



Green County Area Entrepreneurs & Inventors Club

Monthly newsletter

February 2009

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SBDC Offers Free Business Counseling

Small Business Development Center Counselor Gary Smith travels to Monroe on Fridays to meet with clients at Blackhawk Technical College. If you want to talk to someone about your business idea or need help with a business plan, business idea exploration or business direction, Gary is the person to talk to. Make an appointment to meet with him by calling his Platteville office at 608.342-1038

2009 Meeting Schedule

Zach Brandon, entrepreneur and Executive Assistant to the WI Secretary of Commerce, will speak in August.

March 2—Chuck Sara, Intellectual Property Lawyer—Myths & Realities of Patents

April 6—Janet Tyler Johnson, JATAJ Wealth Management—Mind-Mapping for Your Business Future

Welcome to the Green County Area Entrepreneurs & Inventors newsletter. We want to highlight this month's meeting and share resources that you might be interested in looking into. Our goal at Green County Development Corporation is to open a dialogue with 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 us at enews@greencountyedc.com.

Randy Call, NASE, to Speak at February 2 Meeting

MONROE, Wis. – Randy Call, representative from the National Association for the Self-Employed (NASE), will speak on "Health Insurance Options for the Self-Employed: What You Need to Know" at the Monday, February 2, 2009 Green County Area Entrepreneurs & Inventors Club meeting, 6:30 to 8:30 PM in the Monroe Clinic hospital's New Glarus Room, 515 22nd Avenue, Monroe, Wisconsin. The event is free to the public and refreshments are served. Green County Development Corporation (GCDC) hosts these monthly meetings, held the first Monday of each month.

Call will be discussing insurance for the entrepreneur and the obstacles the individually insured must overcome and or even accept when getting health insurance for themselves and their families. He will also highlight some of the 100 or more benefits that NASE offers.



Call said the discussion will be informal and he encourages questions and discussion.

Call is from the Janesville, Milton area and has worked in accounting. Before joining NASE, Call worked for over 12 years in production management. His enthusiasm for the entrepreneur and small business owner is evident in all he does.

Networking among attendees will be encouraged in the evening's program. Several individuals will be invited to speak briefly about their businesses and/or inventions. "When we created this club in April 2007, our goal

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Club Members Create Tips

Green County Area Entrepreneurs & Inventors Club spent time on January 5 brainstorming the top tips for the Entrepreneur & Inventor. These are the tips they suggested:

ENTREPRENEURS:

1. Attend E&I Club meetings to network with peers, ask questions, meet professionals that can help, network and to educate yourself on

issues that you might or are facing.

2. Do what you love and know. Read, research—learn all you can about your business. Study

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About GCDC

GCDC, 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. Visit the GCDC web site at www.GreenCountyEDC.com

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. ...”

Steve Jobs

Please join us on February 2 at 6:30 PM in the New Glarus meeting room at the Monroe Clinic hospital for a great time of learning and encouragement. If you need directions or other information, please don’t hesitate to call us at 608.328.9452.

See you in February!

Sincerely,

Susan Wetherington
Green County
Development Corporation
Monroe, WI 53566

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- your market and study the industry—watch trends and figure out how your business will fit the local economy and the larger economy. You will be spending 14-16 hours with your business once you start it—might as well become comfortable with it now.
- Plan well—develop a great business plan. Use resources to help with that plan by consulting legal experts, financial experts, Small Business Development Counselors, SWCAP resources, SCORE, local economic development corporations and others. That business plan will be used over and over to help get funding, direct your business decision-

making, etc.

- Don’t give up.

INVENTORS:

- Attend E&I Club meetings to network with peers, ask questions, meet professionals that can help, network and to educate yourself on issues that you might or are facing.
- Get advice—design, legal, financial, etc. Find out what resources are available that can help you—including FABLABs or machine shops for prototyping, market studies, Small Business Development Counselors, and other innovative resources. At the same time, read, research, study the market, the patents, the industry to see what is working and how it works.
- Don’t give up!

NASE

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was for the attendees—club members—to gain a better awareness of what is available in the county for resources and support and to create an opportunity for sharing among our members. If they encourage each other, the peer network built not only strengthens their businesses but the community and county business structure as well,” said Anna Schramke, CEcD, executive director of GCDC.

February’s program is the second in 2009. Fuzzy Karlen spoke to the club members in January on his experiences with staffing a small business. Dave Vobora, Southwest Wisconsin Community Action Program’s business development coordinator, provided a basic handout with points that a new business owner needs to know when starting to hire staff for the business.

On March 2, Chuck Sara, intellectual property lawyer from the Madison area, will present information on licensing, copyrights and trademarks—what works and what an inventor, entrepreneur or writer needs to know.

For more information about the Green County Area E&I Club or about the meetings, please contact GCDC’s office by calling 608.328.9452 or email gcdc@tds.net.

Check out information for inventors and entrepreneurs on the Green County Development Corporation’s website at www.GreenCountyEDC.com.