



*From Nashville
Pop Up to Hilldale
Home for High
Quality Houseplants*

► WILDEWOOD

► READ MORE SBDC SUCCESS STORIES INSIDE

UW-MADISON SBDC

FALL 2022 CLASS CATALOG | SEPTEMBER – DECEMBER 2022

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



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON



SBDC

Wisconsin Small Business
Development Center



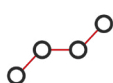
Here at the UW-Madison SBDC, we can serve as a guide throughout your entrepreneurial journey - from aspiring business owner to leader. Our classes are divided into three main categories:



1. START classes focus on helping 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 your early-stage business guidance on navigating the changes that arise when you begin to operationalize your work, generally within years 1-4 of operating. These classes include topics like financial management, marketing, selling, 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 RESOURCES TO SUPPORT YOUR BUSINESS

The UW-Madison SBDC has multiple resources to help support your business. In addition to the many classes you will see listed in this catalog, you can also:

Explore starting your own business with our free [First Steps to Starting a Business](#) online course

[Sign up for our newsletter](#) for SBDC programs, client features, and other resources.

View our [Entrepreneurial How-To Video Series](#)

for short tutorials about starting a business. Topics include:

- Financial statements
- Creating a legal entity
- Worker classification
- Trademarks & copyrights
- Common sources of small-business funding
- And more!



Follow us on social media through [Facebook](#) and [LinkedIn](#)!

START

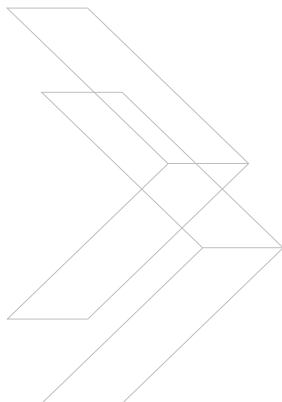
YOUR BUSINESS SUCCESSFULLY

Which business startup class is right for you?



START HERE

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



FREE ONLINE COURSE

First Steps to Starting Your Business

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.sbdwisc.edu

After you've taken First Steps:

NEXT

Learn & Explore Business Basics

Make Progress on Your Business

Biz Smart Sprint (online)

Biz Smart Sprint is your introduction into the world of entrepreneurship. In this live, virtual 6-week course, you will learn the building blocks you need to become a successful entrepreneur. Each week, you'll discover the key components you need to start a business, including the Business Model Canvas business planning tool, understanding your customers and market, developing a marketing strategy, legal and operational considerations, and financial basics.

Next offered in Summer 2023
Tom Hershberger

Entrepreneurial Training Program (online and in-person components)

ETP is an intensive business training program that focuses on helping you complete a comprehensive "rough draft" of your business 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, lending, and more.

Weekly, September 22 - October 20, 2022

(live virtual) 5:30 pm - 8:00 pm &

November 4, 2022 (in-person) 8:00 am - 4:30 pm

\$249 with successful completion of program requirements
Tom Hershberger & SBDC Sponsors



STILL HAVE QUESTIONS?

View the [comparison chart](#) to help you decide which program is right for you.

BRITTANY BALLWEG TEACHES KIDS TO BE CONFIDENT, STRONG SWIMMERS

► SBDC SUCCESS STORY | DOLPHIN SWIM ACADEMY



As a self-described “pool rat” growing up, Brittany Ballweg spent time as a competitive swimmer, local swim club coach, lifeguard, swim instructor, and more before working as an aquatics director. From there, she knew she wanted to start her own business once she had enough capital to do so.

After renting a facility for a while and teaching swim lessons there, her well-laid plans for building her own facility were derailed. “2020 threw us all for a loop,” she says. “I made a 180 turn on everything I started.” Starting with a change of location - from DeForest to Cottage Grove - there was a lot to navigate. Ballweg was grateful for the help of her SBDC Business Consultant, Amy Bruner Zimmerman.



What recent milestone was Dolphin Swim Academy able to celebrate?

Read more about Dolphin Swim Academy and other SBDC Success Stories:

<https://sbdc.wisc.edu/about-us/success-stories/>



“[My consultant] was everything, even helping me plan my week,” says Ballweg. “On one phone call, I said, it’s been so hard, I literally just need to plan the next seven days, and she helped me **set an achievable goal**, when I couldn’t see the end in sight.”

Brittany Ballweg | Dolphin Swim Academy

MANAGE

YOUR BUSINESS OPERATIONS

▶ NEW COURSE

Employee Documentation and Discipline (online)

It's the part of running a small business or managing a team that many dread the most – employee documentation and discipline. Correcting and changing employee behavior is not easy; it takes professional courage and knowledge of good processes that are legally defensible. This session focuses on the progressive disciplinary documentation process – when someone should be written up for bad behavior, what step to take, and what should be discussed at each step. By attending this session, you can work to build up your confidence with how to productively proceed during this difficult process.

Note: Due to the limited enrollment on this course, participants must inform SBDC of cancellations at least 48 hours prior to the event.

