



## Green County Area Entrepreneurs & Inventors Club

Monthly newsletter

December 2009

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### Entrepreneurs needed for Directory!

Currently we need entrepreneurs who would like to be included in our 2009 Entrepreneurial Directory. To do that, we need entrepreneurs to fill out a questionnaire that will be used in the directory.

Please contact GCDC at 608.328.9452 or email [gcdc@tds.net](mailto:gcdc@tds.net) and request a copy of the questionnaire. Responses are needed by December 31.



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).

## December 7 meeting at Barb's Kitchen

This month the Green County Area Entrepreneurs & Inventors will meet in a new location—Barb's Kitchen, 710 16<sup>th</sup> Street, Monroe. The meeting will be Monday, December 7, 6:30 to 8:30 PM at Barb Newcomer's commercial kitchen, near the Swiss Colony Warehouse parking/shipping lot. The event is free to the public. A map with the location is available by contacting Green County Development Corporation at 608.328.9452 or by emailing [gcdc@tds.net](mailto:gcdc@tds.net).

Barb Newcomer opened her newly acquired commercial kitchen to other food entrepreneurs this year. In addition to producing her famous Barb's Potato

Salad, she is able to use the space to encourage others pursuing food businesses. She rents space on an "as-available" schedule to others who need a commercial kitchen to process their food treats. On December 7, several of Barb's colleagues will join the group to share their stories. Samples from the food entrepreneurs will also be available for tasting that night.

December is traditionally a month of celebration for entrepreneurship and inventions at the club meetings. This year is no different and entrepreneurs attending will be encouraged to share their

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## FRIDGE Entrepreneurs in Green County

Green County has a new resource for food entrepreneurs—Food Resource Incubator Developing Green Entrepreneurs or FRIDGE. The organization is dedicated to "increasing the economic health, local food security and vitality of Green County" through education opportunities and entrepreneurial support for food agriculture, energy, livelihood and land stewardship. By helping and highlighting local food economy is developed. For more information, contact Cara Carper, UW Extension Green County at 608.328.9441.

## 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)

***“We are more ready to try the untried when what we do is inconsequential. Hence the fact that many inventions had their birth as toys”***

*Eric Hoffer*

***Please join us on December 7 at 6:30 PM AT BARB’S KITCHEN, 710 16th Street, Monroe, 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 December 7!***

***Sincerely,***

Susan Wetherington  
Green County  
Development Corporation

## Surviving in an Economic Downturn

The belief that small businesses fare poorly in economic slowdowns is a common misconception that is not generally true. Solidly run small businesses actually hold their own during downturns. While we all like to believe our businesses fit the definition of "solidly run", let's take a look at what are some commonly cited best practices for all businesses to be following during a time of economic downturn.

### Revisit Your Business Plan

The number one recommendation, across the board, is to reexamine your business plan. Your business plan should be the working base for your company. Have you strayed from it in any way? Does it need revision in light of new information? Should you be considering whole new directions that are

not included in it? Sit down and read it from the perspective of someone about to invest in your business - and make any revisions that seem appropriate.

### Seek Supporters and Advisors

If ever there is a time to network, this is it. Many companies set up advisory boards that include a wide spectrum of professional expertise that they can draw on for advice. The latest jargon for these types of boards is "Power Circles." An apt name because the members should be power connections for you - knowledgeable about the environment in which you do business and able to connect you with the information you need to make good decisions. support mechanism when times are tough. *(To view the entire Small Business Notes article, go to [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com))*

## Dec. 7 Barb’s Kitchen *continued*

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business stories in addition to the food entrepreneurs. Barb will also give tours of the kitchen area.

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. Meetings are set up so that people interested can attend a meeting a week, if they want. Upcoming events are listed on the website

[www.driftlessentrepreneurs.com](http://www.driftlessentrepreneurs.com). Crawford County will feature Social Networking on Dec. 2; Lafayette County will feature Argyle Fiber Mill on Dec. 9. Vernon County, Iowa and Sauk/Columbia Coun-

ties will also hold their meetings on Dec. 9. More information on these meetings is available on the website. Richland County will also cover Social Media on Dec. 16. Meeting details are available on the Driftless Entrepreneurs website.

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. More information about the group is available on the GCDC website at [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com) or by emailing [gcdc@tds.net](mailto:gcdc@tds.net) or calling 608.328.9452.