PIVOTING DURING A PANDEMIC:
MEET LOCAL BUSINESSES WHO MADE THE SHIFT

For more information & to register visit:
go.wisc.edu/sbdc-calendar OR call 262-3909
DEAR COMMUNITY SUPPORTERS & PARTNERS OF THE SBDC,

A global pandemic was not the way we imagined celebrating the 40th anniversary of the Wisconsin Small Business Development Center. When the crisis first hit, our staff – like many of you – quickly transitioned to an entirely new way of work. Our meetings took place via video chat, we canceled many of our in-person classes or transitioned them online, and we navigated the home schooling/home working/quarantine trifecta. And – most importantly – we quickly started helping clients through the uncertainty of it all. Since January 2020, we:

- Met with 378 clients on COVID-related concerns
- Spent an average of 1.7 hours with each of those clients
- Helped clients obtain $8.3 million dollars in local, state, and federal aid
- Developed a disaster recovery guide, COVID resource page and shared updates and business tips through approximately 50 newsletters

The story of 2020 so far for many small businesses in Wisconsin is one of hardship, crisis, and financial or health concerns. Yet, as we discover again and again in working with clients, it is also the story of community, compassion, creativity, and resilience that makes small businesses special.

So far this year, we’ve witnessed global supply chain challenges and large companies like J. Crew, Neiman Marcus, J.C. Penney, Hertz, and Pier 1 filing for bankruptcy. Yet, like the seeds that grow following a forest fire, many of our local businesses will regrow as well. As some large corporations close, they will make room for local gathering spaces and supply chains.

We’ve already seen a variety of creative solutions from business owners as they pivoted their operations – sometimes several times. Some of their stories are mentioned in this calendar.

Repeatedly, 2020 has been described as “unprecedented,” and it is likely that many will continue to find themselves facing new challenges or in new roles as everything looks different. Yet – as our 40 years of history shows – we continue to be here for you as you consider new directions, shore up your skills, and continue to grow as you always have. The rest of 2020’s story has yet to be written, which means it leaves space for new businesses to begin (our “Start” classes), existing owners to improve on operations (“Manage”), and leaders to reflect on how to better support their returning employees (“Grow”).

Wishing you a healthy rest of the year, and remember that our no-cost consulting is always here when you need to talk through new solutions.

SINCERELY,
Wisconsin SBDC Staff at UW-Madison

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

PIVOTS
During the Pandemic
Nineteen 09

Among the COVID-19 pandemic, we were forced to shut the doors on our self-serve wine bar. Instead of closing altogether, we opened as a “friendly ‘high-end’ neighborhood liquor store” providing cocktail “kits” and grab-bag wine to go in addition to our wine list... we learned that a small business must stay relevant. I knew that if we could just stay on people’s minds for the time they were forced to be home, they would think of us when they could come back out. I signed on every day of quarantine to Facebook Live for a 5:30pm Virtual Happy Hour. Consistency paid off!

Katy Ripp
Nineteen 09
START
YOUR BUSINESS SUCCESSFULLY

FREE ONLINE COURSE
First Steps to Starting Your 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 any time, anywhere for free at: firststeps.sbdc.wisc.edu

NEW COURSE
Biz Smart Sprint
Biz Smart Sprint provides you with the building blocks you need to jump into the world of entrepreneurship. In this 5-week course, you will discover the key components you need to start a business. In addition to the program content, you’ll receive client access to GrowthWheel, an online platform that provides you with tools designed by an entrepreneur and used worldwide. These tools enable you to see a 360-degree view of your business and to break down business decision-making into smaller pieces – brick by brick.
September 24 – October 22; Thursdays, 6:00 – 8:00 pm • $249
SBDC Staff

HOW THE CARES ACT Supports You
The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress for the purpose of providing targeted recovery relief. You are likely already familiar with the Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL) grants, Pandemic Unemployment Assistance, and more.
The CARES Act also provides funding in Section 1103 for entrepreneurial development. It is through this funding that we are able to offer certain classes - as well as Navigating the New Normal, our COVID Response Guide - to you at no cost. Continue to visit our Upcoming Classes site to see if additional opportunities have been added.

