

UW-MADISON SBDC

FALL 2026 CLASS CATALOG | SEPTEMBER - DECEMBER 2026

[GO.WISC.EDU/LEARNSBDC](https://go.wisc.edu/learnsbdc)



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON®



*Small Business
Development Center*
UNIVERSITIES OF WISCONSIN



▶ **CREEKSIDE
VETERINARY**
READ MORE SBDC
SUCCESS STORIES
INSIDE



▶ **LAKE CITY BOOKS**



▶ **TDS DESIGN BUILD**



▶ LEARNING FOR THE LIFE OF YOUR BUSINESS

Here at the UW-Madison SBDC, we can serve as a guide throughout your entrepreneurial journey - from aspiring business owner to leader. Our classes are divided into three main categories:



1. START classes help you through the earliest stages of starting a business, from early ideation to business basics and creating a feasible business plan.



2. MANAGE classes provide you guidance on operationalizing your business, generally within years 1-4 of operating. These classes include topics like financial management, marketing, business valuation, and the basics of human resources.



3. GROW classes help your aspiring and emerging leaders build practical skills to support your team. Whether you are hiring your own employees or transitioning to a leadership role in a larger organization, these classes help you build your leadership toolbox.

SBDC 1:1 Consulting

Available throughout your entrepreneurial journey.



START BUSINESS PLANNING

First Steps to Starting a Business

Biz Smart Sprint

Entrepreneurial Training Program

Beginner's Guide to Financial Projections



MANAGE YOUR OPERATIONS

Introduction to Financial Management

Intermediate Financial Management

Other Common Topic Areas:

- Human resources
- Marketing

- Hiring student staff
- Value planning



GROW YOUR LEADERS

Common Topic Areas:

- Introductory Leadership
- Building on Strengths
- Building Resilience
- Communication & Delegation
- Conflict Management
- Emotional Intelligence
- Performance Management

Entrepreneurial How-To Video Series

Relationship-Based Veterinary Care

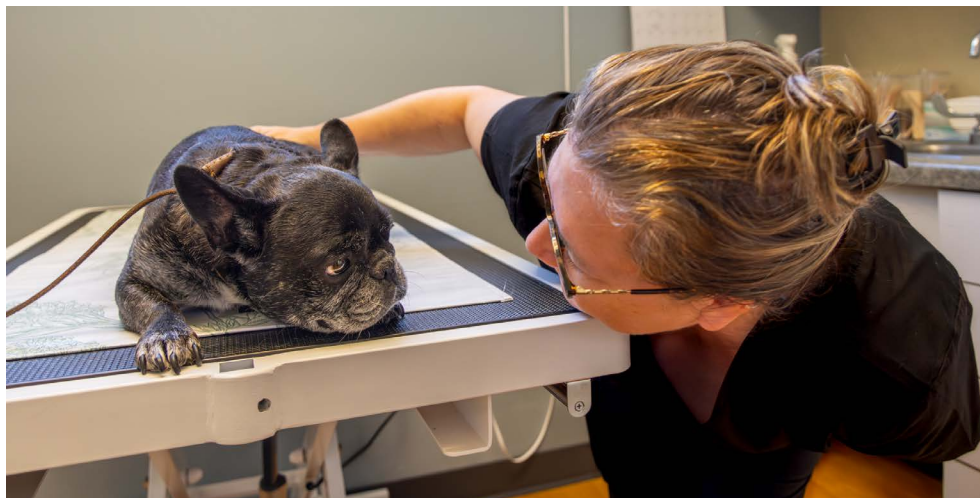


We use **fear-free**, calming colors and natural light, so **it's homey**, says Phillips.



SBDC SUCCESS STORY

CREEKSIDE VETERINARY CLINIC & GROOMING



Becca Phillips and Tanya Hoffman opened [Creekside Veterinary Clinic and Pet Grooming](#) in Black Earth in 2024 to continue the tradition of a locally owned practice focused on personalized, relationship-based care. Their goal is to provide tailored treatment for every patient, while taking the time to truly connect with the pet owners they serve.

The clinic has been open over a year and is growing every day.

"Our client base is growing, and we are looking forward to continued growth," says Hoffman.

"It's about building relationships, treating pets individually, and spending time with them," says Hoffman. "Every day feels unique to me, being able to have relationships with pets and clients. Everyone comes in happier, and there's less stress all around, and we really get to know people."