October 6, 2022; 8:30 am - 12:00 pm ▪ **\$149**
Karen Bender

From Side Hustle to Small Business (online)

Have you been thinking about turning your hobby into a business, but aren't sure where to start? This session will teach you how to use a visual business planning tool called the Business Model Canvas, to understand how 9 functional areas of business work together to create a model of operation. The class will also give you information about resources and next steps.

October 10, 2022; 10:00 am - 11:30 am ▪ **NO COST**
Michelle Somes-Booher

Human Resources (HR) Basics for Non-HR Professionals (in-person)

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 20, 2022; 8:30 am - 4:30 pm ▪ **\$269**
Karen Bender

Financial Management: Building Financial Confidence in your Business (in-person)

This course is designed for entrepreneurs and business managers who are looking to learn: (1) How to read and understand financial information, (2) How to analyze financial information to improve business management decisions resulting in business return on investment commensurate with the risks of the business, (3) How to improve and manage profitability using budgets and better manage working capital, (4) How to improve and manage cash flows using budgets. In this series of four financial management classes, you will learn how to set up financial records, use and analyze financial statements to make decisions, create budgets to for profitability and manage cash flow.

Weekly, October 25 - November 15, 2022;
8:30 am - 12:00 pm ▪ **\$490**
Steve Pullara

Value Planning for the Future (in-person)

For a business owner, retirement often translates into selling your business. Even if you never plan on selling, building your business as though you will sell someday will ensure more efficient operations, clearer business trends, a cleaner financial picture, and better standard operating procedures – all key qualities for both effective ongoing operations and value drivers for the future.

October 26, 2022; 8:30 am - 11:30 am ▪ **\$149**
Jane Tereba, CPA



[The course] gave me more to consider as a manager and how **my investment in myself** cycles back to employees/staff and how I can do more to bring us together as a whole team.

Carly | Retail Specialist, Goodwill SCWI | Grow Course Participant

Hire Badgers: Student Staffing Opportunities for Small Business (online)

Did you know that the UW-Madison Work-Study Program, has been expanded to small businesses – and even covers 75% of the wages earned? Or that many UW-Madison students pursue internship opportunities as a way to develop new skills and explore career pathways while they are studying at UW? If you've ever wondered about hiring a 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 successful for both you and the student.

November 14, 2022; 10:00 am - 11:30 am

Heather Ferguson, Brett Jones, Kristina Rittel

This \$99 course is being offered at no cost due to the generosity of the presenters.

NEW COURSE

Wisconsin Tax Seminar for New Businesses (online)

In this new business seminar, hosted by The Wisconsin Department of Revenue (DOR), you will gain a basic understanding of Wisconsin's tax laws. Topics may include: business tax registration; withholding tax information; sales and use tax information, electronic filing through My Tax Account; business tax incentives; when to obtain a seller's permit?; and more.

November 15, 2022; 1:30 pm - 3:30 pm - **NO COST**

NEW CONTENT

2023 HR Trends (online)

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. In this session, The QTI Group will unveil the results of the 2022 survey, including critical data and actionable solutions to help businesses adapt and drive decision-making for this evolving world of work. Session attendees will receive a complimentary copy of the survey results.

November 16, 2022; 11:00 am - 12:00 pm - **NO COST**

This \$99 course is being offered at no cost due to the generosity of The QTI Group.

NEW CONTENT

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. Registration includes multiple sessions - pop in and out as you like! Learn more about session specifics at sbdc.wisc.edu.

November 11, 2022; 8:30 am - 4:30 pm - **\$299**
Industry Experts



Everything was helpful; it made HR duties feel less scary. I appreciated the **wide range of topics covered**, and **dependable/free resources** to use going forward – a crash course on being a good employer.

Allison Rodriguez | Owner, Delta Remodeling LLC, HR Basics for Non-HR Professionals participant



TREATING LOCAL GRAINS WITH REVERENCE

► SBDC SUCCESS STORY | ORIGIN BREADS

During Kirk Smock's four-year stint in Mozambique, he missed the sourdough flavor of home and valued the nutrition of the long-fermented whole wheat sourdough he started making with local grains. Once he turned his attention to moving his family back home to Madison, he began to imagine what it might look like to open a business that brought that small-batch quality home.

In December 2015, he connected with SBDC consultant Rena Gelman to check the feasibility of his idea.

"I decided it was now or never," he says. "I didn't know for sure what pieces would work, so I planned it inexpensively. That way, if I decided I didn't want to do it after all, or it didn't work out, it wouldn't be a big loss."



How did Origin Breads test the market? What are they up to now?

Read more about Origin Breads and other SBDC Success Stories:

<https://sbdc.wisc.edu/about-us/success-stories/>



"Origin Breads was just me for so long, and then it became bigger than me, and [my SBDC consultant] helped me realize I would have employees to handle baking, deliveries, and sales, and **I could step back and run the business.**"

Kirk Smock | *Origin Breads*

GROW

YOUR LEADERS

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. 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.

October 5, 2022; 8:30 am - 4:30 pm - \$269

Sarah Smyrk

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 a copy of - *Fearless Performance Reviews* by Jeff and Linda Russell.