TAKE YOUR SBDC LEARNING ANYWHERE WITH LIVE VIRTUAL CLASSES
After much consideration, we have decided to offer all of our Fall 2020 courses as live, virtual courses. So what do “live virtual” classes mean for you?
• Learn from the same expert instructors that you would meet in person - and draw from the expertise of our 40 years of helping business owners!
• Continue learning with your peers from anywhere - no masks required!
• Join the classes as they’re happening - in real time - from anywhere that you can access the internet. These courses will take place at a designated time and date via Zoom; you will still be able to see the instructor, hear the information, ask questions, and participate with your fellow classmates.
• To reduce screen fatigue, we have included breaks in our virtual courses that allow you to step away from your computer, grab a snack, or take a brief walk. For some courses, we have broken up the content over multiple days so that you can digest the information in smaller pieces and integrate what you have learned into your work right away.

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**NEW CONTENT**

**Digital Marketing & Social Media Conference**
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. Registration includes 4 sessions - pop in and out as you like! Learn more about session specifics at sbdc.wisc.edu.

**December 8, 8:30 am – 4:30 pm  •  $299**

**Human Resources (HR) Basics for Non-HR Professionals**
Do you know the difference between an independent contractor and an employee? This session is for new HR personnel, general managers, and business owners who are ready to hire employees. This class teaches you what laws employers most often violate unknowingly and how to prevent these violations. Additional topics include the basics of employee discipline and documentation.

**October 22 & October 23, 8:30 – 11:45 am  •  $269**

**Beyond the Numbers: Understanding and Increasing Your Business’ Value AND Small Business Exit Strategies: Fundamentals of Buy-Sell Agreements**

**Small Business Exit Strategies: Fundamentals of Buy-Sell Agreements**
Buy/Sell Agreements are drafted by attorneys who incorporate important legal provisions. But what about the valuation provisions? How much does each partner receive? These become the most critical paragraphs when a triggering event occurs.

While many buy-sell agreements only account for death or disability of an owner, there are many more triggering events that can happen. Before the event occurs, partners will want to discuss if the value should be determined or allocated differently.

**October 8, 9:00 – 11:15 am  •  $99**

**Save when you take both!**

**Onboarding Right From the Start (even online!)
**
As a Hiring Manager, you put a lot of time and energy into finding and hiring the right person - now you need to put as much effort into making sure they succeed! Research supports the idea that a good onboarding program can boost employee retention and help avoid additional costs. You will leave the class with tips for onboarding remotely or in-person and resources that you can adapt to help your employee succeed.

**September 29, 2020 9:00 – 11:00 am**
Sheila Milton

**No Fee: The $99 cost of this course is covered by funding from Section 1103 of the CARES Act**

**FREE Covid Response Guide**

COVID-19 has been a tremendous disruption to businesses large and small. In early spring, when many businesses were abruptly shutting down, there was not much time to make well-vetted decisions or to reflect on what had happened. Then, with regular changes to local ordinances, government support programs, available information as more was learned about the virus, and customers’ needs and interests changed, even well-laid plans were often temporary. It has become clear that change - more than usual - will be the constant for a while, so how will you adapt? Sign up to receive our free COVID response guide, Navigating the New Normal: COVID-19 Response Guide & Resources. We created this guide based on our 40 years of experience working with small businesses to help you reflect, re-evaluate, and refocus your thinking to create a plan for your business moving forward - as many pivots as that may take.

**Chiefs For Seniors**

Chiefs For Seniors provides nutritious meals and companionship to the elderly through a unique in-home service model. By bringing a trained, professional chef into the seniors’ home, Chiefs For Seniors prepares custom meals for the week in a 2-hour home visit. Chiefs For Seniors currently provides services to thousands of seniors in 50+ markets across the US.

“Throughout COVID, it’s been nearly impossible to make long-term projections when dealing with such a fluid situation. Instead, we’ve focused more on short-term weekly and monthly goals as opposed to long-term annual goals. Narrowing our time horizon has helped us focus more on making the best of the present situation, in spite of whatever difficult circumstances we’re dealing with at the time. We always aim to make our business 1% better each day, and let those small improvements compound on each other over time.”

**Nathan & Barrett Allman**
COO & Co-Founder, Chefs For Seniors, Inc.
Launch into Leadership
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. This course is being offered over multiple days to foster a cohort feel among participants while also breaking up the material into bite-sized pieces for incorporation into the work.

