

## Susan Wetherington

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**From:** Susan Wetherington [susan.gcdc@tds.net]  
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### Monthly newsletter

June 2010

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### **Wisconsin Innovation Service Center**

Wisconsin Innovation Service Center, WISC, is located at the University of Wisconsin-Whitewater. WISC's mission is to help clients make more profitable new product and market development decisions. Research results encourage clients to direct further investment toward ideas that offer commercial promise. Most major technological advancements of the last

Welcome to the Green County Area Entrepreneurs & Inventors newsletter. We will highlight this month's meeting and share resources you might be interested in tapping into. Our goal at Green County Development Corporation is to open a dialogue with you--the entrepreneur and inventor--so that we can learn from each other and grow our businesses in Green County. If you have any suggestions for meeting topics or other resource opportunities, please let us know by emailing [gcdc@tds.net](mailto:gcdc@tds.net). Enjoy!

Anna Schramke, CEcD  
*GCDC Executive Director*

### **E&I explores marketing inventions with WISC**

MONROE, Wis. – Creating an invention can be a first step towards a profitable future. But how does a person take that product to the right market? Or know the next steps to selling that invention? On Monday, June 7, 2010, the Green County Area Entrepreneurs & Inventors meeting will talk with Ronald "Bud" Gayhart, Interim Executive Director of the Center for Innovation and Business. The meeting will be at the AmericInn Lodge Conference Room, 424 4<sup>th</sup> Avenue, Monroe. The meeting is from 6:30 to 8:30 PM. The evening event is FREE and open to the public. Refreshments are available.

The Wisconsin Innovation Service Center (WISC) specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors. Since 1980, WISC has researched the viability of more than 8,000 projects. Technical experts and researchers use an extensive array of resources to analyze information on technical feasibility, existing patents, market size, competitive intensity, demand trends and other areas. WISC's

century are attributed to small companies and inventors. Early evaluation of new product ideas prevents investment in ideas that lack marketability and provides hard data to help developers gain financing and support for viable ideas.

When it comes to new product development, success depends on overcoming substantial obstacles along the road to commercialization. WISC assistance can help pave the way. To find out more about WISC, join us at the June 7 meeting at AmericInn Lodge, 424 4th Avenue, Monroe. The meeting starts at 6:30 PM.



***"A patent, or invention, is any assemblage of technologies or ideas that you can put together that nobody put together that way before. That's how the patent office defines it. That's an invention."***

**Dean Kamen**  
American Entrepreneur and Inventor

**About Green County Area Entrepreneurs and Inventors meetings**

research products cover product feasibility, competitive intelligence, distributor assessment, customer satisfaction, and licensing partnerships.

Gayhart, who has served as the program director for the Small Business Development Center in Whitewater, has an extensive background in marketing, sales, general management, financial analysis and manufacturing through his experience in diverse industries and organizations. His experience includes small, privately-held entities, nonprofits and Fortune 500 companies. He has twice been an entrepreneur, owning a small retail business for 20 years and a machine controls manufacturing company with an international client base. He writes articles on business, one of which was recently published in the Capital Region Business Journal.

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## Launch a New Product on Twitter

By [Minda Zetlin](#), Inc.com

While Facebook is good for building long-term customer relationships, businesses are finding that Twitter can be great for quickly building momentum for, say, a new store location or product. Here are tips on how to jump-start a new launch in 140 characters or less.

Until last year, NAP, Inc.'s best known product line was its [Sleepy Wrap](#) baby carrier. But when the company launched the [Boba Baby Carrier](#) last year, it focused its efforts on social media, especially [Twitter](#). "Prior to that, we were just using traditional online and print advertising," says Ashley Jewell, director of social media marketing for NAP. "We went from having one follower to selling out our whole inventory in a matter of weeks." NAP's experience shows what some marketing experts already know: Twitter is an incredibly powerful tool for creating buzz and an ideal way to get customers' attention for a new product, service, company, or location. "Twitter today has 100 million active users, and 100,000 new users per day. That's an astonishing shift from something that used to be a niche outpost," notes Dallas Lawrence, managing director for Burson-Marsteller's [Proof Integrated Communications](#) agency.

And, he says, Twitter continues to evolve. "In the last six months, we've witnessed dramatic maturation for Twitter. It's grown from a platform driven by press releases to a true social platform that values information sharing and transparent corporate leadership."

So how do you make the best use of Twitter's astounding power to reach your customers? Follow the article [here](#).

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## May E&I: Greenco Industries as a business resource

The Green County Area E&I Meeting traveled to Greenco Industries on May 3 to tour the facilities and to talk with Greenco Executive Director Jean Zweifel about the business services her clients could offer businesses.

The Green County Area Entrepreneurs and Inventors is an informational forum where entrepreneurs, inventors, new businesses and people thinking about starting their own businesses can come together to encourage each other and share challenges and encouragement. The group meets on a monthly basis, usually the first Monday of the month.

Green County Area E&I Meetings are part of the Driftless Region Entrepreneurs, a group of E&I Clubs that cover the Southwestern Wisconsin region from Prairie Du Chien to Green County. Upcoming events are listed on the website [www.driftlessentrepreneurs.com](http://www.driftlessentrepreneurs.com). More information about the group, starting a business or launching an invention is available at [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com), emailing [gcdc@tds.net](mailto:gcdc@tds.net) or calling 608.328.9452.

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### About GCDC

Green County Development Corporation, a multi-jurisdictional economic development corporation, was formed to bring professional economic development expertise to its member communities to create a competitive advantage to spur job creation and new investments. The organization leverages the resources of the county and its municipalities to ensure economic health and success of Green County communities and businesses. GCDC also administers the Green County Revolving Loan Fund. Visit the GCDC website at [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com).

If you are a small company and need help with packaging, bulk mailing, assembly or other services, Greenco Industries is a first place stop. Zweifel will be glad to talk over your needs, how Greenco might be able to help, give you the honest truth as to whether they can help you or not AND give you a reasonable quote for services.

Whether it is cold storage, other storage, sealing packages, making bows for gifts baskets, inserting and labeling mailing projects or many more services, Greenco is a place to start your search. And your contract will provide work for a population that wants to work, but might need the umbrella that Greenco offers to be able to work.

Green County Development has contracted with Greenco on several projects and have been very pleased with the quality and speed of services offered. Many companies in Green County have used Greenco for various services. Make an appointment to talk with Zweifel by calling her at 608.328.8311.

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### Socially Responsible Entrepreneurs can provide jobs and help humanity

By Rhonda Abrams, *Gannett*, May 21, 2010

Can you do good at the same time as you're doing well?  
More and more, entrepreneurs think so.

Increasingly, entrepreneurs want to achieve more than just profits with their companies. They want to do something positive for the environment or for humanity. Where once they might have formed a nonprofit organization, they now want to harness the energy and efficiencies of a profit motive to achieve positive social goals.

There's even a term for this: socially responsible entrepreneurship.

I've been consulting to businesses for nearly 25 years - next year's the 25th anniversary, wow! - and I used to give entrepreneurs who wanted to achieve social goals this advice: Make money and donate to your favorite charities.

Not any more.

The more I studied what makes businesses successful, the more I realized that those companies that embody a larger purpose and not just a focus on profits are the ones that thrive and survive over time. Their employees are more motivated. They adapt better to change. Morale is higher. [See full article.](#)

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Remember--Join us Monday, June 7 at 6:30 PM at AmericInn Lodge Conference Room, 424 4th Avenue, Monroe for a great time of learning and encouragement. If you need directions or other information, please contact us at 608.328.9452 or email [gcdc@tds.net](mailto:gcdc@tds.net).

**See you JUNE 7!**

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