“Sometimes, I go in to see my SBDC consultant, and I’m scattered,” says Van Dyke. “Her response is always so good. She says, ‘That’s why you’re here; let’s make a plan going forward.’ She starts from wherever I am and makes our time useful. It’s really been a gift.”

- Sarah Van Dyke, Revel

For more information & to register visit:
go.wisc.edu/sbdc-calendar or call 608-262-3909
Did you know that the SBDC offers one-on-one, confidential, no-cost business consulting — funded by the Small Business Administration — to business owners? So far in 2019, our experienced consultants have:

- 33 Businesses
- $11.75M in Capital

Free Online Course!
First Steps to Starting a Business
You can now take the first steps to starting your business anytime, anywhere with our interactive online course. 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 anytime, anywhere for free at:
firststeps.sbdc.wisc.edu

Biz Smart Training for Entrepreneurs
In this 8-session course, you will develop your business idea, create a Business Model Canvas, learn business basics from experts in law, accounting, banking, management, human resources, and marketing. You will then work on putting it all together to create a roadmap for your business.

- Winter: Thursdays, January 16 - March 5; 6:00-8:30 pm
- Spring: Tuesday & Thursdays, April 14 - May 7; 6:00-8:30 pm

SBDC Staff & Community Experts - $349

Entrepreneurial Training Program Grant
This grant-based program is presented in cooperation with the Wisconsin Economic Development Corporation (WEDC) to qualified applicants. You must complete an application and be approved before participating.

Call 608-263-2221 or visit sbdc.wisc.edu for an application

- Winter: Thursdays, January 16 - March 5; 6:00-8:30 pm
- Spring: Tuesday & Thursdays, April 14 - May 7; 6:00-8:30 pm

SBDC Staff & Community Experts - $349

Program Includes:
- Biz Smart: Training for Entrepreneurs
- One-on-one consulting with an SBDC consultant
- Expert business plan review

The program fee is $1,000. The WEDC supports this program by providing a grant that covers 75% of the tuition to students who complete the program. Your cost is $250, due at registration.

Thank you to our partners for their support of the SBDC:

- Porter & Sack CPAs
- Summit Credit Union
- Neider & Boucher, sc.

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BUSINESS DEVELOPMENT ADMINISTRATION

In Harmony
with Pets and their Owners
Harmony Vet Acupuncture and Spine Care supports animals holistically
By Katie Ginder-Vogel

Dr. Dennis and Mogilevsky were general practice veterinarians for over ten years before each of them decided to complete additional training in acupuncture, spinal manipulation, and herbal medicine. Both doctors switched focus to holistic veterinary medicine, integrating their services into other veterinarian’s practices and establishing house call practices, before deciding to go into practice as a team.

“We set up this practice to offer unique services, and we wanted to establish an environment in which animals will be comfortable, without the frenzy of regular, busy, full-service practices,” explains Dr. Dennis. “It’s a relaxed setting that feels like a home, with rugs on the floor, massage beds for cats and dogs, and blankets.”

When Drs. Dennis and Mogilevsky were looking for their office space in the spring of 2012, they turned to the Small Business Development Center at UW-Madison, working with business consultant Rena Gelman.

“We were trying to figure out how to set up the business when I found the SBDC, called, and happened to get Rena,” says Dr. Mogilevsky. “She immediately started to put my life in order. Out of chaos, she created order—priorities, action items.”

Gelman also helped the two veterinarians choose a location that would be convenient for people locally and from out of town; helped them negotiate their lease and set priorities; referred them to the Law and Entrepreneurship clinic at the UW-Madison School of Law for legal guidance; and helped them develop their brochure.

“It has been remarkably helpful to have someone besides me or Dawn look at the big picture and make sure we’re making good choices,” says Dr. Dennis. “Rena’s been an invaluable resource for us.”

To learn more about Harmony Vet’s success story, visit: sbdc.wisc.edu/about-us/success-stories/
Digital Marketing & Social Media Conference

Because online tools change so quickly, it can be hard to keep up with best practices. Fortunately, this event brings together 5 top experts to teach you what you need to know about social media platforms, branding and marketing techniques, and industry trends. Lunch included. Learn more about session specifics at sbdc.wisc.edu.

Friday, May 1; 8:30 am-4:30 pm; $259 Industry Experts

Building Financial Confidence in Your Business Series
(Save when you register for the series)

This series is for owners, managers and employees who want to understand and use financial information to make sound business decisions. You will learn how to set up financial records, use and analyze financial statements to make decisions, and manage profitability and cash flow.

Series of four— April 22 & 29, May 6 & 13; 8:30 am-noon; $549

Basics of Financial Management  
Wednesday, April 22; $149 Steve Pullara
Learn accounting terms, bookkeeping basics, how to read the three types of financial statements, and how to correctly record business transactions.

