



## Green County Area Entrepreneurs & Inventors Club

Monthly newsletter

July 2009

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### New GCDC Website offers Entrepreneur Resources

The newly redesigned Green County Development Corporation's website—[www.GreenCountyedc.com](http://www.GreenCountyedc.com)—has a special area just for entrepreneurs and inventors. Check it out! Scott Thompson's presentation from last month's meeting is on-line now.

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](mailto:enews@greencountyedc.com).

## July 6—James Schneider talks about a Winning Business Attitude



MONROE, Wis. – Whether it is the economic news or the weather, it seems that bad news surrounds us.

James Schneider, Blue Chip Training and Marketing, has good news, though, and he will be sharing that good news in "Building and Maintaining a Winning Business Attitude," an interactive presentation on Monday, July 6, 2009 Green County Area Entrepreneurs & Inventors Club meeting, 6:30 to 8:30 PM in the Monroe

Clinic hospital's New Glarus Room, 515 22<sup>nd</sup> 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.

"Starting a business can feel exciting, breath-taking, thrilling and stimulating. You can hardly wait for tomorrow," said Schneider. "And in the next moment it can be frustrating, overwhelming, depressing and downright lonely. How will you make it through today?" Keeping a positive attitude can be a real challenge

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## ARC Loans available for Businesses

WASHINGTON – Small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through to a new loan program

announced today by SBA Administrator Karen G. Mills.

Beginning on June 15, SBA will start guaranteeing America's Recovery Capital (ARC) loans. ARC loans are deferred-

## 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](http://www.GreenCountyEDC.com)

***“The small businessman is smart; he realizes there’s no free lunch. On the other hand, he knows where to go to get a good inexpensive sandwich.”***

**Adam Osborne, Computer Entrepreneur**

***Please join us on July 6 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 July!***

***Sincerely,***

**Susan Wetherington**  
Green County  
Development Corporation

## ARC Loans *Continued*

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payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt.

ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them. “These ARC loans can provide the critical capital and support many small businesses need to make it through these tough economic times,” said Administrator Mills. “Together with other provisions of the Recovery Act, ARC loans will free up capital and put more money in the hands of small busi-

ness owners when they need it the most. This will help viable small businesses continue to grow and thrive and create new jobs in communities across the country.”

As part of the Recovery Act, the ARC program was created as a no-interest, deferred payment loan to help small businesses that have a history of good performance, but as a result of the tough economy, are struggling to make debt payments. ARC loans will be disbursed within a period of up to six months. Repayment will not begin until 12 months after the final disbursement.

For more information on ARC loans, visit [www.sba.gov](http://www.sba.gov) or contact GCDC at 608.328.9452.

## Attitude

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when dealing with the reality of long hours, unexpected delays and a mountain of details. A positive attitude is a key component that will help you through those ‘down’ times.

Schneider’s session will feature a host of practical tips that every entrepreneur can use to build that resolve and attitude that will help see them through the challenging times that every business owner experiences. He combines his energetic and upbeat style with practical business experience and a theatre background to deliver a message that is both enjoyable and memorable.

Schneider knows his stuff—he has a 20 year background working with new and expanding businesses. In addition to

serving as director of community and countywide economic development groups, he is a past president of the 500 member Wisconsin Economic Development Corporation. He is also the co-developer of “First Impressions”, a community assessment program that has been successfully used by over 500 communities throughout the US & Canada.

Today James travels throughout the Midwest as a full-time motivational speaker and business trainer. Over the past 25 years he has presented to over 1800 audiences ranging from business conferences to meetings of community volunteers.

Networking among attendees will be encouraged in the evening’s program.

For more information about the E&I Club, please contact GCDC at 608.328.9452..