

# 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/](http://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

SUPERVISORY  
MANAGEMENT

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 Spring & Fall 2012 Registration Form

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 Wimberty Hall | 1725 State Street | La Crosse, WI 54601

Register by phone: 608.785.8783 | Register by fax: 608.785.6919  
www.uwlax.edu/sbdc/



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 Extension. 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. AVECE.

# Solutions for Small Business General Information

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/](http://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.

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

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## 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



**SBDC**  
Small Business Development Center  
UNIVERSITY OF WISCONSIN-LA CROSSE