September 21 – 25, 1 – 2 hours per date  
( see sbdc.wisc.edu for more information )  
$269  
Sarah Smyrk

Positive Power Plays:  
Skills for Conflict and Negotiation
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 and 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 – including the challenges of delegating in a virtual environment.

November 2, 3 & 4; 1:30 – 3:30 pm  
( includes DiSC profile )  
Jeff Russell  
$309

Communication and Delegation Skills  
Using the DiSC Profile
When working with a team, understanding is often lost between different communication styles and assumptions. This is especially true when we are managing a virtual team. 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 – including the challenges of delegating in a virtual environment.

November 2, 3 & 4; 1:30 – 3:30 pm  
( includes DiSC profile )  
Jeff Russell  
$309

Fearless Performance Management
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. In this time of uncertainty, you can use insights from fearless performance management to reduce - rather than heighten - your employees’ fear and anxiety. This class is based on - and includes a copy of - Fearless Performance Reviews by Jeff and Linda Russell.

November 9, 10 & 11; 9:30 – 11:30 am  
( includes book )  
Jeff Russell  
$284

Leadership in the Time of COVID-19
What are the qualities of effective leadership in this time of great uncertainty? What enables someone to become an adaptive and resilient leader when the coronavirus is profoundly altering our workplaces, our expectations, and our daily lives? This online session explores the core foundations of leadership and examines the unique challenges facing our organizations and their leaders during these uncertain times.

September 10 & 11; 9:30 – 11:30 am  
Jeff Russell  
$299

Leading with Emotional Intelligence
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 have clearer, more accurate communications that 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.

November 17; 8:30 am – 4:00 pm  
( includes assessment )  
Patricia Clason  
$299

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November 17; 8:30 am – 4:00 pm  
( includes assessment )  
Patricia Clason  
$299

Performance Reviews by Jeff and Linda Russell.

SBDC Experience: Starting and operating a business is one thing, but growing your business is a whole different beast. We found this out when we made the decision to construct a new building for the expansion of our business. Authoring a comprehensive business plan, generating the necessary financial statements, navigating the banking systems (local and SBA), etc. are all things we had done before, but we were not prepared for the challenges that came with doing these at scale. With their extensive team and networking resources, SBDC was able to provide guidance and critical information in all these areas to help us secure funding for our project. Beyond the tangibles listed above (and most importantly to us), they were not only our mentors, but advocates for us as business owners every step of the way.

Patricia (Paty) Wooldridge  
Director, Mariposa

Mariposa Learning Center is a childcare center located in Fitchburg, WI. We are a nationally accredited, bilingual program with a focus on the arts for children six weeks to ten years of age.

SBDC LEADERSHIP courses are ideal for aspiring and emerging leaders as they move into new roles or take on additional responsibilities. Our fall leadership courses are being offered a la carte, so you can choose whatever courses fit your needs. Interested in taking 3 or more? Contact us for a discount!
SPECIALTY PROGRAM FOR HR PROFESSIONALS

The SHRM Learning System® for CP/SCP® Certification Preparation Course

Prepare for your HR certification: SHRM Certified Professional (SHRM-CP℠) and SHRM Senior Certified Professional (SHRM-SCP℠). Includes SHRM Learning Materials including online assessments and reviews. This semester, UW-Madison is taking our course VIRTUAL! That means that you can prepare for the SHRM-CP or SHRM-SCP online with guidance from a SHRM-certified instructor. With our online course, you’ll benefit from live instruction, interaction with peers, and an online portal of resources and practice tests to help you prepare with confidence – from home.

$1250 (SHRM Local & Nat’l members)
$1300 (Nat’l SHRM members)
$1350 (Local SHRM members)
$1400 (Non-SHRM members)

Online: Tuesdays & Wednesdays
September 22 – December 2; 6-7:30pm
(No class 11/24 & 11/25 due to Thanksgiving)

Judy Peirick, Summer Rector, and Andrea Cooper

Beyer connected with SBDC business consultant Anne Inman, whom he describes as “truly remarkable.” He says that’s when things started to take off.

Garth Beyer
Garth’s Brew Bar

For more information & to register visit:
go.wisc.edu/sbdc-calendar OR call 262-3909

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