Analyzing and Interpreting Financial Statements  
Wednesday, April 29; $149 Steve Pullara
Learn how to make business decisions by understanding financial statements, explore financial analysis tools, and understand financial ratios and how to conduct a break-even analysis.

Budgeting and Profit Planning  
Wednesday, May 6; $149 Steve Pullara
Learn the steps of the budgeting process; sales and revenue budgeting techniques, how to plan for profit, how to forecast sales and operating expenses. Prerequisite: Basics of financial management or equivalent experience.

Managing Cash Flow  
Wednesday, May 13; $149 Steve Pullara
Learn how to maximize return on equity through cash-flow planning; forecast and manage cash inflows and outflows to ensure enough available cash when needed; diagnose cash-flow problems, and develop strategies for improvement. Prerequisite: Basics of financial management or equivalent experience.

Human Resources (HR) Basics for Non-HR Professionals Mini-Series
(Save when you register for the series)

This two-part series is for new HR personnel, general managers, and business owners who are ready to hire employees.

Thursdays, March 12 & 19; 8:30 am - noon; $268

HR Laws For Your Business  
Thursday, March 12; 8:30 am-noon $149; Karen Bender, SPHR, SCP
Class includes: Employment laws most often violated by small businesses, the legal differences between employees vs. independent contractors and exempt vs. non-exempt employees. This course will also teach you what you need to know about overtime and other pay; OSHA; and how to protect yourself and your company from harassment charges.

Common Issues when Dealing with Employees  
Thursday, March 19; 8:30 am-noon $149; Karen Bender, SPHR, SCP
Class includes: writing job descriptions, recruiting employees, sorting through job applications, establishing interview questions, conducting background checks, and the basics of employee benefits, discipline, and termination.

Purpose-Driven Storytelling for Your Business

The story of your business will be told whether you tell it or not. In order to avoid customer misunderstanding and market confusion, responsible businesses must learn what makes a story “stick” for an audience. Storytelling is the way we create meaning in all aspects of our lives, and this course will help you determine how to use that innate framework to bring life to your organization.

Tuesday, February 11; 8:30 am-11:00 am; $120 Dave and Michael Neelsen

Business Valuation and Buy-Sell Agreements

You wouldn’t throw away your retirement account statements every month without looking at them, but are you doing comparable damage to your business? This half-day class will help you understand how businesses are valued, what you can do to increase the value in your business, and why you need to have a buy-sell agreement in place even before you are exiting your business.

Thursday, March 26; 8:30 - noon, $149; Cathy Durham

For more information, visit: go.wisc.edu/sbdc-parking

Parking Tip:
Register for your class at least 2 weeks in advance, and you can pre-order parking through Transportation Services for Grainger Hall’s Lot 7. For more information, visit: go.wisc.edu/sbdc-parking
Leadership Essentials and Coaching
“Scott is very engaging without being overwhelming. He kept us entertained, but also focused. A fantastic leadership example.”

Launch into Leadership – For NEW Supervisors
This one-day class is ideal for aspiring leaders and newly promoted supervisors. In this class, you will learn expectations of new supervisors, the most 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.

Thursday, January 16; 8:30 am-4:30 pm; $259 Sarah Smyrk

Supervisory Leadership Series (Save when you register for the series)
Effective leadership is crucial to the success of any organization. Yet, people are often promoted without any formal training in supervision and leadership. This series offers core supervisory leadership skill development in the form of interactive discussions, case studies and self-assessments to get new supervisors up and running fast.

Series of three—February 13, 20 & 27; 8:30 am-4:30 pm; $745

Leadership Essentials and Coaching
Thursday, February 13; $259 Scott Savage
This class will help you better navigate change; understand the 6 leadership styles outlined by Daniel Goleman and when to use them, and build skills that enable you to utilize mentoring and coaching as an effective performance tool. Additional topics include 8 impacts of leadership, reasons why managers fail, how to use the change formula to help the people you manage adapt to new ideas, and how to coach others through dialogue.

Communication and Delegation Skills Using DISC Profiles
Thursday, February 20; $309 Jeff Russell
When working with a team, concepts are often lost between different communication styles. In this course, you will learn the most common causes of communication breakdowns and the actions you can take to reduce them. By taking the DISC profile test, you will better understand your communication style and how to use it to interact better with others. Finally, you will learn the benefits of successful task delegation, the conditions necessary for successful delegation, and 5 steps to help you delegate more effectively.

Skills for Conflict and Negotiation
Thursday, February 27; $259 Patricia Clason
All leaders must navigate conflict within their work. However, conflict can serve as a tool to bring different viewpoints to the surface, increase creativity, and allow the team to develop win-win resolutions. In this course, you will learn listening strategies, emotion management, anger resolution techniques, steps to planning a negotiation conversation, the 5 different conflict styles, and how to use the 4 stages of conflict resolution for any situation.

Summer Leadership Series
Looking for a way to take leadership classes in the summer? See back panel for more information.

