



2017- 2018 Wisconsin Rural Business Training Events

All events are free and open to all businesses in designated Wisconsin Main Street and Connect Communities program areas. Visit <http://inwisconsin.com/community/assistance/> for more information on these programs and maps of participating communities. Registration for individual events is available by clicking on the links below, or via link from our Facebook page at www.Facebook.com/WisconsinMainStreet (no Facebook account needed).

Entrepreneurship & Business Development

Keys to Business Success (2-hour presentation)

Bob Jones of Cuba City will provide a framework for thinking about starting and growing small businesses. The session will include tips on business plan/cash flow development, overcoming common challenges and marketing as well as strategies for writing a business plan and presenting to bankers.

Sessions in partnership with Prosperity Southwest – registration [here](#).

- Darlington: February 13th – 6 pm Lafayette County Courthouse, Room 103
- Platteville: March 20th – 6 pm Business Incubator, 52 Means Drive
- Monroe: April 17th – 6 pm UWEX, 2841 6th Street

Additional sessions – register [here](#).

- Arcadia, April 30th - Community Recreation Center, 209 E Main Street
- Wisconsin Rapids, May 1st - Heart of Wisconsin Chamber of Commerce, 1120 Lincoln Street

Getting Started with Popups (1.5-hour presentation) – registration [here](#).

Nora Roughen-Schmidt of the Viroqua Chamber-Main Street will present a how-to session on establishing a successful popup shop program in your community based on 4 years of local success. The presentation will address how to structure the program, identify spaces, solicit entrepreneurs and effective marketing strategies, along with strategies for growing popup businesses into permanent tenants.

- Lake Mills: March 21 – 1 pm, Community Center Room, City Hall
- Two Rivers: March 22 – 1 pm, JE Hamilton Community House, 1710 W Park St, Berringer Room

Business Transition Planning (2-hour presentation) – registration [here](#).

Mike Mathews of Economic Growth Advisors and Cathy Durham of Capital Valuation Group will cover the basics of business transition planning. Regardless of size and age of ownership, having a succession plan is the best way to ensure the longevity of your business and safeguard retirement plans. This course covers the basics of planning for the future, including guidance for positioning your business for sale or preparing for internal transition.

- Ladysmith: May 3rd, 11:30-1:30 pm, County Government Center, 311 Miner Ave
- Eagle River: May 3rd, 6-8 pm, Northwoods Center
- Stevens Point: May 4th, 2-4 pm, Portage County Library Pineries Room
- Reedsburg: May 22nd, 8-10 am, Chamber of Commerce, 240 Railroad Street
- Waterloo: May 22nd, 4-6 pm, Firemen’s Park Pavilion, 500 Park Avenue



Retail, Restaurant and Hospitality Assistance

Retail Merchandising (1.5-hour presentation) – registration [here](#).

Lyn Falk of RetailWorks will provide a tutorial on designing attractive storefronts and interior spaces that attract attention and recruit customers. Learn successful strategies regarding color, placement, layout and grouping of merchandise to maximize sales in your business.

- Cumberland: April 19th, 7:30 am Nezy's
- Menomonie: April 20th, 7:30 am Menomonie Chamber of Commerce, 342 Main Street East
- Marshfield: April 25th, 7:30 am Market on 6th Event Center, 113 w 6th Street
- Wausau: April 26th, 7:30 am, Dudley Tower, 500 N 1st Street, First Floor Conference Room

Restaurant & Hospitality Business Best Practices (1-hour presentation) – registration [here](#).

Ryan Doerr of The Spire Group will provide guidance for restaurants and hospitality businesses to allow them to evaluate their menu, pricing, layout and marketing in order to maximize revenues and attract additional customer traffic.

- Sturgeon Bay: February 5th, 8:00 am Sturgeon Bay Visitor Center, 36 S 3rd Avenue
- Fond du Lac: February 19th, 9:00 am Fox Valley Savings Bank, 51 E. First Street
- Mayville: February 20th, 9:00 am Open Door Coffeehouse, 119 S Main
- Osceola: March 12th, 9:00 am Village Hall, 310 Chieftan St.
- Rice Lake: March 13th, 9:00 am Kitchen & Floor Décor, 25 N Main Street
- Ripon: March 26th, 9:00 am Bovay's Study Bar, 329 Watson St.

Façade & Property Improvements to Boost Business (1-hour presentation) – registration [here](#).

A business's storefront is a permanent billboard for the business. Errin Welty and Joe Lawniczak of Wisconsin Main Street will provide information on evaluating a building's façade and exterior space and designing improvements that will attract attention and boost sales. Information on various financing programs available are also included in this presentation.

- New Glarus, February 27th, 11:30 am-12:30 pm, Tofflers Pub and Grill (upper level), 200 5th Ave.
- Tomah: March 1, noon – 1pm, Tomah Visitor Center, 310 N Superior Avenue
- New Richmond: March 21, 11:30 am-12:30 pm, New Richmond Area Chamber, 245 S Knowles Ave.
- Waupun, May 1st, 11:30 am – 12:30 pm, Waupun Public Library, 123 S Forest Street

Business Marketing and Social Media Strategies

Cell Phone Photography and Merchandising for Social Media (3-hour workshop) – registration [here](#).

Danielle Brufodt of Thyme is Honey will lead participants through a workshop designed to teach the basics of smart phone photography, along with advanced editing techniques, home studio set-up and online marketing and social media strategies that can help small businesses succeed. We'll discuss social media platforms such as Instagram, Facebook, Pinterest, Twitter and how each platform can help increase visibility and reach.

- Cambridge: March 12 – 8:30-11:30 am, Location TBD
- Fond du Lac: March 13 – 8:30-11:30 am, Thelma Sadoff Center for the Arts, 51 Sheboygan Street

These events sponsored by WEDC and Wisconsin Main Street with the support of USDA Rural Development.