

# BUSINESSBASICS

This series includes five individual topics. Each is covered in a single three-hour workshop offered on different days to accommodate your busy schedule. All sessions are held on the UW-La Crosse campus and run from 5:30 to 8:30 p.m.

# SBDC

Small Business Development Center  
UNIVERSITY OF WISCONSIN-LA CROSSE

## 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. Choose one:

- Thursday, Sept. 8, 2011
- Wednesday, Nov. 2, 2011
- Wednesday, Feb. 1, 2012
- Thursday, April 12, 2012

## Planning Basics

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. Choose one:

- Wednesday, Sept. 14, 2011
- Wednesday, Nov. 9, 2011
- Tuesday, Feb. 7, 2012

## Marketing Basics

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. Choose one:

- Tuesday, Sept. 27, 2011
- Thursday, Nov. 17, 2011
- Tuesday, April 24, 2012

## Financial Basics

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. Choose one:

- Thursday, Sept. 29, 2011
- Wednesday, Nov. 30, 2011
- Tuesday, May 8, 2012

## Website Basics: Getting Your Business Online

This workshop will help participants learn a specific 10-step process to getting their business Web site online. Everything from how to register a domain name, setting up Web hosting, sources to consider for Web site templates, how to accept payments, prices to expect, etc. Choose one:

- Tuesday, Sep. 20, 2011
- Tuesday, Nov. 15, 2011
- Tuesday, March 13, 2012

### 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.

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:** Oct. 18 to Dec. 13 (Eight Tuesday evening sessions). You can apply online at [www.uwlax.edu/sbdc/etp.htm](http://www.uwlax.edu/sbdc/etp.htm).

**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/](http://www.uwlax.edu/sbdc/) or call 608.785.8783.



**Tina Schumaker**  
Absolutely Edible  
[www.783yummm.com](http://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 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).



**Small Business Development Center**  
 University of Wisconsin-La Crosse  
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 La Crosse, WI 54601 USA

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**Location & Time:** UW-La Crosse campus:  
 5:30 to 8:30 p.m.

**Free Parking:** Parking permits provided.

**Fees:** Individual sessions are \$35 each. Register for all five sessions in advance and pay just \$125, a savings of more than 28%. The fee includes instruction and materials.

**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.



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-La Crosse. 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. A/E/C/E.

# BUSINESS BASICS Registration

- \$125 for all five sessions (save more than 28%)
- \$35 per individual session (please check one session for each workshop)
- (FS)**  Sept. 8  Nov. 2  Feb. 1, 2012  April 12, 2012
- (PB)**  Sept. 14  Nov. 9  Feb. 7, 2012
- (MB)**  Sept. 27  Nov. 17  April 24, 2012
- (FB)**  Sept. 29  Nov. 30  May 8, 2012
- (WB)**  Sept. 20  Nov. 15  March 13, 2012

name \_\_\_\_\_

employer/organization \_\_\_\_\_

mailing address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ ZIP \_\_\_\_\_

phone \_\_\_\_\_ fax \_\_\_\_\_

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

Check (payable to UW-L)  MasterCard  VISA

credit card number \_\_\_\_\_

expiration date \_\_\_\_\_

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

cardholder's signature \_\_\_\_\_

Return this form along with payment:  
 Register by mail: Registrations | UW-La Crosse SBDC  
 1725 State Street | La Crosse, WI 54601 USA  
 Register by phone: 608.785.8783 by fax: 608.785.6919  
 online: [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/)

# BUSINESS BASICS UW-La Crosse SBDC

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



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

Learn more at [www.uwlax.edu/sbdc/](http://www.uwlax.edu/sbdc/).

UNIVERSITY OF WISCONSIN-LA CROSSE

# BUSINESS BASICS



Your starting point for  
 smarter decisions

Fall 2011 & Spring 2012:  
 First Steps to Starting Your Business  
 Planning Basics  
 Marketing Basics  
 Financial Basics  
 Website Basics

