cancelled five days prior to the program without penalty. Substitutions can be made at any time. No-shows or cancellations made after the program are subject to the full fee. To cancel your registration, call 608.785.8783.

**Bad Axe Tool Works**  
 Mark specializes in producing high-end woodworking saws. He contacted the SBDC in early 2010 for assistance with increasing online sales and overall business planning. Our staff helped Mark identify short-term online marketing priorities. With these suggestions, Mark conducted a photo shoot with a local photographer to obtain the visual assets he needed to introduce two new products: 12" and 14" high-end saws. Mark also developed an e-mail campaign using Constant Contact and distributed it to customers and prospects. The results? Bad Axe closed 30 new orders for its high-end saws within approximately 72 hours of sending the e-mail campaign. This provided the company with an increase in sales of \$7,500. The number of Bad Axe Facebook fans also increased from approximately 140 to 217, a 55 percent increase.



## Solutions for Small Business Registration Form

Please enroll me in the following programs:

seminar name \_\_\_\_\_ date \_\_\_\_\_ program fee \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Information is used to contact you about your registration and for future program announcements

name \_\_\_\_\_ company \_\_\_\_\_

address \_\_\_\_\_ city/state/ZIP \_\_\_\_\_

phone \_\_\_\_\_ e-mail \_\_\_\_\_

Enclosed is my check or money order, payable to UW-L

Please charge to the following account:  MasterCard  VISA

card number \_\_\_\_\_ expires \_\_\_\_\_ / \_\_\_\_\_

cardholder's name \_\_\_\_\_

### Clip and mail to:

Small Business Development Center | UW-La Crosse  
 120 Wimberly Hall | 1725 State Street | La Crosse, WI 54601

Register by phone: **608.785.8783** | Register by fax: **608.785.6919**  
[www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/)



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