

Workshop Locations (see web site for directions)

Wautoma – Waushara County Courthouse
209 S. St. Marie St. – Demonstration Room





Fond du Lac – UW-Extension Fond du Lac County Office
UW-Fond du Lac Campus, Room 209/242

Oshkosh – UW Extension Winnebago County Office
Coughlin Center, Room A/B, 625E. County Road Y

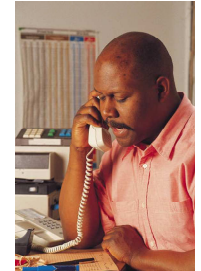
Sheboygan – UW Extension Sheboygan County Office
UW-Sheboygan Campus, Room 5024

Fox Cities/Kaukauna – Heart of the Valley Chamber Office
Lower Level, 101 E. Wisconsin Ave.

Workshop Co-Sponsors

	<p>Wisconsin Small Business Development Center Network With funding from the U.S. Small Business Administration and UW Extension, the UW Oshkosh office of the WSBDC Network provides free counseling and low-cost training to business owners and entrepreneurs in Fond du Lac, Green Lake, Marquette, Outagamie, Sheboygan, Waushara and Winnebago Counties</p> 
	<p>University of Wisconsin-Extension Fond du Lac, Green Lake, Marquette, Outagamie, Sheboygan, Waushara and Winnebago Counties</p>
<p>Additional support for the workshop series is provided by the Heart of the Valley Chamber of Commerce and the Fox Cities Chapter of SCORE.</p>	
	<p>Wisconsin Small Business Development Center Network is funded in part through a cooperative agreement with the U.S. Small Business Administration and University of Wisconsin-Extension. All opinions, conclusions or recommendations expressed are those of instructor(s) and do not necessarily reflect the views of the SBA.</p>
<p>Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Sandy Nigl at 920-424-1453, or, 1-800-232-8939. An EEO/AA employer, the University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements</p>	

**UW Oshkosh Small Business Development Center
Business Success Workshop Series**



September 2010

Creating a Successful Marketing Plan

October 2010

Writing a Winning Business Plan

November 2010

How to Win the Governor's Business Plan Contest

Three in a series of monthly workshops designed for those currently in business or interested in starting a new business.

Creating a Successful Marketing Plan

A detailed marketing plan is the key to being successful in a highly competitive environment. This two-hour workshop will discuss the basics of writing such a plan, including how to research market conditions and trends to develop winning strategies for product/service mix, pricing, promotion, location/distribution, and positioning.

Cost: \$35 per person **Time: 6 to 8 p.m.**

Dates/Locations: 9/21/10 – Wautoma 9/22/10 – Sheboygan
9/23/10 – Fond du Lac 9/28/10 – Kaukauna 9/29/10 – Oshkosh

Writing a Winning Business Plan

A well-written business plan is the key to securing financing for a business, and this two-hour workshop will discuss the basics of writing such a plan, including how to analyze market conditions to develop marketing, financial and management plans that impress lenders and investors, and help you manage your business.

Cost: \$35 per person **Time: 6 to 8 p.m.**

Dates/Locations: 10/19/10 – Wautoma 10/20/10 – Sheboygan
10/26/10 – Kaukauna 10/27/10 – Oshkosh 10/28/10 – Fond du Lac

How to Win the Governor's Business Plan Contest

The Wisconsin Governor's Business Plan Contest seeks to encourage state entrepreneurs in the creation, start-up and growth of high-impact ventures. Each year, the contest awards almost \$200,000 in cash and service prizes. This two-hour workshop will examine the keys to submitting a winning entry based on the experience of past winners.

Cost: \$35 per person **Time: 6 to 8 p.m.**

Dates/Locations: 11/2/10 – Kaukauna 11/3/10 – Wautoma
11/4/10 – Fond du Lac 11/17/10 – Sheboygan 11/30/10 – Oshkosh

Workshop Format & Materials

In addition to time for questions and answers, each workshop participant will receive a notebook with useful information, publications and forms, along with contact information for organizations which provide assistance to startup and existing small businesses.

Additional Workshops in the Business Success Series

For more information, visit our web site at: www.uwosh.edu/sbdc

Registration Form

To register, complete and return this form, or call 1-800-232-8939 (in Oshkosh, call 424-1453). You can also register at www.uwosh.edu/sbdc

Name

Business Name (if any)

Address

City/State/Zip Code

Business Phone Number

Home Phone Number

E-Mail Address

Program/Dates (Check all that Apply):

Creating a Successful Marketing Plan - Date/Location: _____

Writing a Winning Business Plan - Date/Location: _____

How to Win the Governor's Business Plan Contest - Date/Location _____

Make check for \$35/person/workshop payable to "SBDC" & mail with form to:

UW Oshkosh SBDC
Attn: Sandy Nigl
549 High Avenue
Oshkosh, WI 54901-4825

Cancellation Policy

You may withdraw without penalty if we receive notice at least five business days before the day of the program. After that time there will be a \$5 administrative fee. If you fail to attend without canceling your registration, you will be charged the full fee.