

QuickBooks™ Series

This series includes three individual topics offered on different days to accommodate your busy schedule. All sessions are from 8:30 a.m. to noon. To register or for more information call 608.785.8783 or go to www.uwlax.edu/sbdc/.

SBDC

Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE

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
- Producing financial statements

This program is best suited for people who want to start using QuickBooks™ 2010 or have recently started using QuickBooks™ 2010.

- Thursday, Sept. 22, 2011
- Wednesday, March 28, 2012

QuickBooks™ Payroll

In this program you will learn how to utilize QuickBooks™ for processing your payroll. Topics include:

- Basic payroll concepts
- Setting up wage & PTO items
- Setting up employees
- Setting up payroll taxes and garnishments
- Setting up pre-tax deductions
- Processing payroll and liability payments
- Direct deposit options
- Quarterly and annual reporting

- Wednesday, Oct. 12, 2011
- Wednesday, April 25, 2012

Advanced QuickBooks™

To get the most out of an accounting software package, you need to customize it for your business. In this half-day session you will learn to customize QuickBooks™ 2010 forms and reports to fit your unique business needs. You will also learn how to enter estimates and produce progress invoices and track time and materials. Topics include:

- Customizing financial statements, reports and invoices
- Estimates and progress invoicing
- Tracking time and materials
- Memorizing transactions

- Thursday, Nov. 3, 2011
- Wednesday, May 9, 2012

QuickBooks™ Instructor



ANKE SWARTZ

Instructor, QuickBooks™ Series

Anke Swartz has 19 years of experience in both private industry and public accounting. She is employed at JRM & Associates, LLC, where she provides bookkeeping and accounting software training and support for clients in a variety of industries. Ms. Swartz was born in Germany and has lived in the La Crosse area for 20 years.

UW-L SBDC Success Story



BAD AXE TOOL WORKS

Mark Harrell, Owner | www.badaxetoolworks.com

Mark specializes in producing high-end woodworking saws. He contacted the SBDC in early 2010 for assistance in 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.

Related Programs

Business Basics Series (Fall 2011 & Spring 2012)

In addition to our QuickBooks™ Series, you may find our Business Basics Series valuable in helping you start, grow and manage your business. Sessions are \$35 each or \$125 when you register for all five sessions (28% savings). All sessions are from 5:30 to 8:30 p.m.

FIRST STEPS TO STARTING YOUR BUSINESS

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

PLANNING BASICS

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

MARKETING BASICS

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

FINANCIAL BASICS

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

WEBSITE BASICS: GETTING YOUR BUSINESS ONLINE

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



Small Business Development Center
 University of Wisconsin-La Crosse
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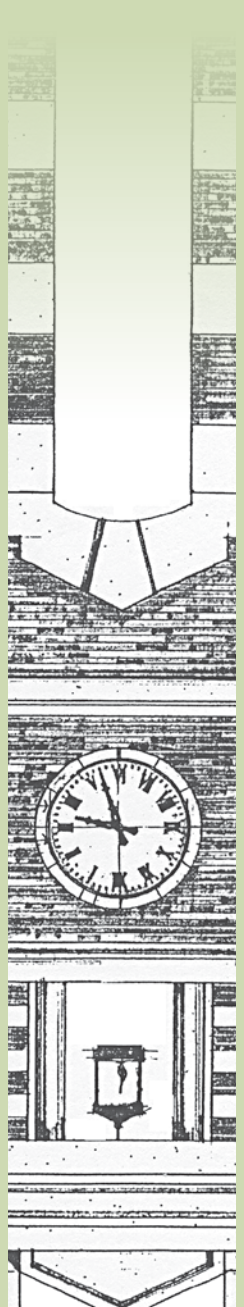
UNIVERSITY OF WISCONSIN-LA CROSSE

QuickBooks™ Series

FALL 2011 & SPRING 2012

Manage your Business using QuickBooks™

- Save time
- Stay organized
- Get paid faster



QuickBooks™ Series 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

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

QuickBooks™ Series REGISTRATION 2011

"Sign up for two or more QuickBooks sessions at the same time, and pay only \$55 per each session."

- Sign me up for QuickBooks™ Essentials. The fee is \$69*. circle: Sept. 22, 2011 or March 28, 2012
- Sign me up for QuickBooks™ Payroll. The fee is \$69*. circle: Oct. 12, 2011 or April 25, 2012
- Sign me up for Advanced QuickBooks™. The fee is \$69*. circle: Nov. 3, 2011 or May 9, 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:
 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/

Location: UW-La Crosse Campus.
Times: QuickBooks™ sessions run from 8:30 a.m. to noon. All Business Basics sessions run from 5:30 to 8:30 p.m.
Fees: QuickBooks™ sessions are \$69 each or \$55 each if you register for two or all sessions at the same time. Individual Business Basics sessions are \$35 each. Register for all five Business Basics sessions in advance and pay just \$125, a savings of more than 28%.

How to Register: Please complete the adjacent form and return to SBDC 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 will be responsible for the full program fee. Substitutes are welcome and may attend in your absence.



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