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Monthly newsletter

February 2010

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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. Enjoy!

Anna Schramke, CEcD
GCDC Executive Director

Getting Started with E-Marketing

Mary Soddy, Creative Photography, shared this article from the Business.Gov website with me. As we develop our marketing toolbox for businesses, this tool might be one that will work well for your business. To read the article, follow this [link](#) or go to www.GreenCountyEDC.com under News.

In the year ahead, we will be talking about Using Social Media and Target Marketing at the Green County Area Entrepreneurs and Inventors meeting.

Business Trends that are thriving even in this economy

Wonder what is working in this current economy? Check out [The AqUrban](#).

Business strategies focus of Feb. 1 meeting

MONROE, Wis. – Now more than ever, it is important to have a plan to protect your business.

On Monday, February 1, 2010 the Green County Area Entrepreneurs and Inventors will explore BusinessKillers®—those strategies that if not put in place could hurt your business--with presenters Kay Freitag, Freitag Financial Services and Nathan Brickman, Strategic Wealth Management. The meeting is from 6:30 to 8:30 pm at a new location--AmericInn Lodge Conference Room, 424 4th Avenue, (behind Ludlow Bar), Monroe, WI. The meeting is free and open to the public.

Not all threats to a small, family-owned, or franchised business come from outside. Sometimes the real danger in our own untested assumptions:

- I'll make a succession plan later
- I'm too busy running my business
- I know what my business is worth
- My business is my retirement

If any of these sound familiar, you may have a business killer in your midst. BusinessKillers® is an interactive educational program. Learn the six risk scenarios common in a small business, family-owned or franchised business. Review the potential outcomes and solutions. Listen to experienced financial professionals share their insights and try the Risk Barometer to evaluate your own business. And make sure your next financial decision is based on your financial needs.