

Solutions for Small Business: 2010 Program Calendar

All programs are held on the UW-La Crosse campus. To register or for the most updated program schedule, please visit www.uwlax.edu/sbdc/ or call 608.785.8783.

Executive Education

PeerSpectives

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

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

Custom Development Programs

Offer your team the opportunity to learn and expand their skills through custom development programs at your 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, communication and presentation skills; and other relevant topics for executives and managers.

Curriculum is customized for each company. Program start dates depend on the participating company and instructor availability. Prices vary depending on topic.

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 session is \$425, offered from 8:30 a.m. to 4 p.m. * — denotes elective workshops.

Supervisory Management 1

Wednesday & Thursday, Jan. 27-28

Wednesday & Thursday, Sept. 29-30

Supervisory Management 2

Wednesday & Thursday, March 3-4

Wednesday & Thursday, Oct. 13-14

Supervisory Management 3

Wednesday & Thursday, April 28-29

Wednesday & Thursday, Dec. 8-9

Maximizing Performance*

Wednesday & Thursday, Feb. 17-18

Making the Most of Conflict*

Wednesday & Thursday, March 24-25

Manage with Integrity*

Wednesday & Thursday, May 12-13

Managing the Future*

Tuesday & Wednesday, May 25-26

Negotiation Skills*

Thursday & Friday, Oct. 21-22

Difficult Conversations*

Tuesday & Wednesday, Oct. 26-27

Improving Managerial Efficiency*

Wednesday & Thursday, Nov. 10-11

UW-L Project Management Certificate Program

An innovative program providing participants with a targeted and unique learning opportunity. Each participant's program is custom designed to fill specific skill gaps, and designed to work for their planned future career needs. Participants are required to complete 56 hours of learning activities to earn their certificate. Participants will work individually with the course instructor to select learning activities in-line with their goals and learning style. Program is self-guided. Participants can complete the learning activities according to their schedules. No classroom sessions.

Monday, March 15 to Friday, May 14 | **\$1,500**

Entrepreneurial Training Program (ETP)

Ten efficient sessions designed to help existing business owners and new entrepreneurs develop a comprehensive business plan that results in a thriving and profitable business. Our structured training, practical advice from business professionals, and trained business counselors will help you stay focused and move ahead step by step toward your goal.

Tuesday evenings, Feb. 2 to April 6 | 6 to 9 p.m. | **\$250** (with approved grant application)

International Business Education

Certified Global Business Professional (CGBP) Series

Learn to open new markets, identify risks, trade finance, and much more. The CGBP designation is a competency benchmark in global commerce. This four-part series also serves as a prep course for the CGBP exam. You will gain valuable insight in four key areas: global business management, global marketing, trade finance, and supply chain management. Participants can register for sessions individually (\$195) or the four-part series (\$695). Visit www.uwlax.edu/sbdc/ for curriculum details. Fee includes all course materials, lunches, and refreshments.

Monday, May 3 to Thursday, May 6 | 8:30 a.m. to 4 p.m.

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

Basic Management Education

Business Basics

This series includes five individual topics: First Steps, Planning Basics, Marketing Basics, Financial Basics and QuickBooks™ Essentials. Each is covered in a single three-hour workshop offered on a variety of days; choose the session that best fits your busy schedule. All sessions are offered from 5:30 to 8:30 p.m., unless otherwise noted. Each session is \$35. Register for all five topics and save over 28%! Series fee is \$125.

First Steps to Starting Your Business

- Thursday, Feb. 4
- Thursday, April 1
- Wednesday, June 16
- Wednesday, Aug. 11
- Tuesday, Oct. 12
- Wednesday, Dec. 1

Financial Basics for Business

- Thursday, Feb. 11
- Thursday, April 29
- Tuesday, Oct. 5
- Wednesday, Dec. 8

Marketing Basics for Business

- Thursday, Feb. 25
- Thursday, April 8
- Tuesday, Oct. 26
- Thursday, Dec. 16

Planning Basics for Business

- Thursday, Feb. 18
- Thursday, April 15
- Tuesday, Oct. 19
- Tuesday, Dec. 14

QuickBooks™ Essentials

- Tuesday, Feb. 2 | 9 a.m. to noon
- Thursday, Nov. 4 | 9 a.m. to noon

Best Tactics for Online Marketing

Register for the sessions individually (\$99 each) or for both and save 20%. Series fee is just \$158.40. All sessions are offered from 8:30 a.m. to noon.



Efficient and Effective Search Engine Optimization (SEO)

Ideal for small business owners and managers who want to learn an efficient and effective process for dramatically improving their Web site's search engine rankings while doubling visitors. Learn how to use several free SEO tools when selecting the best keywords, how to implement a practical and tactical 15-step process for optimizing content and building popularity, and how to measure results. Each attendee will receive a free copy of the book *The Small Business Owner's Handbook to Search Engine Optimization!*

Tuesday, March 9 or Wednesday, Oct. 6

Effective Google AdWords Campaigns

Ideal for small business owners and managers who want to learn the basics of search engine marketing (often referred to as pay-per-click or PPC advertising). This is a practical and tactical workshop that provides attendees with the knowledge they need to be able to create and manage their own Google AdWords campaigns. Learn basic pay-per-click terminology, how to create a Google AdWords account and Google AdWords campaign step by step, and how to use measure return on investment while refining future campaigns.

Tuesday, March 23 or Wednesday, Oct. 20

Sales: PowerTools

Designed for business owners, managers, and salespeople new to selling, or those looking for a set of practical and tactical tools to help close more sales and develop customer relationships. Fee is \$199, and it includes materials, instruction and refreshments. All sessions are offered from 8:30 to noon.

Understand Your Buyer's Behavior

Tuesday, April 13

Open Doors with Decision Makers

Tuesday, April 20

Close More Sales with Decision Makers

Tuesday, April 27

7 Rivers Region Economic Development

Economic Indicators:

An Update for the 7 Rivers Region

Tuesday, April 6

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 for event details and other regional news!

