



Green County Area Entrepreneurs & Inventors Club

Monthly newsletter

June 2009

Inside this issue:

[June 1 Meeting](#)[Community Kitchen
Survey results](#)[GCDC Website](#)

New GCDC Website offers Entrepreneur Resources

The newly redesigned Green County Development Corporation's website—www.GreenCountyedc.com—has a special area just for entrepreneurs and inventors. Check it out!

We would appreciate your feedback on the pages—what additional information would you like to have available? What works well for you; what doesn't? By using our website as a link for the E&I Club and providing club resources and more, the website can provide entrepreneurs and inventors with answers they are looking for. And always feel free to send us an email or call our office at 608.328.9452 if you have a question or need.

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.

June 1—Scott Thompson to Share Radio Opportunities

MONROE, Wis. – Scott Thompson, the voice on WEKZ's Morning Mess, will answer questions on using radio as a means of advertising your business at the Monday, June 1, 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.

Thompson will share tips and ideas for making the most of your advertising dollar. He will also explain how radio advertising works and what you should look for when planning a radio ad campaign. Thompson, an attorney

and serial entrepreneur, will tell a little about his story and how he came to be involved in radio as a business and how he grew that business.

Besides being the morning host of the BIG EASY 93.7's morning mess, he is co-owner of WEKZ Radio. Scott has been with the radio station since 1986. He broadcasts many of the area high school sporting events. Scott is also a partner in the law firm of Kittelsen, Barry, Wellington, Thompson and Schluesche and specializes in trust estates, probate and divestment law.

Networking among attendees will be encouraged in the evening's program. "When club

(Continued on page 2)

Community Kitchen Results

Before E&I Club June 1, attend the public meeting where UW Extension will release the results of the survey. (More than 100 people responded to the survey!) The meeting will be **Monday, June 1** at 5:30 p.m. at the Amcore Bank community meeting room, 1625 10th Street (north side of Monroe's

Historic Square). Discussion at the June 1 meeting will be encouraged regarding survey results, potential user needs and next steps.

Anyone who completed the



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

“High achievement always takes place in the framework of high expectation.”

**Charles F. Kettering,
Inventor & engineer in auto
industry**

Please join us on June 1 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 June!

Sincerely,

Susan Wetherington
Green County
Development Corporation
Monroe, WI 53566

Kitchen survey *Continued from Page 1*

(Continued from page 1)

survey, is interested in launching a food-based business or supportive of the local food movement here in Green County is encouraged to attend.

If you know others who may be interested, please invite them, Carper said. If you are interested, but unable to attend, please contact Cara Carper and she will send you a brief summary of the results and keep you posted on next steps.

UW Extension is also planning small group discussions with those who responded to the survey. Please contact Cara Carper at (608) 328-9441 or cara.carper@ces.uwex.edu to sign up for a small group discussion slot.

Each informal discussion to gather more de-

tail on your opinions and needs toward this project will last between half an hour and 45 minutes and be held at the Green County Government Services Building located at N3150B Highway 81 just outside of Monroe.



Radio Opportunities

(Continued from page 1)

members 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.

May's program featured Ron Schaaf, First Banking Center, on using lines of credit in your business. Schaaf helped club members understand when lines of credit are, how to use them and when to and not to use them. He also pointed out dangers that can come into play with lines of credit. Schaaf answered members questions about business credit and banking in general.

On July 6, James Schneider, Blue Chip Training and Marketing, will present "Having and Maintaining a Winning Business Attitude." It has been said that 90% of what we accomplish is dependent on our attitude; 10% on our ability. Schneider will share tips he has learned in an energetic, interactive and inspirational presentation. As an entrepreneur himself, Schneider knows the importance of maintaining a winning business attitude.

For more information about 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.