How is Creekside helping shape the next generation of veterinarians and groomers? Read more at: go.wisc.edu/sbdcsuccess



START

YOUR BUSINESS SUCCESSFULLY



Learn more & register at:
go.wisc.edu/learnsbdc



START HERE

With the SBDC, you have several options for learning more about starting your business.



EXPLORING ENTREPRENEURSHIP?

Start your exploration with First Steps to Starting a Business. This free, interactive, online class will help you assess your entrepreneurial readiness and identify your strengths and weaknesses as a business owner. In this course, you will explore the entrepreneurial mindset, self-assess your personal characteristics, financial readiness, business idea, and understand your next steps.

Access online any time, anywhere for free at:
firststeps.sbdc.wisc.edu

► First Steps recently got an upgrade!
Learn more on page 9.

NEXT

Make Progress on Your Business



Entrepreneurial Training Program (online and in-person components)

ETP is an intensive business-planning training program that focuses on helping you complete a comprehensive "rough draft" of your business plan in the form of a written workbook. Each class will help you work toward putting your ideas on paper so that, by the end of class, you have made significant progress toward launching your business or writing a more comprehensive business plan. Class includes a full-day, in-person session where participants can ask questions of professional business partners in the areas of law, accounting, risk management, lending, and more.

Weekly, , October 15 – November 12 (live virtual, 5:30-8:00 pm)
& November 20 (in person, 8:00 am - 4:30 pm)

**\$250 with successful completion of
program requirements**

Tom Hershberger & SBDC Supporters



Serving
Wisconsin

Online, Hybrid, and In-Person
Options to Serve all Across the State

ESTABLISHED IN

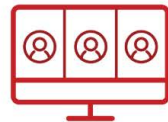
2000

— 25 Years of Continuous Impact —



**MAJOR
UPDATES**
Evolving with
Business

— HYBRID COURSE FORMAT —



**Hundreds of Businesses
Started Across Diverse
Industries**

- Manufacturing
- Construction
- Retail
- Healthcare
- Software
- Food



4,600+

Entrepreneurs and Small Business
Participated State Wide —

800+

Participants at
UW-Madison Alone —



**State Wide
Standardized
Curriculum**

Including
Custom Workbook



Bringing a Bookstore Back to Downtown Madison



► SBDC SUCCESS STORY | LAKE CITY BOOKS

When avid reader Molly Fish grew up in Madison and attended East High School, downtown was a reader's paradise.

"I grew up with all the great bookstores downtown in the nineties," she says. "Canterbury Books was a huge part of my life and the culture of my childhood, and I could list ten bookstores we used to go to downtown."

Fish worked at the UW Bookstore in college and at a bookstore in Chicago, before returning to Madison to work at Epic and saving money toward her goal of opening her own business. Epic provided training for employees, taught by the UW-Madison Small Business Development Center (SBDC), and Fish took the SBDC's six-week [Biz Smart Sprint](#) course to think about how she might open her own bookstore.

She helped launch Leopold's Bookstore, then felt ready to start her business. Lake City Books opened in April 2023.



How did Madison's downtown bookstore decide to expand just a few years after opening?
Read more at: go.wisc.edu/sbdcsuccess



Fish says the best advice she's received from the SBDC is:

- Start small, pivot, try new things, and follow up with reporting to see where you should grow.
- For marketing, lean into what works, and find your people where they are. For Fish, direct mailers didn't pay off, while the store's Instagram account has developed a strong following.
- Don't be afraid. Taking the leap is scary but worth it.
- Balance between listening to your intuition and following your numbers.
- Be brave and ask for help. Fish says once she learned to use QuickBooks, she could hardly tear herself away.

MANAGE

YOUR BUSINESS OPERATIONS



Learn more & register at:
go.wisc.edu/learnsbdc

Look for the Icon!

Classes in this catalog labeled with the Wisconsin icon are being offered as part of the Main Street Bounceback Technical Assistance Program; this grant-funded program is being supported by the WEDC.



Courses that are no-cost to all participants show a Wisconsin outline.



Courses that show a Wisconsin outline with a dollar sign inside are no-cost for eligible businesses (must be currently in business, for-profit, located in Wisconsin, and employing fewer than 500 employees). Nonprofits, organizations of >500 employees, and pre-venture businesses will be charged the cost indicated.



