

Solutions for Small Business: Fall 2009 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 October 2009 | 10 monthly sessions | 8 a.m. to 12 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 program is \$425, offered from 8:30 a.m. to 4 p.m. * — Denotes elective workshops.

Supervisory Management 1

Tuesday & Wednesday, Sept. 29 & 30

Wednesday & Thursday, Jan. 27 & 28, 2010

Supervisory Management 2

Wednesday & Thursday, Oct. 28 & 29

Wednesday & Thursday, March 3 & 4, 2010

Supervisory Management 3

Wednesday & Thursday, Dec. 9 & 10

Wednesday & Thursday, April 28 & 29, 2010

Professional Communications*

Wednesday and Thursday, Sept. 23 & 24

How to Influence — Positive Political Skills on the Job*

Tuesday & Wednesday, Oct. 6 & 7

People-Driven Efficiency*

Wednesday & Thursday, Nov. 4 & 5

Fundamentals of Project Management*

Wednesday & Thursday, Nov. 18 & 19

Maximizing Performance*

Wednesday & Thursday, Feb. 17 & 18, 2010

Making the Most of Conflict*

Wednesday & Thursday, March 24 & 25, 2010

Managing the Future*

Tuesday & Wednesday, May 25 & 26, 2010

UW-L Project Management Certificate Program

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

Wednesday, Oct. 7 to Thursday, Jan. 7, 2010 **or**

Monday, March 15 to Friday, May 14, 2010 | **\$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 to move ahead in steps toward your goal.

Wednesday evenings, Sept. 16 to Nov. 18 | 6 to 9 p.m. | **\$250** (with approved grant application)

Learning Community of Artists: Best Business Practices Program

Designed to empower visual artists from all disciplines to take the next step in building sustainable art businesses. Program utilizes a discussion-based (rather than lecture-based) format, and teaches both theory and hands-on skills with an emphasis on adult, interactive learning. The community of artists stays together through the year to support and learn from each other. Many of the learning outcomes are self-selected and self-directed, respectful of scheduling and learning-style preferences.

October 2009 to June 2010 | Session dates & times to be determined

Your Career, Your Life

This two-session workshop is designed to enhance the career potential of women within the region. It considers the "big picture" of the working lives of professional women, while learning practical "how-to" strategies designed to help align long-term goals with day-to-day activities. These thought-provoking sessions consists of five core topics: 1. women's strengths and challenges in today's workplace; 2. expanding effectiveness and influence; 3. work-life balance; 4. mentoring and finding mentoring; and 5. stages of effectiveness and career development.

Wednesdays, Dec. 2 & 16 | 8:30 a.m. to noon | **\$149**

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 and times. 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

• Wednesday, Sept. 23

• Tuesday, Nov. 17

Financial Basics for Business

• Thursday, Sept. 17

• Thursday, Nov. 12

Marketing Basics for Business

• Thursday, Sept. 24

• Thursday, Nov. 19

Planning Basics for Business

• Thursday, Sept. 10

• Thursday, Nov. 5

QuickBooks™ Essentials

• Thursday, Oct. 1 | 9 a.m. to noon

Success on eBay Series

Register for the sessions individually (\$99 each) or for both and save nearly 20%. Series fee is just \$159. Both sessions are offered from 8:30 a.m. to 4 p.m.



Basics of Selling on eBay

Taught by a certified eBay instructor. Learn how to create an account, titles and descriptions, determine pricing, shipping, returns, photography, PayPal, collecting payments, selling strategies, following up after the sale, and general eBay navigation. *Optional:* a copy of *The Basics of Selling on eBay* can be purchased for \$20 at the start of the workshop.

Tuesday, Nov. 3

Building an eBay Store

Taught by a certified eBay instructor. Do you have lots of "stuff" you would like to sell? Are you looking for a way to dramatically grow your eBay sales? Have you considered opening an online eBay Store, but are not sure how it works? In addition to explaining the many benefits of having an online eBay Store, learn how to open and fine-tune your store for maximum results. Learn tips, tools and strategies for marketing to the millions of buyers on eBay. *Optional:* a copy of *The eBay Stores Workbook* can be purchased for \$20 at the start of the workshop.

Tuesday, Dec. 8

Best Tactics for Online Marketing

Register for the sessions individually (\$89 each) or for both and save 20%. Series fee is just \$142. Both 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 *Small Business Owner Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic ... In Just 15 Steps. Guaranteed!*

Tuesday, Oct. 27

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.

Wednesday, Nov. 11

7 Rivers Region Economic Development

Economic Indicators:

An Update for the 7 Rivers Region

Wednesday, Sept. 16

Breakfast at 7 a.m.

Program from 7:20 to 9 a.m. | **\$20**

New location: Cartwright Center, UW-L campus

sponsored by:



Visit www.7riversregion.org for event details and other regional news!



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

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SBDC
 Small Business Development Center
 UNIVERSITY OF WISCONSIN-LA CROSSE

Fall 2009 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



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/.

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/.



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.



Success Story
 Absolutely Edible creates bouquets 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 last November (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).

Tina Schumaker
www.783yum.com
 fruit, candy, and other edibles for the same kind of applications as flower bouquets.

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/



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Solutions for Small Business

Fall 2009 Registration Form