October 27, 2022; 8:30 am - 4:30 pm

\$284 (includes book)

Jeff Russell

NEW COURSE

Maximizing Your Leadership Potential

(in-person)

Taking on a leadership role means adopting a different perspective. As you begin to think of yourself as a leader, you must transition your mindset from focusing on your work to the team - values that matter to all generations, how leadership communication impacts your team, the relationship between management and leadership, guiding your team through times of change, and navigating organizational politics, choosing the

right leadership style for the situation, why managers fail, and how to coach others.

November 10, 2022; 8:30 am - 4:30 pm - \$269**

Sarah Smyrk

Positive Power Plays: Skills for Conflict and Negotiation (in-person)**

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.

November 17, 2022; 8:30 am - 4:30 pm - \$269**

Patricia Clason

Communication and Delegation Skills Using the DiSC Profile (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. You will also learn the conditions and steps necessary for successful delegation and strategies for overcoming common barriers - including the challenges of delegating in a virtual environment.

December 1, 2022; 8:30 am - 4:30 pm

\$309 (includes DiSC profile)**

Jeff Russell

*Learning to Lead Series Courses, marked with two asterisks, (**) are available for standalone registration, or as part of the Learning to Lead Series. Register for the series (3 courses) for 15% off of your total course registration (series price of \$720).*

FROM NASHVILLE POP UP TO HILLDALE HOME FOR HIGH QUALITY HOUSEPLANTS

► SBDC SUCCESS STORY | WILDEWOOD



Too mired in her digital-heavy photo-editing business, Wildewood founder Kate Holl wanted to bring the “unplugged” feeling she’d experienced during a 2014 road trip to Yosemite to her daily life. Building on a family history of greenhouse and garden hobbyists, she started by co-founding a plant shop in Nashville, TN in 2016 that began its life as a pop up.

Upon moving home to Wisconsin in 2018, she sold her half of her Nashville business and was ready to bring the joy of plants to her community and her team.

“In Wisconsin, we live in a climate where much of the year we cannot enjoy the benefits of being out in nature. Studies show time and time again that bringing nature into our homes and workspaces can do wonders for our mental and physical health. It’s such an awesome part of what we do. As we’ve grown, it’s become just as important for me to make sure that we’re also creating the best work environment possible for our employees and to also be a positive influence in and make regular contributions to our community. If I can continue to do these three things, I feel successful as a business owner.”



What was Wildewood's journey from pop up to permanent plant home? Read more about Wildewood and other SBDC Success Stories:

<https://sbdc.wisc.edu/about-us/success-stories/>

SPECIALTY PROGRAM FOR HR PROFESSIONALS

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

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. In this virtual course, you can prepare for the SHRM-CP or SHRM-SCP online with guidance from a SHRM-certified instructor. 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.



Tuesdays & Wednesdays, September 20 - November 30, 2022 (no class November 22 & 23 for Thanksgiving)
6:00 pm - 7:45 pm

Judy Peirick, Summer Rector, and Tomás Rivera

Cost: \$1300 (SHRM Local & Nat'l members)

\$1350 (Nat'l SHRM members)

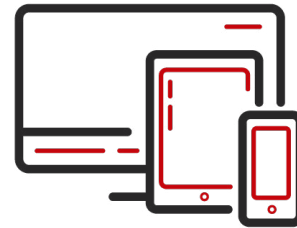
\$1400 (Local SHRM members)

\$1450 (Non-SHRM members)



Have Questions About Classes?

Visit our FAQ page at sbdc.wisc.edu



SBDC Entrepreneurial How-To Video Series

We created this tutorial video series to help you navigate common business FAQs— from forming an LLC to understanding loan options. Available any time.



NEW! Learn the basics of financial statements in our new accounting video series!

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



FRANCHISE OWNER EMPLOYS THREE GENERATIONS OF FAMILY MEMBERS AT HER GIFTING BUSINESS

► SBDC SUCCESS STORY | **COOKIES BY DESIGN**

When she opened her franchise Cookies by Design business in April 2021, Prue Lotharius intended it to stay as a side hustle. Yet the bakery grew into a full-time business - complete with three generations of family as part-time employees - when she realized that both the business and her customers' stories deserved full-time attention.

"We don't just make cookies and cupcakes. We are a gifting business that is delivering a message in a unique way," she says. "No matter what the occasion, every order is important to someone, which makes it important to us. Taking an order sometimes lasts 40 minutes on the phone because it's not just an order, it's a story—a piece of someone's life they are sharing."

Lotharius has been enjoying the learning journey she has been on since purchasing the franchise. She finds herself using all of the skills she learned during her MBA program, building her knowledge through "Cookie College" training offered to franchise owners, and using SBDC classes as space to think about what is next.

"I now work with my hands daily, am on the front line with customers, and need to be the janitor, accountant, and HR, while implementing growth strategies and staying abreast of design and technique trends," she says. "I have a lot that I'm still learning and will always be continuing to learn and improve upon."



How will this Monona Cookies by Design franchise grow? How are they supporting the community? Read more about Cookies by Design and other SBDC Success Stories:

<https://sbdc.wisc.edu/about-us/success-stories/>



THANK YOU

TO OUR PARTNERS FOR THEIR SUPPORT OF THE SBDC:

