

Solutions for Small Business

Spring & Fall 2012 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/ or call 608.785.8783.



Executive Education

PEERSPECTIVES

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

Next group starts in May 2012 | 10 monthly sessions | 8 a.m. to noon | **\$2,000**

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, offered from 8:30 a.m. to 4 p.m.

* — denotes elective workshops.

Supervisory Management 1

Jan. 25-26 or Sept. 26 & 27

Supervisory Management 2

March 7 & 8 or Oct. 17 & 18

Supervisory Management 3

May 2 & 3 or Dec. 5 & 6

Making the Most of Conflict*

Feb. 22 & 23

Communication Strategies for Managers*

March 21 & 22

Maximizing Performance*

April 18 & 19

Lead with Integrity*

May 23 & 24

High-Performance Negotiations*

Oct. 4 & 5

Difficult Conversations*

Oct. 24 & 25

Building High-Performance Strength-Based Teams*

Nov. 7 & 8

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. **Tuesdays, Feb. 21 to April 10 | 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.

Dates and times to be determined | **\$195**

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, Feb. 1
- Thursday, April 12
- Tuesday, Sept. 18
- Wednesday, Nov. 14

Financial Basics for Business

- Tuesday, May 8
- Tuesday, Oct. 23

Marketing Basics for Business

- Tuesday, April 24
- Tuesday, Oct. 16

Planning Basics for Business

- Tuesday, Feb. 7
- Tuesday, Oct. 2

Website Basics: Getting Your Business Online

- Tuesday, March 13
- Tuesday, Nov. 27

QUICKBOOKS SERIES

Register for the sessions individually (\$69 each) or two or more sessions for \$55 each. Fee includes materials, refreshments and parking. Sessions run 8:30 to noon.

QuickBooks Essentials

Wednesday, March 28

QuickBooks Payroll

Wednesday, April 25

Advanced QuickBooks

Wednesday, May 9

BE #1 WITH GOOGLE AND SOCIAL MEDIA

Learn the practical and tactical steps that will earn you Top 10 rankings in Google for keywords that matter to your business and increase your site traffic by 23% and sales by 800% via social media . . . all the while learning how to measure several key ROI-focused outcomes. Suitable for any business owner or manager. Technical skills are not necessary. Register for the sessions individually (\$99 each) or both topics for just \$160. Sessions are 8:30 to noon.

Be #1 with Google

- Wednesday, Feb. 8
- Wednesday, Sept. 19

Be #1 with Social Media

- Tuesday, Feb. 28
- Wednesday, Oct. 10



International Business Education

CERTIFIED GLOBAL BUSINESS PROFESSIONAL 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 14 to Thursday, May 17, | 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

Wednesday, April 11, 2012

Breakfast at 7 a.m.

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

Location: UW-L Cartwright Center

sponsored by:



Solutions for Small Business

Please enroll me in the following programs:

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University of Wisconsin-La Crosse
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La Crosse, WI 54601 USA

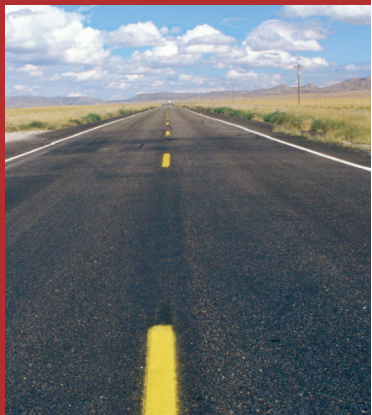
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Solutions for Small Business

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:

SMALL BUSINESS DEVELOPMENT CENTER

**SPRING AND FALL 2012
PROGRAM CALENDAR**



Solutions for Small Business

- ◆ 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



Business Education

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.

Programs | 608.785.8783

The SBDC offers a full range of business

management programs and seminars year-round for both established businesses and

Seminars offer excellent value. Details can be found inside this program calendar or on our Web site at www.uwfax.edu/sbdc/.

Business Advising

608.785.8782

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.uwfax.sbdcd/.

online at www.uwax.edu/sbdc/.

Cancellation Policy

Registrations may be cancelled five days prior to the program without penalty (subject to cancellation fee if less than five days). 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.

Linda O'Connell lindakproductions.net
founder and owner of
Take 5 Productions,
a full-service company specializing in DVD
duplication, video slide shows (photo mon-
tages), business video productions, wedding
video production, video editing, and home
movie transfer services. She completed the
Crosse Entrepreneurial Training Program
course and finished her business plan. Since
then she took third place in a local busi-
ness plan competition, shows a 30% increase
in sales and profits over 2003, and was
chosen to produce the background video
for the Miss Wisconsin Pageant. She was also
featured in the August/September 2009 issue
of *Collier Region Women's* magazine. She
has written several articles and presents on
various topics, including taking home movies
to Blockbusters.



Take 5 Productions