The UWM Small Business Development Center is located on the 7th floor of the School of Continuing Education: **161 West Wisconsin Avenue, Milwaukee, WI 53202**. For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Explore our programs (links in PDF) and resources to find the answers to your needs, or contact us directly: **(414) 227-3240 or sbdc@uwm.edu**.

Reasonable accommodations of persons with disabilities will be made if requested at least two weeks in advance. Contact Jason Mueller, 161 W. Wisconsin Ave. Ste. 6000, 414-227-3129 to discuss need.

**MONTHLY OFFERINGS**

**First Steps to Starting a Business**  
Learn the most important elements to starting a business and how to avoid common mistakes. Get your questions answered, discuss concerns and network with other new entrepreneurs. Begin working on your business concept in class and leave with a wealth of information and resources.  

**Webinar: Bookkeeping Basics for a New Milwaukee Area Business**  
Do you understand how taxes affect your business? Learn about payroll taxes, how to calculate your business’ sales tax, and more. All new or future business owners should familiarize themselves with these concepts in order to avoid IRS, city and county mishaps. Webinar includes resources and spreadsheet tools to download.

**Webinar: Tax Concerns for a New Milwaukee Area Business**  
This webinar will help a new business owner determine what kind of record-keeping and financial analysis is needed for a successful Milwaukee area business. Webinar includes resources and spreadsheet tools to download.

**JANUARY**

**22**  
**First Steps to Starting a Business**  
School of Continuing Education, 6-9 pm  
$29

**22**  
**Numbers Based Strategy for your Business**  
School of Continuing Education, 8-11am  
$49

Develop the critical skills and tools to run your business by the numbers; from understanding how to read your financial statements (a.k.a. your scorecards), to discovering the universal strategy for increasing cash flow, and running a more successful and profitable small business. You will also learn the power of key performance indicators, which will help you zone in on the most important numbers to your business every period.

**23**  
**SEO for your Website**  
School of Continuing Education, 9-10:30am  
$39

Learn the essential tricks to ensuring your website appears at the top of all major browser searches in this introduction to Search Engine Optimization (SEO). Learn how to assess your website ranking compared to your leading competitors, and identify the strengths and weaknesses of your current site.
Facebook Marketing

Wauwatosa Chamber of Commerce, 8-9:30am

$34

Facebook has rapidly grown as the most effective marketing platform, posting unseen sales results and conversion rates. Isn’t it time to jump on board? Learn how to use business pages, explore different options for advertising and engage your audience.

FEBRUARY

Entrepreneurial Training Program

School of Continuing Education, 6-8:30 pm

$1000

The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at UW-Milwaukee provides the tools you need for business idea testing and business model improvement. The ETP program is a 12 week course that shows you how to quickly develop an investment-ready business plan, appeal to more customers, and answer the question “Will people buy my product/service?” The Wisconsin Economic Development Corporation is offering qualified applicants training grants that cover most of the $1000 course fee. The grant covers 75% of the fees reducing your cost to $250 when official requirements are met.

Selling in the Connection Economy

School of Continuing Education, 8a-12p

$139

A company’s presence is both physical and online, with the ease of internet searching and social media networking, we now operate in the 'connection economy'. One of the keys to sales in this environment is leveraging relationships and connecting online. Learn how to capitalize on this knowledge using modern and classic sales techniques.

First Steps to Starting a Business

School of Continuing Education, 6-9 pm

$29

First Steps to Starting a Business

Germantown Library, 6-9 pm

$29

Google+ and Google’s Features

Wauwatosa Chamber of Commerce, 8-9:30am

$34

With Google being the most popular search engine in the world, it has incorporated its own products, such as Google Plus, into how online and mobile search perform. Google also has a lineup of services that can be very effective for small businesses. Learn how to use features such as Google Plus, Hangouts and GMail for your business, and increase your exposure.

MARCH

Lean Start

School of Continuing Education, 6-8p Wed/Thur

$59

Now is the time to shift gears in launching your idea. Are you ready to target your market in your startup business? Ready to test your understanding of your customer? This is where the planning and research come together to make the best use of your time and resources.

First Steps to Starting a Business

School of Continuing Education, 6-9 pm

$29
LinkedIn has added many features for small business advertising; do you know how to take advantage of them? The professional networking site adds two new users every second; do you know how to use it to strategically find partners for your enterprise? Join us to fine-tune your approach to using LinkedIn for your business.

**APRIL**

23  **First Steps to Starting a Business**  School of Continuing Education, 6-9 pm  $29

30  **Analytics and Strategy**  Wauwatosa Chamber of Commerce, 8-9:30am  $34

Social media metrics are tools for measuring different aspects of your online social usage. But when you get these metrics, what do you do with them? Or what happens when you discover a trend you want to change – how do you do that? Learn how to leverage your analytics by covering what metrics are, common measurement tools and how to work with them.

**MAY**

21  **First Steps to Starting a Business**  School of Continuing Education, 8-9:30 am  $29

28  **Mobile Apps (for Small Business)**  Wauwatosa Chamber of Commerce, 8-9:30am  $34

Mobile apps are increasingly common for businesses to have, but are they right for your organization? How do you leverage them for engagement and sales? Learn how to plan a mobile app strategy in a way that makes sense with your business. Mobile device usage is on the rise, and it houses some of the fastest growing ad revenue. Discover how to be where the customers are.

**JUNE**

4  **Selling the Connection Economy**  School of continuing Education, 8 am-12 pm  $99

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11  **Lean Start**  School of Continuing Education, 6-8pm, Wed/Thu  $59

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19  **First Steps to Starting a Business**  School of Continuing Education, 6-9 pm  $29
2014 EDUCATIONAL PROGRAMS
For starting a business and growing a business

JULY

16 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29

AUGUST

13 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29

SEPTEMBER

2 Entrepreneurial Training program
School of Continuing Education, 6-8:30pm $1000
The Entrepreneurial Training Program (ETP) offered by the Wisconsin Small Business Development Center at UW-Milwaukee provides the tools you need for business idea testing and business model improvement. The ETP program is a 12 week course that shows you how to quickly develop an investment-ready business plan, appeal to more customers, and answer the question “Will people buy my product/service?” The Wisconsin Economic Development Corporation is offering qualified applicants training grants that cover most of the $1000 course fee. The grant covers 75% of the fees reducing your cost to $250 when official requirements are met.

17 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29

OCTOBER

15 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29

15 Lean Start
School of Continuing Education, 6-8pm, Wed-Thur $59
Now is the time to shift gears in launching your idea. Are you ready to target your market in your startup business? Ready to test your understanding of your customer? This is where the planning and research come together to make the best use of your time and resources.

NOVEMBER

12 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29

DECEMBER

10 First Steps to Starting a Business
School of Continuing Education, 6-9 pm $29
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