I'm Doing Everything! How Value Planning Reduces Panic and Builds Value (webinar)

Someday-retirement may seem far away, but taking value-planning steps now can benefit nearly every facet of your business. Whether you are focused on recouping some of your free time, safeguarding against emergencies, or being a salable business in the future, the work of value planning can support all of those goals, and this session focuses on those that also drive value.

September 24; 9:30 am - 10:30 am CST - NO COST
Jane Tereba, CPA

Human Resources (HR) Basics for Non-HR Professionals (hyflex)

Do you know the difference between an independent contractor and an exempt vs. non-exempt employee? This session is for new HR personnel, general managers, and business owners who are ready to hire employees. Topics include: independent contractor vs. employee; exempt vs. non-exempt; overtime pay; FMLA, OSHA, and other HR laws; and more. Additional topics include the basics of employee discipline, writing job descriptions, hiring, and more. This class' hyflex format allows you to take it on campus or online.

October 6; 8:30 am - 4:30 pm CST - \$299
Brittany Hanson

Register by 9/15 for earlybird pricing!



Hire Badgers: Student Staffing Opportunities for Small Business (live virtual)

If you've ever wondered about hiring a current UW-Madison student, this session is for you! We'll discuss the differences between the Work-Study Program and student internship opportunities and help you understand more about how to make the experience a successful one for both you and the student.

October 8; 1:30 pm - 3:00 pm CST
Heather Ferguson, Brett Jones, Kristina Rittel



Reclaim Your Day with Delegation: Leveraging a Virtual Team (webinar)

Learn how strategic delegation can help you reclaim your time, support business growth, and avoid the hidden costs of trying to do it all yourself. This session explores when it's the right time to outsource tasks, the key differences between working with virtual assistants, independent contractors, and employees, and how to build successful virtual working relationships.

October 12; 10:00 am - 11:15 am CST - \$200
Rachel Rasmussen

Register by 9/21 for earlybird pricing!



Digital Marketing & Social Media Conference (in person)

This one-day summit is perfect for busy professionals who wear many hats. Because keeping up with digital tools and best practices is difficult, this event brings together top experts to teach you what you need to know about social media platforms, branding and marketing techniques, and industry trends. Learn session specifics at sbdc.wisc.edu.

October 28; 8:15 am - 4:00 pm CST - \$325
Industry Experts



HR Trends 2027 (webinar)

Through their annual HR Trends Survey, QTI aims to provide businesses with critical HR insights by providing guidance on topics such as compensation, benefits, careers, employee well-being, diversity and inclusion, and workforce planning. Join us to learn local insights in the world of HR.

November 4; 1:30 pm - 2:30 pm CST - NO COST
Rebekah Temple and Jill Dohnal



MANAGE

FOCUS ON: ARTIFICIAL INTELLIGENCE



Learn more & register at:
go.wisc.edu/learnsbdc



Is it the Real World, or Is it AI? An Entrepreneur's 101 Introduction to Artificial Intelligence (live virtual)

You've heard plenty about Artificial Intelligence being a "game changer" across industries – but what does that mean for your day-to-day work? In this beginner-focused session, join us as "AI Explorers" as we discuss the basics of Artificial Intelligence. You will leave this session with sample prompts to try, tools and resources to explore, and the confidence to embrace being an AI Explorer – starting today!

September 22; 9:00 am - 10:00 am CST - NO COST
Heather Ferguson



AI-Enhanced Entrepreneurship: A 102-Level Guide to AI Applications in Business (live virtual)

In this 102-level session, we'll continue our journey as AI Explorers by demonstrating how context engineering makes AI outputs more relevant, using Retrieval-Augmented Generation (RAG) to tailor responses, building a simple Custom GPT, and practicing how to stay the human in the loop through thoughtful refinement and judgment. We'll apply these skills to a realistic case-study business, Rebel Crumb, to reveal what AI can—and

can't—solve on its own. This session is ideal for those who already have some experience with AI tools; if you're newer to AI, we recommend starting with our 101 session to build a strong foundation.

October 9; 9:00 am - 10:30 am CST - NO COST
Heather Ferguson



NEW! Trust But Verify: Using AI for Small-Business Research (live virtual)

AI can help you research new ideas, understand complex topics, and solve business problems—but how do you know when to trust the results? This interactive session introduces a practical framework for evaluating AI-generated information, and using AI as a lifelong learning tool. Through real-world examples and a small business case study, you'll learn how to combine AI's speed with your own expertise and judgment to make better-informed business decisions.

October 21; 10:00 am - noon CST - NO COST
Heather Ferguson



Did you know the SBDC now
has their own AI tool?

Learn more on page 12.

Rising Through Leadership



Amy Bruner Zimmerman Participates in National Leadership Certification Program

Since last fall, Senior Business Consultant Amy Bruner Zimmerman and Wisconsin SBDC Associate State Director Athena Agoudemos have been participating in the America's SBDC Rising Leadership Certification, a highly selective national leadership development program for emerging leaders across the SBDC network. The year-long certification is designed to strengthen leadership skills, expand professional networks, and prepare participants to help shape the future of America's SBDCs. A key component of the program is participation in a small Leadership Circle cohort, where peers from across the country meet regularly to discuss challenges, share perspectives, and support one another's growth. We are excited to see the knowledge, insights, and leadership experience Amy and Athena continue to gain through this nationally recognized program and bring back to benefit Wisconsin's small business community.

MANAGE

FOCUS ON: FINANCIAL LITERACY



Learn more & register at:
go.wisc.edu/learnsbdc

ACCOUNTING & FINANCIAL MANAGEMENT

Master the financial fundamentals of running your business. Explore topics like accounting systems, pricing strategies, cash flow management, and financial best practices to improve profitability and operations.

1. [Accounting Videos](#)
2. [Pricing for Profit: Build a Price That Supports Your Business \(And Your Life!\)](#)
3. [Introduction to Financial Management](#)
4. [Intermediate Financial Management](#)

FINANCIAL PROJECTIONS

Financial projections are an estimate of future financial outcomes for a new business, or a new project in an existing business.

1. [Lending Videos](#)
2. [Beginner's Guide to Financial Projections](#)
3. [Apply for the Accounting and Projections Clinic](#)

TAXES

Taxes are complex and can vary significantly by business, so it is important to have an accountant who can help you with preparation. However, these sessions can help you understand key concepts

1. [Business Taxes 101: A Beginner's Guide to Navigating Self-Employment and Small-Business Taxes](#)
2. [Wisconsin Tax Seminar for New Businesses](#)

Wisconsin Tax Seminar for New Businesses (webinar)

In this session, hosted by The Wisconsin Department of Revenue (DOR), you will gain a basic understanding of Wisconsin's tax laws. Topics include: business tax registration; withholding tax; sales and use tax, other business taxes; electronic filing through My Tax Account; seller's permits, and more.

September 23; 10:00 am - 11:30 am CST - NO COST



This course is being offered at no cost due to the generosity of Wisconsin DOR Speaker's Bureau

Introduction to Financial Management (live virtual)

Whether you are starting a new business or looking to organize your current business' finances, accurate financial information is one of the most valuable tools you have to drive success. This course seeks to set participants on the right path by providing a "101" overview of financial bookkeeping, accounting terminology and concepts, a breakdown of the key financial statements, and a brief introduction to financial management. In addition, the course includes a workbook custom-designed for the course that helps you connect the concepts we are learning in class to the context of your business.



Weekly, October 19 - November 16; 4:00 pm - 5:45 pm CST - \$289 (includes custom workbook)
Kayta Gruneberg, CPA

Register by 9/28 for earlybird pricing



Business Taxes 101: Navigating Self-Employment and Small-Business Taxes (webinar)

This foundational webinar is designed to demystify the basic concepts of business and self-employment taxes. From determining your tax obligations based on your business structure to exploring potential deductions that can minimize your tax liability, we cover the essentials that every business owner needs to know.

October 20; 10:15 am - 12:00 pm CST - NO COST
Victoria Thayer, CPA



Intermediate Financial Management (live virtual)

Once you understand your financial statements, the next step is learning how to use them to make better business decisions. This four-session course goes beyond the basics to help you analyze financial performance, identify opportunities for improvement, and turn financial data into action. You'll develop a better understanding of financial analysis, budgeting, profit planning, and cash flow management so you can make more informed strategic decisions, strengthen your business's financial health, and confidently communicate with lenders, investors, accountants, and other advisors.

Weekly, November 3 - December 1; 9:00 am - 12:00 pm CST - \$359
Victoria Thayer, CPA

Register by 10/4 for earlybird pricing!

MANAGE

FOCUS ON: FINANCIAL LITERACY



Learn more & register at:
go.wisc.edu/learnsbdc



► **NEW! Pricing for Profit: Build a Price That Supports Your Business (and Your Life!)**

Effective pricing is both marketing and math—balancing what your customers value with what your business needs to succeed. In this practical, hands-on workshop, you'll explore how pricing communicates value, brand position, and customer expectations while also learning the financial foundations behind sustainable pricing decisions. You'll also explore common pricing structures and strategies and psychological pricing—and learn why most businesses use a combination of approaches rather than a single formula.

November 16; 12:30 pm - 2:30 pm CST ■ \$200

Michail Walker

Register by 10/26 for earlybird pricing!



Graduate school did a great job teaching me about mental health, and I appreciate this course because it **taught me about running a business.**

Latricia, Internal Peach Pathways

2026 ETP PARTICIPANT

First Steps to Starting a Business



SBDC
Small Business
Development Center
UNIVERSITIES OF WISCONSIN

 **WISCONSIN**
SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN-MADISON

Start Course

First Steps Relaunch Live!

Since 2018, more than 8,500 aspiring entrepreneurs worldwide have taken our First Steps to Starting a Business course. Designed to help you explore the feasibility of your business idea and understand the foundational mindset and supports you need in place to get started, the course remains a trusted resource. Our updated course has now launched, including new video content featuring real stories from Wisconsin-based small business owners Flavor Temptations, Develop LLC, and Weebleworld Child Care Center. These inspiring narratives show how grit, growth, and guidance come together in entrepreneurship. Visit firststeps.sbdc.wisc.edu to begin your entrepreneurial journey today!



Contributing to the Local Community

► SBDC SUCCESS STORY | TDS DESIGN BUILD



Ben Blodgett, owner of [TDS Design Build](#), started at the company as a laborer in 2000 and worked his way up to becoming its owner. He was invited to purchase the company in 2015 and pulled together a package to buy the business over a six-year period.

"It was a good opportunity to have ownership over my career," Blodgett says. "I've grown as a person and an owner."

Growing up in Fort Atkinson, Blodgett watched his family run the farm his grandfather started — his first experience with running a small business. When he began working for TDS, Blodgett gained management experience and developed his business skills by working with the UW-Madison Small Business Development Center at the Wisconsin School of Business (SBDC) and through industry groups as he prepared to purchase TDS.

"Learning how to buy a business was a huge undertaking—in retrospect, larger than I realized," Blodgett says. "I now have a large library of information and experience that I can share with other people."



We're creating a better version of their houses," says Blodgett. "In Madison's housing market, if you have a house in a neighborhood you love, there's lots of value to staying there."



How can a remodeling company strengthen a whole community?
Read more at: go.wisc.edu/sbdcsuccess



TDS is committed to the Madison community, remodeling homes for growing families to have space for children to grow comfortably and for retirees to stay in their homes.

GROW

YOUR LEADERS



Learn more & register at:
go.wisc.edu/learnsbdc



Built to Last: The Entrepreneur's Wellness Framework (hybrid)

This program helps small business owners strengthen their resilience by applying the 8 Pillars of Wellness—emotional, physical, financial, occupational, innovative, social, environmental, and purpose-driven wellness—to the realities of entrepreneurship. Each session guides you in understanding how personal well-being directly supports clearer decision-making, creativity, and sustainable business growth. You'll walk away with practical, evidence-backed tools you can use immediately to reduce stress and build healthier habits for yourself and your business.

Weekly, (excluding October 2) **September 18- October 16** (live virtual); **noon - 1:15 pm CST**

& October 23 (in person); **8:30 am - 12:00 pm** - **\$415**

Jessica Maes

Register by 8/19 for earlybird pricing

Launch into Leadership (in person)

This class is ideal for emerging and aspiring leaders, as well as newly promoted supervisors. You will learn common mistakes new supervisors make and how to avoid them, what mindset changes are necessary to move from a "doer" to a manager, and the fundamental skills supervisors need to be successful.

September 24; 8:30 am - 4:30 pm - **\$289**

Sarah Smyrk

Register by 9/3 for earlybird pricing

Fearless Performance Management (in person)

Performance management conversations are an incredible opportunity to build relationships with your team - if you develop the right mindset. In this course, we will learn about the values and behaviors of the collaborative mindset, introduce 15 tips for giving constructive feedback for great results, and learn a model for conducting a truly fearless performance review. This class is based on – and includes an electronic copy of — Fearless Performance Reviews by Jeff and Linda Russell.

October 29; 8:30 am - 4:30 pm - **\$304** (includes e-book)

Jeff Russell

Register by 10/8 for earlybird pricing

ways of working, how you respond to change can make a significant difference. This interactive workshop provides practical tools for leading yourself and others through change. Through discussion, activities, and real-world application, you'll explore how people experience change, strengthen your self-awareness and communication skills, and learn strategies for building trust, navigating resistance, and creating momentum. You'll leave with practical tools and frameworks you can use to better navigate change, support others, and lead more effectively.

November 5; 8:30 am - 4:00 pm - **\$309**

Jen Erickson

Register by 10/6 for earlybird pricing



NEW! Respond, Don't React: A Strategic Approach to Workplace Challenges (in person)

Conflict is inevitable; but recurring arguments, stalled decisions, and strained relationships don't have to be. In this high-impact workshop, you'll learn to understand your instinctive conflict responses, diagnose structural breakdowns that keep conflict alive, and leave with a personalized plan to communicate effectively, de-escalate tough moments, and rebuild trust..

November 13; 8:30 am - 4:30 pm - **\$309**

Lori Prey

Register by 10/14 for earlybird pricing

Communication and Delegation Skills (in person)

When working with a team, understanding is often lost between different communication styles and assumptions. In this course, you will learn common causes of communication breakdowns when interacting with your team and the actions you can take to reduce or eliminate these breakdowns. By taking the DiSC profile assessment, you will better understand your communication style and how to use it effectively when interacting with others. Finally, you will learn the conditions and steps necessary for successful delegation and strategies for overcoming common barriers.

November 18; 8:30 am - 4:30 pm

\$339 (includes DiSC profile assessment)

Jeff Russell

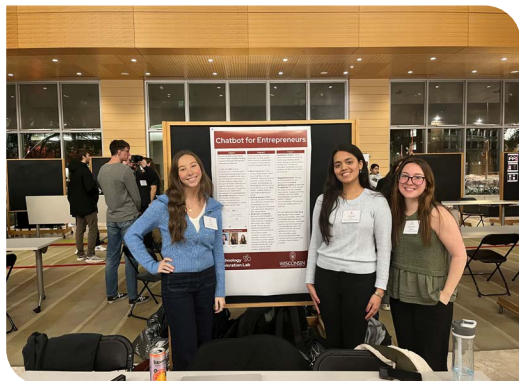
Register by 10/19 for earlybird pricing



NEW! Leading Through Change: Practical Tools for Navigating Change (in person)

Change is a constant in today's workplace. Whether you're stepping into a new leadership role, growing a business, navigating uncertainty, or helping others adapt to new

The UW-Madison SBDC & Students from UW's Tech Exploration Lab Build AI Tool



► SBDC SUCCESS STORY | UW TECH EXPLORATION LAB

In 2026, the UW-Madison Small Business Development Center at the Wisconsin School of Business (SBDC) partnered with the [UW Tech Exploration Lab](#) to build [SBDC StrategyAssist](#), a generative AI adviser that assesses the type of assistance business owners need and provides recommendations based on over 100 scenarios. A team of UW-Madison students build the AI tool, which was funded by an AI U grant from [Google.org](#) to the American Small Business Development Centers (ASBDC).

Small business owners can use the tool at their convenience to respond to 50 questions. Results include three high-level recommendations, plus additional recommendations and advisor-approved suggestions. Business owners can choose to download the results and bring them to their next SBDC consulting meeting, request a free SBDC business consultation, or view more results.

SBDC business consultations involve gathering background info to fully understand the client's business. Because SBDC business consultants helped formulate the questions that now appear in StrategyAssist, a client could easily download their responses to those questions prior to their first meeting with a business consultant, making that first meeting even more productive.



How did the SBDC and the Tech Explor Lab partner bring new life to a proven resource?
Read more at: go.wisc.edu/sbdcsuccess

WHAT'S BEHIND THE RESULTS?

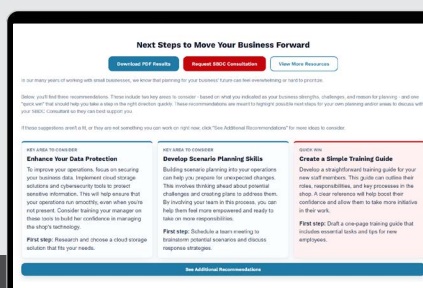
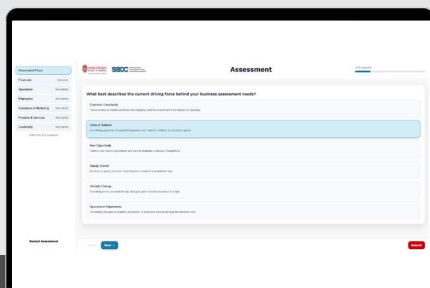
SBDC StrategyAssist is a generative AI strategic planning tool built by UW Madison students.

Under the hood, the tool considers quiz questions and scoring; includes explanations about the meaning of the quiz results; and incorporates a layer that defines tone, so the responses are appropriate for long-term business planning or crisis management. The students added formatting, business term definitions, and parameters to control response length.



Small business owners can use the tool at their convenience to respond to 50 questions.

Results include three high-level recommendations, plus additional ideas in various key functional areas. Business owners can choose to download the results and bring them to their next SBDC consulting meeting, or act on the responses made directly if they feel comfortable.

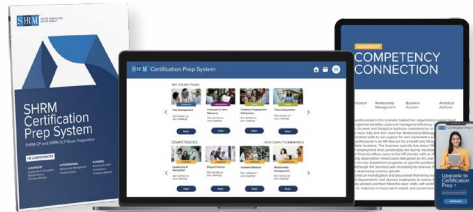


SPECIALTY PROGRAM FOR HR PROFESSIONALS

SHRM Certification Prep+ Course

Prepare for your HR certification: SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP). In this course, you'll benefit from live instruction, the SHRM Certification Prep System, interaction with peers, and an online portal of resources and practice tests to help you prepare with confidence. This semester, we are offering a partial-hybrid option that includes two in-person sessions to help you meet your cohort members.

The remaining sessions are online and recorded to provide you with maximum flexibility.



September 21, 2026 - December 2, 2026

- **IN PERSON** at UW-Madison Monday, September 21, 2026 & Wednesday, December 2, 2026 from 5:00-9:00 pm. While we strongly recommend meeting your classmates in person, we will offer a hybrid option on these nights for those who cannot make it to campus.
- **ONLINE** Tuesday & Wednesday nights September 29, 2026 – November 18, 2026 (skip week of November 23) from 6:00 – 7:45 pm,

Cost: \$1250 (SHRM Local & Nat'l members)

\$1300 (Nat'l SHRM members)

\$1350 (Local SHRM members)

\$1400 (Non-SHRM members)

**Judy Peirick, Tracy Niesen Breunig,
Tomás Rivera, and Pete Berger**

Register by 8/29 for earlybird pricing!



Have Questions About SHRM?

Learn more at go.wisc.edu/sbdc-shrm

Leading with Innovation and Resilience

The team received the inaugural **Innovation in Action Award** at the statewide SBDC gathering in Green Bay in June. The award recognizes the development of high-impact, scalable tools that expand access to entrepreneurship education and help address gaps in the entrepreneurial ecosystem. Recognized initiatives include:

- ▶ the creation and recent relaunch of **First Steps to Starting a Business** free, online course;
- ▶ the development of **The Beginner's Guide to Financial Projections** course;
- ▶ student engagement through partnerships such as Badger Consulting and the Tech Exploration Lab; and
- ▶ AI readiness initiatives at local, state, and national levels.

In addition, **Stephanie Achten**, Operations and Events Coordinator, received the **Resilience Award** in recognition of her strong, positive contributions while navigating significant challenges. Stephanie played a central role in the implementation of Workday and other technology initiatives, collaborating closely with campus partners to support successful transitions.



For more information & to register visit:
go.wisc.edu/learnSBDC OR call 262-2451

THANK YOU TO OUR PARTNERS

*FOR THEIR SUPPORT
OF THE SBDC*



Neider & Boucher, s.c.
Attorneys and Counselors



To register visit: go.wisc.edu/learnSBDC OR call (608) 262-2451

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Contact: Program Coordinator, SBDC, 975 University Ave., Suite 1290, Madison, WI 53706, 608-263-9675. The SBDC program does not deny admission or participation in programs or services because of a person's race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, maternal or parental status.