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To: gcdc@tds.net
Subject: Green County Area E&I News March 2010



Monthly newsletter

March 2010

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Monroe Chamber offers Free Business Seminars

The Monroe Chamber lined up seminars this year to assist you with your business. The first seminar is on *Marketing in a Tough Economy/Low Cost Marketing Strategies* and will take place **Thursday, February 25** at 8 AM in the Chamber Offices in the Board Room downstairs on the lower level. Brochure is available [here](#).

These seminars are led by the Wisconsin Women's Business Initiative Corporation's Katee Eliasson.

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

Entrepreneurs Explore Social Media March 1

MONROE, Wis. -- As a new or existing business, should I blog? What about Facebook? Linked-In? Twitter? Isn't that a waste of time for businesses? Or is Social Media a legitimate means of marketing my business or invention? Ruth Rohlich, Wisconsin Women's Business Initiative Corporation (WWBIC), will help explain what Social Media is and how to efficiently use it in marketing your business at the Monday, March 1 meeting of the Green County Area Entrepreneurs & Inventors, 6:30 to 8:30 PM at the AmericInn Lodge, 424 4th Avenue (behind the Ludlow Bar), Monroe. The meeting is FREE and open to the public. Refreshments are available.

Social Networking is a valuable tool for both small and big businesses. Deciding which approach to take can be intimidating for managers and business owners. At this meeting we will discuss the basics of Facebook, Linked-In and Twitter. Rohlich will also demonstrate how to incorporate these marketing methods into your marketing plan in ways that do not waste hours of you and your employee's time. We will discuss strategies companies are using internally and externally to communicate through social networking. "Keep it simple, stay on track and let these new forms of marketing

Other seminars are:

Wednesday, April 7 at 8 AM-- *Access to Capital and Small Business Financing Resources.*

Wednesday, May 5 at 8 AM--*Cross Promoting Your Business - A Low Cost Way to Grow Your Business*

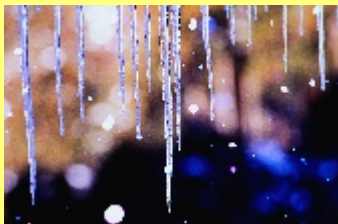
Wednesday, June 2 at 8 AM--*Customer Service Map - Mapping Out the Customer Experience for Maximum Profits.*

To register for these classes, please contact the Chamber office by calling 325-7648 or e-mail: thechamber@tds.net

Incubator kitchens featured in Madison.com

Want an idea of what is happening with Incubator Kitchens? Check out the article at Madison.com about Incubator Kitchens and what is happening in the state of Wisconsin. If you are interested in learning more or participating in an incubator kitchen arrangement, please contact Cara Carper, UW-Extension-Green County at 608.328.9440.

The article is also available on the Green County Development Corporation's website at www.GreenCountyEDC.com.



Watch, listen, learn. You can't know it all yourself. Anyone who thinks

work for you!" Rohlich says. "It all comes down to fitting social media into your current marketing plan."

Rohlich joined WWBIC in 2008 as Project Director of the WWBIC South Central office in Madison. She studied Political Science and English at the University of Wisconsin-Madison. She has experience in both the public and private sectors. For four years Ruth owned her own floral and gift business on Madison's East Side. Most recently she was the Interim Executive Director of the Madison Area Growth Network (MAGNET) a non-profit organization dedicated to attracting and retaining young talent to Dane County. She also has worked on special projects for the FDA, and with the project management teams of two R&D companies.

The mission of WWBIC is to promote economic development through microenterprise by providing access to capital, including direct lending, one on one individualized business assistance, business education and asset building/financial awareness education programming, with an emphasis on women, low wealth individuals and people of color.

Guerilla Marketing Goes Green with 7 tips

Jay Conrad Levinson started a concept and book called Guerilla Marketing--a method of marketing that is effective and powerful. Now he looks ways to green your business AND provide more resources for you and your bottom line.

Here are seven tips to gain marketing traction as a green guerrilla from Shel Horowitz, co-author with Jay Conrad Levinson of the latest Guerrilla Marketing book, Guerrilla Marketing Goes Green

1. Start on the Green Path. If you haven't already, look for the "low-hanging fruit": places where you can lower your carbon footprint, your waste, your use of troublesome materials or processes--AND cut costs at the same time! Example: an inexpensive "duplexing" printer, designed to print both sides of the sheet, can cut your paper bill by about 40 percent and pay for itself in just a few months. I paid about \$200 for mine.

2. Recognize the Marketing Power of Green Initiatives. Customers love supporting businesses that they see as making the world better. By going Green, you tap into this potential love-fest. Here you are, saving money, saving the Earth, and building more customer loyalty all at the same time. How cool is that?

3. Be Smart Enough to Tell the World! Don't be like a certain paper company that started using recycled paper in 1950, but waited until the last few years to actually tell anybody. When they changed their packaging to reflect this Green commitment, they went from bankruptcy to the top-seller in their category. As a Green Guerrilla Marketer, be sure people can easily learn about what you're doing for the world--on your website, in your newsletters, in your press releases, in your live events and media interviews, and on your packaging. Be the go-to person for your local media when they need a Green business perspective.

they can is destined for mediocrity.

Donald Trump

About Green County Area Entrepreneurs and Inventors meetings

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.

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. Upcoming events are listed on the website www.driftlessentrepreneurs.com. More information about the group, starting a business or launching an invention is available at www.GreenCountyEDC.com, emailing gcdc@tds.net or calling 608.328.9452.

About GCDC

Green County Development Corporation, 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. GCDC also administers the Green County Revolving Loan Fund. Visit the GCDC website at www.GreenCountyEDC.com.

4. Look For Ways To Tell Your Story Sympathetically. Are you a global company hurt by the Buy Local movement? Tell the story of how you're not only improving working conditions compared to indigenous firms but helping your far-away workers with schools or water development projects. Of course if you sell local products, flip it around and show how dollars spent with you stay in the community and help youth sports, the fire department, or other local institutions.

5. Stay True to Yourself, Your Vision, and Your Commitment-- And Stay Out of Court. Some people are scared of marketing Green because they see what happens to companies that get caught "greenwashing" (including some very big companies that ought to have known better). But avoiding that trap is a no-brainer. Speak the truth, demonstrate the real improvement it makes to the environment, and stick to your ethics by following "the magic triangle."

6. Build Win-Win Partnerships. To launch Guerrilla Marketing Goes Green, Jay and I formed several partnerships: with the charity organization Green America, which is getting a portion of the proceeds from the launch (and in exchange, highlighting the book on its website and in its newsletter); with a bunch of bloggers, e-zine publishers, and marketers who are not only telling their lists about the book but also contributing bonuses to sweeten the purchase (over \$2600 worth so far); and of course, with each other. Jay gets the benefit of my long years of work on the marketing side of environmental and ethics activism, and I get to "hitch a ride" on his famous and popular brand.

7. Pick up a copy of Guerrilla Marketing Goes Green. The book offers detailed implementation strategies, tactics, and examples of the six tips above, and much more. Out less than a month, it's already gotten more than 50 endorsements, won its first award, and earned its first two foreign/subsidiary rights sales, so you know this is a book worth reading. Oh yeah, and you still get all those partner bonuses. :-)

This article was from Jay Levinson's Guerilla Marketing newsletter. You can subscribe to the [newsletter](#) to get more marketing information. Throughout this year, the Green County Area E&I meetings will have several on marketing.

Need Cash?

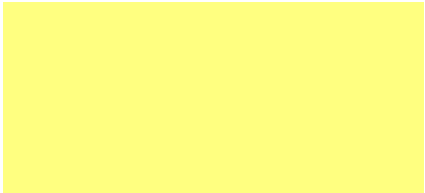
The money is out there - key is knowing where to look.

By Mark Crawford, *Capitol Region Business Journal* (Pg.28-29), February 2010

Who knows when the economy will really recover? Most experts expect 2010 will be another touch year with some cautious optimism for 2011, and that's only if variables play out the way experts think they will. Lenders depending on their own debt situations are being tighter with their cash, making it harder for businesses to merely survive, let alone expand. Where can companies find the money they need to stay afloat, invest in their businesses and keep their workers employed?

*You can access the *Capitol Region Business Journal* and article by following this [link](#). You can subscribe to this E-zine for free by going to Madison.com.*

Please join us Monday, March 1 at 6:30 PM at AmericInn Lodge,



424 4th Avenue, Monroe for a great time of learning and encouragement. If you need directions or other information, please contact us at 608.328.9452 or email gcdc@tds.net.

See you March 1!

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