High Performance Leadership Series: The Leadership Mindset
(Save when you register for the series)
This series will help aspiring and emerging leaders bring their effectiveness to the next level through interactive discussions, role playing, case studies, and lecture. Expert instructors will teach you to successfully communicate with and engage your team members, build employee ownership, and use coaching to build your team’s confidence and harness their skills.

Series of three—March 24, 31 & April 7; 8:30 am-4:30 pm; $740

Fearless Performance Management
Tuesday, March 24; $274 Jeff Russell
You will learn why performance reviews often create fear, the 10 characteristics of fearless coaching conversations, and how to develop the “right” mindset for performance management. We will also discuss The Great Performance Cycle and explore the 15 tips for giving constructive feedback for great results. This one-day class is based on - and includes a copy of - Fearless Performance Reviews by Jeff and Linda Russell.

Leading with Emotional Intelligence
Tuesday, March 31; $289 Patricia Clason
Research by the Carnegie Institute concluded: “15% of success is technical skills; 85% is people skills.” Emotional Intelligence is all about people skills. Learn how to better manage your emotions and the emotions of others so you can create cooperation and collaboration in the workplace. You will learn the 5 Domains of Emotional Intelligence, 54 characteristics of high and low emotional intelligence and tools for increasing emotional intelligence. Includes an emotional intelligence assessment.

Leader: Coach or Critic
Tuesday, April 7; $259 Scott Savage
As a coach for your employees, you have the opportunity to focus on their strengths and build on their skills in a productive and encouraging way. Through better coaching, you’ll enhance your employee retention, maximize productivity, build trust, and develop efficient and motivated members of your organization. In this class, you will learn the feedback prevention laws, the 2 biggest mistakes people make when giving feedback, and the consequences of criticism. Learn how to be an effective coach right from the start.

Communication and Delegation Skills Using DISC Profiles
Thursday, February 20; $309 Jeff Russell
Includes an emotional intelligence assessment.

Summer Leadership Series
Looking for a way to take leadership classes in the summer? See back panel for more information.

Effective Presentation Skills
Even the most experienced professionals can lack effective presentation skills. In contrast, consider an organization where employees possess the know-how to deliver dynamic, compelling, and truly effective presentations time and again. In this class (taught by a certified FranklinCovey facilitator), participants will learn how to craft presentations around essential objectives, present key concepts and ideas with power and enthusiasm, design and present effective visuals, and employ techniques for polishing and mastering presentation delivery.

Tuesday, March 10; 8:30 am-4:30 pm; $359 Julie Wood

In the fast-paced world of business, there are decisions to be made – quickly and often. This program introduces models for problem solving and decision-making that enable participants to identify their best course of action. This seminar involves participants in identifying and tackling real challenges that they face in their team, work group, department, or organization.

Tuesday, February 25; 8:30 pm-4:30 pm; $259 Jeff Russell

Register online at go.wisc.edu/sbdc-calendar or Call 608-262-3909
Small Business Development Center
975 University Avenue, Suite 3260
Madison, WI 53706-1323

Start A Business, Manage Your Business & Grow Your Leaders

For more information & to register visit sbdc.wisc.edu or call 608-262-3909

Summer Leadership Series

Give your aspiring and emerging leaders a toolbox of skills to help them adapt to their new responsibilities! This summer leadership series is a great way to get a jump start on leadership skills and for busy managers to dive into leadership content that they can bring back to their organizations right away.

Launch Into Leadership
Friday, July 10; 8:30 am - 4:30 pm  $259 Sarah Smyrk
Full-day dive into the fundamentals of leadership. This course helps new leaders build confidence in their role and adopt a new mindset of leadership as they build skills to work with their team.

The Art of Delegation
Friday, July 17; 8:30 am – noon  $149 Jeff Russell
Leaders, managers, supervisors, and project leaders become effective through the energy and results that those on their team bring to their work. This workshop explores strategies for establishing a positive environment that supports the delegation of important work – and then introduces a model for guiding others toward a successful conclusion of a delegated task.

Skills for Conflict and Negotiation
Friday July 24; 8:30 am – noon  $149 Patricia Clason
Conflict is often perceived as a negative experience to be avoided at all costs. Yet conflict can lead to a better working relationship and more creative solutions if handled correctly. In this class, you will learn how to turn conflict into collaborations and reach win-win resolutions.

Leadership Essentials and Coaching
Friday, July 31; 8:30 am – noon  $149 Scott Savage
This class provides insight into the roles and responsibilities of a successful leader. You will learn strategies needed for dealing with change, supervisory styles, and how to utilize mentoring and coaching as an effective performance tool.

Have Questions About Classes?
Visit our FAQ page at sbdc.wisc.edu

The SBDC is funded in part through a cooperative agreement with the U.S. SBA. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Contact: Program Coordinator, SBDC, 975 University Ave., Suite 3260, 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. This program is offered by UW-Madison in cooperation with: